

MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description This course will analyse the challenges and opportunities presented by the globalisation of markets and production for managers in both domestic and multinational companies (MNCs). The cultural, political, economic and technological drivers (and implications) of Globalisation will be presented providing an introduction to basic concepts in global economics and international business. This course will also analyse how globalisation impacts upon a variety of management functions e.g. human resource management, marketing and supply chain management. While a key purpose of the course will be to understand how managers design effective strategic business decisions cognizant of cultural, political and economic difference internationally, a critique of the basic paradigm of profit maximising behaviour by MNCs will also be presented through discussion of strategising with corporate social responsibility.

Contact Hours **Integrated Learning Session**
Face to Face On Campus (Merewether High School)
Three (3) hour(s) per Week for Full Term
Students are expected to complete four (4) hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional six (6) hours of independent study per week.

Unit Weighting 10
Requisites This course is only available to students enrolled in the High Performing Students Program.

Workload Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course **CANVAS** site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course **CANVAS** site.

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Identify the key business, political and social issues raised by Globalisation
2. Think critically about underlying theories, concepts, assumptions and arguments in international business management.
3. Demonstrate critical thinking and conduct a basic analysis of business opportunities in an international context.
4. Work independently and collaboratively to analyse international business opportunities and communicate the outcomes of a research project.
5. Develop the essential international perspectives which inform professional standards and ethical practice in international management.

COURSE OUTLINE

ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Individual Case Study	Saturday, Week 6	Individual	30%	1, 2, 3, 4, 5, 6, 7
2	Group Research Project	Saturday, Week 11	Group	30%	1, 2, 3, 4, 5, 6, 7
3	Final Examination	Formal Exam Period	Individual	40%	1, 2, 3, 4, 5, 6, 7

Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Individual Case Study Strategic Analysis

Assessment Type	Case Study Strategic Analysis
Purpose	To conduct a case analysis of international business practice
Description	This assignment gives you an opportunity to apply key concepts from this course in the context of a “real” business situation. Students are required to use their knowledge of different views of international strategy to analyse the case, and explain how changing industry conditions, the resources and capabilities of the MNE and the institutional environments affects the strategic behaviours and performance of the MNE.
Weighting	30%
Length	1000-1200 words
Due Date	Saturday, Week 6 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Four (4) criteria will be used: <ul style="list-style-type: none"> Knowledge/comprehension of key theoretical concepts used to analyse this case: (30%) Critical analysis of case material in the context of the case analysis task: (30%) Communication of case analysis is presented in a logical and organised manner as per the case analysis task: (20%) Writing General – language, grammar and referencing: (20%)
Return Method	Turnitin
Feedback Provided	Feedback will be provided via individual feedback on your assignment in Grademark

Assessment 2 - Group Consulting Project Report

Assessment Type	Group Consulting Project
Purpose	To prepare a comprehensive International Business Development plan
Description	In this assessment, students in groups are required to prepare a comprehensive International Business Development plan for a firm. Students are expected to structure the analysis of relevant data in line with the broad analytical frameworks outline in the course. A student's ability to critically analyse and consistently interpret and/or explain relevant data at the country, industry and firm levels is a primary concern of the assessment.
Weighting	30%
Length	2500 words
Due Date	Saturday, Week 11 by 11:59 pm
Submission Method	Turnitin
Assessment Criteria	Four (4) criteria will be used: <ul style="list-style-type: none"> Critical Analysis of data in the context of the assessment task – i.e. International

Return Method Feedback Provided	Business Strategy Development Plan: (30%) <ul style="list-style-type: none"> • Level of research adequate to make well-informed decisions and recommendations: (30%) • Communication of report is presented in a logical and organised manner as per the assessment task: (20%) • Writing General – language, grammar and referencing: (20%) Turnitin Feedback will be provided via individual feedback on your assignment in Grademark
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Assessment 3 - Final Examination

Assessment Type Purpose Description Weighting Length Due Date Submission Method Assessment Criteria	Formal Examination Summative Assessment of Learning Students will undertake a final 1.5 hr written examination comprised of essay questions. This course has a RESTRICTED OPEN BOOK examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue. 40% 100 minutes including reading time Formal Examination Period Formal Exam The following three (3) criteria will be used: <ul style="list-style-type: none"> • Depth and breadth of critical discussion. • Appropriate use of examples of cases to illustrate answers to the essay questions. • Application of theory to explain international business issues.
Return Method Feedback Provided	Not Returned No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period cannot be considered

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Globalisation: Drivers, Opportunities and Challenges.
2. The Global Trade Environment.
3. National Differences in Political Economy: Politics, Laws and Economics.
4. Culture Differences and International Management.
5. Competing and Managing in a Globalising World:
 - a. International Business Strategy and Organisation;
 - b. Market Entry decisions; and
 - c. Managing Social Responsibility Globally.
6. Management Functions in an International Context:
 - a. Managing Human Resources Globally;
 - b. International Supply Chain Management; and
 - c. International Marketing Management.

Course Materials

Required Text:

Peng, M., *Global Business*, 4th ed. (Year) – Cengage Learning – South Western

ISBN: 9781305500891 – e-book available

A supplementary prescribed reading list will be posted on the course CANVAS site.

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Globalisation & International Business Globalisation of Production & Markets	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study
2	The Political Economy of Globalisation – Part 1 Understanding Differences: Cultural Differences	Please read the material listed on your learning plan as uploaded to CANVAS.	Read: Hill & Peng Chapter 2
3	Foreign Direct Investment	Read the case provided and post to course CANVAS site	Case study – online discussion 1 Online case
4	The Political Economy of Globalisation – Part 2 Understanding Differences: Political & Economic	Please read the material listed on your learning plan as uploaded to CANVAS.	Read: Hill & Peng Chapter 2
5	Capitalising on Globalisation – Part 1 Leveraging Resources & Capabilities	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read: Peng Chapters 4 & 10
6	Capitalising on Globalisation – Part 2 Marketing Entry & Strategic Alliances	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read: Peng Chapters 4 & 10 <hr/> Assessment 1 due: Saturday, Week 6
7	Implementing International Strategies Structure, Control & Knowledge Management	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read: Peng Chapter 13
8	International Management Functions Marketing, Supply Chain & People Management	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read Handouts
9	International Supply Chains & CSR	Read the case provided and post to course CANVAS site	Case study – online discussion 2 Online case
10	Global Corporate Social Responsibility – Part 1 A Stakeholder View of Globalisation	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read: Peng Chapter 17
11	Global Corporate Social Responsibility – Part 2 Strategising with Corporate Social Responsibility	Please read the material listed on your learning plan as uploaded to CANVAS.	Case Study Read: Peng Chapter 17 <hr/> Assessment 2 due: Saturday, Week 11
12	Globalisation and International Management A course review & exam discussion	Please read the material listed on your learning plan as uploaded to CANVAS.	
13	Not applicable		

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:
<http://www.psb-academy.edu.sg/eng>
+65 6390 9000

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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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