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>
</thead>
<tbody>
<tr>
<td>MGT</td>
<td>8060</td>
<td>30265</td>
<td>1, 2004</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic group: FOBUS
Academic org: FOB002
Student contribution band: 2
ASCED code: 080599

STAFFING
Examiner: Eric Ng
Moderator: John Searle

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

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


REFERENCE MATERIALS:

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>16.00</td>
</tr>
<tr>
<td>Directed Study</td>
<td>68.00</td>
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<tr>
<td>Private Study</td>
<td>81.00</td>
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</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT (ESSAY)</td>
<td>30.00</td>
<td>30.00</td>
<td>27 Apr 2004</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>70.00</td>
<td>70.00</td>
<td>END S1 (see note 1)</td>
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</table>

**NOTES:**

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
   
   If you are an international student in Australia you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
2 Requirements for students to complete each assessment item satisfactorily:
   Students will be required to obtain 50% in aggregate for the assignments and the
   examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a
   penalty of 5% of the total marks gained by the student for the assignment will apply
   for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must submit all of the
   summative assessment items and achieve at least 50% of the available weighted
   marks for those items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks (or grades) obtained for each of the summative assessment items in
   the course.

6 Examination information:
   This is a restricted examination. Candidates are allowed access to specific materials
   during the examination. The only materials that candidates may use in the restricted
   examination for this course are: writing materials (non-electronic and free from
   material which could give the student an unfair advantage in the examination);
   calculators which cannot hold textual information (students must indicate on their
   examination paper the make and model of any calculator(s) they use during the
   examination); English translation dictionaries (but not technical dictionaries).

7 Examination period when Deferred/Supplementary examinations will be held:
   Any Deferred or Supplementary examinations for this course will be held during
   the next examination period.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
   Academic Misconduct for further information and to avoid actions which might
   contravene University Regulations. These regulations can be found at the URL
   http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also
   read the Faculty of Business Guide to Policies and Procedures of the Faculty which

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student
   must despatch the assignment to the USQ. The onus is on the student to provide
   proof of the despatch date, if requested by the Examiner. (ii) Students must retain
   a copy of each item submitted for assessment. This must be produced within five
   days if required by the Examiner. (iii) In accordance with University’s Assignment
   Extension Policy (Regulation 5.6.1), the Examiner may grant an extension of the
   due date of an assignment in extenuating circumstances. (iv) Students who do not
   have regular access to postal services or who are otherwise disadvantaged by these
   regulations may be given special consideration. They should contact the Examiner
   to negotiate such special arrangements. (v) In the event that a due date for an
   assignment falls on a local public holiday in their area, such as a Show holiday,
the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the Examiner's convenience.

2 Make-up Work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non directed personal study.

3 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

4 Course Weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper. The examination may test material already tested in assignments.