



UNSW Course Outline

MGMT5603 Global Business Strategy - 2024

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General Course Information

Course Code : MGMT5603

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Management and Governance

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Global Business Strategy and Management introduces a set of contemporary strategy concepts and theories to help students identify important and consistent principles that a firm can use in making decisions that will ultimately determine a firm's success or failure in a global business

environment in the long term.

Course Aims

The course aims to provide students with advanced knowledge about the field of global business strategy and equip students with professional skills to use the knowledge in practices. The course builds on and extends the concepts learned in MGMT 5601 Global Business and Multinational Enterprises

Relationship to Other Courses

The course aims to provide students with advanced knowledge about the field of global business strategy and equip students with professional skills to use the knowledge in practices. The course builds on and extends the concepts learned in MGMT5601 Global Business and Multinational Enterprises.

Course Learning Outcomes

| Course Learning Outcomes | Program learning outcomes |
|--|--|
| CL01 : Explain the greater complexity that accompanies international operations for organisations in different international contexts. | <ul style="list-style-type: none"> • PL01 : Business Knowledge • PL06 : Global and Cultural Competence |
| CL02 : Explain concepts and theories from the literature concerning global business strategy. | <ul style="list-style-type: none"> • PL01 : Business Knowledge • PL06 : Global and Cultural Competence |
| CL03 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context | <ul style="list-style-type: none"> • PL01 : Business Knowledge • PL02 : Problem Solving • PL05 : Responsible Business Practice • PL06 : Global and Cultural Competence |
| CL04 : Communicate a business analysis and strategy proposal clearly and professionally | <ul style="list-style-type: none"> • PL03 : Business Communication • PL04 : Teamwork |
| CL05 : Work collaboratively to complete a task | <ul style="list-style-type: none"> • PL04 : Teamwork • PL07 : Leadership Development |
| CL06 : Identify and assess ethical considerations in international business | <ul style="list-style-type: none"> • PL05 : Responsible Business Practice |

| Course Learning Outcomes | Assessment Item |
|--|--|
| CL01 : Explain the greater complexity that accompanies international operations for organisations in different international contexts. | <ul style="list-style-type: none"> • Group Work • Case Critique • Participation • Quiz |
| CL02 : Explain concepts and theories from the literature concerning global business strategy. | <ul style="list-style-type: none"> • Group Work • Case Critique • Participation • Quiz |
| CL03 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context | <ul style="list-style-type: none"> • Group Work • Case Critique • Participation |
| CL04 : Communicate a business analysis and strategy proposal clearly and professionally | <ul style="list-style-type: none"> • Group Work • Case Critique • Participation |
| CL05 : Work collaboratively to complete a task | <ul style="list-style-type: none"> • Group Work • Participation |
| CL06 : Identify and assess ethical considerations in international business | <ul style="list-style-type: none"> • Case Critique |

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Learning and Teaching in this course

The prime aim of this course is to enhance your capacity to think analytically and creatively within the an international business context.

This term we have adopted a synchronous, in-person approach to learning, complemented by asynchronous online learning resources.

Assessments

Assessment Structure

| Assessment Item | Weight | Relevant Dates | Program learning outcomes |
|--|--------|--|--|
| Group Work Assessment Format: Group | 30% | Start Date: Not Applicable Due Date: Case presentation: Weeks 3,4,7; Project presentation: Weeks 9-10 | <ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL05 : Responsible Business Practice |
| Case Critique Assessment Format: Individual | 30% | Due Date: Due 2pm Thursday the week following presentation (i.e, Weeks 4,5,8); more details on course Moodle site | <ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL06 : Global and Cultural Competence |
| Participation Assessment Format: Individual | 20% | Due Date: 1. 3-minute news report: Week 2 in tutorial; 2. Class participatio: throughout the term; 3. Self & Peer assessment of contribution: Friday Week 10 | <ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving• PL03 : Business Communication• PL04 : Teamwork• PL05 : Responsible Business Practice |
| Quiz Assessment Format: Individual | 20% | Due Date: Quiz 1: Week 5; Quiz 2: Week 10 | <ul style="list-style-type: none">• PL01 : Business Knowledge• PL02 : Problem Solving |

Assessment Details

Group Work

Assessment Overview

Presentation to help students apply course concepts to real business cases; Team project for students to apply course content to business settings and practice their teamwork skills

Course Learning Outcomes

- CL01 : Explain the greater complexity that accompanies international operations for organisations in different international contexts.
- CL02 : Explain concepts and theories from the literature concerning global business strategy.
- CL03 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CL04 : Communicate a business analysis and strategy proposal clearly and professionally
- CL05 : Work collaboratively to complete a task

Detailed Assessment Description

1. Group Case Presentation: Case presentation based on an assigned reading (10%)

- Weeks 3,4,7 (2 groups per week during tutorial)

2. Group Project Presentation: Final project presentation (20%)

- Weeks 9 - 10 (3 groups per week during tutorial)

Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate

your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Case Critique

Assessment Overview

Case study to help students reflect on course content and link them to business settings

Course Learning Outcomes

- CLO1 : Explain the greater complexity that accompanies international operations for organisations in different international contexts.
- CLO2 : Explain concepts and theories from the literature concerning global business strategy.
- CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CLO4 : Communicate a business analysis and strategy proposal clearly and professionally
- CLO6 : Identify and assess ethical considerations in international business

