Newcastle Business School

GMBA6001: Globalisation and Business
2024

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

Globalisation is a complex phenomenon, with contested meanings. Broadly, globalisation refers to linkages or integration across nations, in labour and capital markets, in trade, communications, and technology. A major driver of, and mechanism for, globalisation is business, through trans-border production and consumption of goods and services. There are also other active stakeholders in globalisation, including governments, regional or international inter-governmental organisations focused on specific interests (e.g. economics, trade, and labour standards), local communities, non-government organisations (NGOs), and unions. The intersecting forces of globalisation can have positive, negative, and, sometimes, entirely unexpected consequences. While globalisation has the potential to deliver general benefits, the specific interests of these stakeholders can - and do - come into conflict with the interests of business. Because of this, it is critical for managers to understand the context, the stakeholders, the institutions, and the relevant rules and regulations that influence managerial activities in the global environment.

Contact Hours

Workshop:
Face to face on campus for two (2) hours per week for 12 weeks starting week 1.

Self-Directed Learning:
Six (6) hours of online content per term provided for self-directed learning.

Unit Weighting
10 units

Requisites
To enrol in this course, you must be active in the Master of Business Administration (Global) program (40160).

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.

Student Consultation
A minimum of one (1) hour of consultation per week. Please see courses CANVAS site for information on time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:
1. Explain and critically analyse different meanings of globalisation;
2. Appreciate how the context, interests and power of non-business stakeholders in globalisation influence outcomes for global managers and business;
3. Use information systems and data collection processes to inform analysis of forces and effects of globalisation;
4. Plan for, develop and use systems and processes to stay informed about globalisation; and
5. Effectively present complex and conflicting ideas to others, either in person or through the medium of technology.

COURSE OUTLINE

ASSESSMENTS

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 Perspectives on Globalisation	Sunday Week 5 by 11:59 pm	Individual	30%	1, 5
2	Business and Globalisation	Sunday Week 9 by 11:59 pm	Individual	40%	1, 3, 4
3	Critical Perspectives on Globalisation	Sunday Week 12 by 11:59 pm	Individual	30%	1, 2, 3

Please note: students are advised that ALL assessments must be submitted in English. Assessments 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.

Assessment 1 – Individual Perspectives on Globalisation

Assessment Type	Presentation
Purpose	The purpose of this assessment is to assess the student's ability to identify the impacts globalisation can have on one person's experience of work and employment and how this has changed over time as a result of globalisation. The student should compare this person's experience of work and employment with the concepts and empirical trends of globalisation. They should present, contextualise and critically analyse this person's experience, in the form of a video presentation.
Description	Video presentation, maximum 15 minutes, addressing the issues/questions in the brief provided, and showing mastery of use of technology to facilitate communication with a specific audience
Weighting	30%
Length	15 minutes - maximum
Due Date	Sunday, Week 5, by 11:59 pm
Submission Method	In Class or other method as agreed with Course Coordinator
Assessment Criteria	Criteria will be available on CANVAS
Return Method	Online
Feedback Provided	Written (Rubric and comments)

Assessment 2 - Business and Globalisation

Assessment Type	Case Study/Problem Based Learning
Purpose	The purpose of this assessment is for students to use a case study approach to identify good strategic moves and poor strategic moves by a global business utilising the theories presented in the course. This case study analysis should use both positive and negative views of globalisation presented in the course to provide an assessment of the impact of the case firm, including how this has changed over time and why. This case analysis should include discussion of the features of globalisation that have helped or hindered the growth of this global firm.
Description	Written case analysis, maximum of 2000 words (excluding references and appendices), addressing the issues/questions and in the format described in the brief provided
Weighting	40%
Length	2000 words – maximum (excluding references and appendices)
Due Date	Sunday, Week 9 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Criteria will be available on CANVAS
Return Method	Online
Feedback Provided	Written (Rubric and comments)

Assessment 3 - Critical Perspectives on Globalisation

Assessment Type	Written Assignment
Purpose	This assessment task provides a problem-based learning task that allows students to explore and report on a real and critical impact of globalisation. It assesses the student's ability to research a problem that results from globalisation and provide a structured report identifying and providing recommendations on how to address the problem.
Description	Written response, maximum of 1500 words (excluding references and appendices), following the problem-based learning approach, identifying and addressing specific issues and providing recommended responses, and in the format described in the brief provided.
Weighting	30%
Length	1500 words – maximum (excluding references and appendices)
Due Date	Sunday, Week 12, by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Criteria will be available on CANVAS
Return Method	Online
Feedback Provided	Written (Rubric and comments)

SYLLABUS

Course Content

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

1. Globalisation: debates and controversies.
2. Forms of global business organisation, and their impact.
3. Taking a stakeholder perspective on globalisation and business - mapping and analysing stakeholders' power, interests and interactions.
4. Analysing interaction between stakeholders and business in specific contexts, industries, countries or groups of countries.
5. Developing an integrated business response to a complex stakeholder environment.
6. Developing a proactive, global mindset.
7. Developing information and knowledge systems to support effective business responses to globalisation and change.

Course Materials

Required Text:

No text is stipulated but relevant reference materials will be advised throughout the course.

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

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Individual Perspectives on Globalisation 1		Course introduction Definitions of globalisation
2	Individual Perspectives on Globalisation 2		Individual perspectives on globalisation Making effective presentations
3	Individual Perspectives on Globalisation 3		Key Globalisation concepts/ theories Understanding experiences of globalisation
4	Globalisation and Business		Business views about globalisation Current Scenarios
5	Culture		Multinational management in a changing world Corporate culture versus country/regional culture **Assessment 1 due**: Sunday of week 5 by 11:59 pm
6	Global Mindset and International Alliance		Cultivating a global mindset Advantages and disadvantages of pursuing a Global Mindset Challenges and opportunities in international alliance
7	Developing Global Strategy		Concepts and practices of a global strategy Why a global strategy is different to strategies of purely domestic enterprises
8	Ethics and Global Business		The importance of Ethics in a Global Business The difficulties of Ethics in a Global Business
9	Researching for a Global Business		Differences between global business research and domestic business research Do's and Don'ts of global business research **Assessment 2 due**: Sunday of week 9 by 11:59 pm
10	Critical and Alternative Views of Globalisation		Bottom of the pyramid profile Changing the business model Bottom of the pyramid solutions
11	Critical and Alternative Views of Globalisation 2		Critical and alternative views of globalisation – Case studies International agencies as stakeholders in globalisation
12	Critical and Alternative Views of Globalisation 3		Labour views of globalisation Taking a problem-based approach to learning Course review and conclusion
13			**Assessment 3 due**: Sunday of week 12 by 11:59 pm

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

School Office	**Newcastle Business School – Callaghan, Newcastle City & Online** NU Space 409 Hunter Street Newcastle nbs.enquiries@newcastle.edu.au +61 2 4921 5511 **Newcastle Business School - Ourimbah** BO1.13, Business Offices Ourimbah cccbusiness-school@newcastle.edu.au +61 2 4349 4453 **Newcastle Business School - Sydney** 55 Elizabeth Street Sydney nbs-sydney@newcastle.edu.au +61 2 82626432 **PSB Academy Enquiries** Log your question or request to the PSB Program Executives at the following website: http://www.psb-academy.edu.sg/enq +65 6390 9000 **Newcastle Australia Institute of Higher Education Pte Ltd** 100 Victoria Street #13-01/02 National Library Building Singapore Singapore-StudentCentral@newcastle.edu.au +65 6221 3306

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: - 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: 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.