The University of Southern Queensland

Course Specification

Description: International Business Strategy

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tr>
<td>MGT</td>
<td>8060</td>
<td>10298</td>
<td>1, 2002</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB002
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Jim Longmire
Moderator: Geoff Cockfield

RATIONALE
Modern business has become international in orientation. Professional managers need a sound understanding of international business, especially from the economic and broader strategic perspective. The rationale, formulation and putting into practice of international strategies within a rapidly changing global economy are vital for business. Modern managers should have a broad global perspective, a clear vision of the future of international business and strong strategic skills.

SYNOPSIS
This course is focused on international business strategy in the changing global economy. The evolution of international business and the current global business environment are analysed. Trade, technology, competitiveness and national policy are related to international business strategy. National business environment and cultures are analysed with emphasis on international business strategy. Key aspects of doing business overseas are reviewed, emphasising international business strategy in action. Students will develop a broad vision of international business and its likely future challenges as well as practical skills in strategic analysis.

OBJECTIVES
On successful completion of this course students will be able to:

- describe the importance of international business in the global economy;
- understand the evolution of international business;
- understand key ideas about trade, technology and competitiveness;
- relate these to international business strategy;
• appreciate the importance of national policies, institutions and politics in
development of international business strategy;
• relate business strategy to national competitive advantage;
• appreciate the main issues in building an international business and in doing business
overseas;
• have a good appreciation of international business strategy in action;
• have a clear vision of future directions and challenges for international business;
• utilise skills in strategic analysis.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. International Business in the Global Economy</td>
<td>10.00</td>
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<tr>
<td>2. Trade, Technologies and Competitiveness</td>
<td>20.00</td>
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<tr>
<td>3. National Policies, Institutions and Politics</td>
<td>15.00</td>
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<td>4. Global Corporate Strategy and Competitive Advantage</td>
<td>25.00</td>
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<td>5. Developing International Business Strategies</td>
<td>10.00</td>
</tr>
<tr>
<td>6. Doing Business Internationally</td>
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<tr>
<td>7. Likely Future Challenges for International Business</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search'
facility at http://bookshop.usq.edu.au by entering the author or title of the text.

Approach*, Pearson, Essex, UK.


STUDENT WORKLOAD REQUIREMENTS

<table>
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<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Private Study</td>
<td>81</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>ASSIGNMENT (ESSAY)</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>(see note 1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>70.00</td>
<td>70.00</td>
<td>Y</td>
<td>END S1</td>
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<tr>
<td>(see note 2)</td>
<td></td>
<td></td>
<td></td>
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</table>
NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications. Please note this is a restricted examination.

OTHER REQUIREMENTS
1. To be assured of a passing grade in this unit students will be required to obtain an overall mark of 50%. Final grades for the unit will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the unit. To be assured of a higher grade the student must obtain the following overall marks: B grade 65%; A Grade 75% and HD 85%.
2. The due date of the assignment is the date by which a student must despatch the assignment to the University; due dates are listed above.
3. Students should organise their affairs to ensure that they meet the due date.
4. Students may apply for an assignment extension of up to ten working days by including an application with the submitted assignment, including supporting documentary evidence.
5. Application for assignment extensions beyond ten working days should be to the Course Leader before the original due date.
6. Assignments submitted after the due date without an application or extension will attract a late penalty.
7. Students must retain a copy of the assignment and this must be provided if requested by the Course Leader.
8. The weighting of topics in the examination and the assignment may not reflect closely the weighting of topics above.