Detailed Assessment Description

A written critique and extension of the week's peer-led case presentation

Max. 1,000 words

Due 2pm Thursday the following week (i.e., Thursday Week 4, 5, or 8 depending on your choice of topic, for example, critique of the peer-led presentation in Week 3 should be submitted by 2pm Thursday Week 4)

Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Generative AI Permission Level

Assistance with Attribution

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Participation

Assessment Overview

Class activities to help students learn course content in a collaborative manner;

Mini-reports to help students develop their presentation skills

Course Learning Outcomes

- CL01 : Explain the greater complexity that accompanies international operations for organisations in different international contexts.
- CL02 : Explain concepts and theories from the literature concerning global business strategy.
- CL03 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CL04 : Communicate a business analysis and strategy proposal clearly and professionally
- CL05 : Work collaboratively to complete a task

Detailed Assessment Description

1. 3-minute news report (5%): due Week 2 in tutorial
2. Class participation - quality and quantity (10%): throughout the term
3. Self & Peer assessment of contribution (5%): Week 10

Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

Quiz

Assessment Overview

Quizzes to assess students' knowledge of course content

Course Learning Outcomes

- CL01 : Explain the greater complexity that accompanies international operations for organisations in different international contexts.
- CL02 : Explain concepts and theories from the literature concerning global business strategy.

Detailed Assessment Description

Two multiple-choice-question quizzes (10 percent each)

Quiz 1: Week 5

Quiz 2: Week 10

Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see [here](#).

General Assessment Information

Grading Basis

Standard

Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the General Assessment Information section.

You are expected to attempt all assessment requirements in the course.

Course Schedule

| Teaching Week/Module | Activity Type | Content |
|--------------------------------------|---------------|--|
| Week 1 : 9 September - 15 September | Lecture | • What is Global Strategy? |
| | Tutorial | • Introduction to the course and assessment • Group and case sign-up • Group activity and debrief • Weekly tutorial participation (10% in total across term) |
| Week 2 : 16 September - 22 September | Lecture | • General Environment Analysis |
| | Tutorial | • 3-min News Report (to demonstrate your understanding of how we define "Global Strategy") (5%) • Weekly tutorial participation (10% in total across term) |
| Week 3 : 23 September - 29 September | Lecture | • Industry Analysis |
| | Tutorial | • Case presentations and discussions (led by Groups 1 and 2) (10% for presenting groups) • Weekly tutorial participation (10% in total across term) |
| Week 4 : 30 September - 6 October | Lecture | • Organization Analysis |
| | Tutorial | • Case presentations and discussions (led by Groups 3 and 4) (10% for presenting groups) • Weekly tutorial participation (10% in total across term) • Case critique due on Thursday if you choose to critique a peer-led case presentation in Week 3 (30%) |
| Week 5 : 7 October - 13 October | Lecture | • Generic Strategy |
| | Tutorial | • Q&A for lecture materials covered in Weeks 1 to 4 • Quiz 1 (10%) • Case critique due on Thursday if you choose to critique a peer-led case presentation in Week 4 (30%) |
| Week 6 : 14 October - 20 October | Lecture | • FLEX WEEK - No lecture |
| | Tutorial | • No tutorial |
| Week 7 : 21 October - 27 October | Lecture | • Corporate Strategy • Product Diversification |
| | Tutorial | • Case presentation and discussion (led by Groups 5 and 6) (10% for presenting groups) • Weekly tutorial participation (10% in total across term) |
| Week 8 : 28 October - 3 November | Lecture | • Vertical integration • Internationalization of the Firm |
| | Tutorial | • Group Project Consultation (for each group to discuss your final group project with tutor; 15 minutes each group) • Prepare and send your project outline to your tutor before the consultation • Case critique due on Thursday if you choose to critique a peer-led case presentation in Week 7 (30%) |
| Week 9 : 4 November - 10 November | Lecture | • Global Market Entry Strategy (1) |
| | Tutorial | • Group Final Project presentations (Groups 1,2,3) (20% for the presenting groups) • Weekly tutorial participation (10% in total across term) |
| Week 10 : 11 November - 17 November | Lecture | • Global Market Entry Strategy (2) |
| | Tutorial | • Group Final Project presentations (Groups 4,5,6) (20% for the presenting groups) • Weekly tutorial participation (10% in total across term) • Peer Review Form submitted by 4pm Friday Week 10 (5%) |

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative

arrangements for classes missed.

Course Resources

Prescribed Resources

Textbook: Peng, M. W. (2021). *Global strategy*. Cengage learning.

Additional course resources will be provided by the lecturer via Moodle.

Please refer to class Moodle site for more details.

Course Evaluation and Development

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey , which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality. For example, in response to students' request to have more revision time before Quiz 2, we have now scheduled this assignment at the end of the teaching period.

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience responses and teamwork reflection.

Delivering the course in-person and ensuring your learning experience, actively participating in each week's learning activities become one of the most important factors of successful outcomes. As a result, the engagement and participation is measured by multiple assessments including weekly case discussions, quizzes, peer evaluations, and group presentation.

Staff Details

| Position | Name | Email | Location | Phone | Availability | Equitable Learning Services Contact | Primary Contact |
|----------|---------------|-------|---|-------|--------------------------|-------------------------------------|-----------------|
| Convenor | Weiting Zheng | | Business School Building Level 5 Room 506 | | by appointment via email | No | Yes |

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be

required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).

- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.