



# **MGMT20133 *International Business, Strategy* *and Corporate Transformation***

## **Term 2 - 2021**

Profile information current as at 28/04/2024 05:57 am

All details in this unit profile for MGMT20133 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Businesses are at the dawn of a fourth industrial revolution, propelled by frontier technologies and robotisation advances that make the product better, cheaper and faster than ever before. This new industrial revolution offers enormous opportunities for businesses to grow and gain sustainable development with potential benefits on a scale that is difficult to imagine. New technologies promise the possibilities of industrial upgrading and leapfrogging. Reconfiguration of world businesses environment, cheaper transportation and communication, coupled with more efficient logistics now help businesses to establish links to new global value chains. Strategic intuitiveness and the ability to quickly manage change is key to gain competitive positioning in the global context. As the capstone unit, you will integrate prior functional and interpersonal knowledge and skills acquired in previous units of the Master of Business Administration and examine international business practices and strategic management processes at an advanced level in different kinds of organisations. You will use your advanced level of knowledge and skills to analyse how organisations develop future business strategies which are influenced by domestic and international pressures. By considering the challenges facing contemporary businesses, you will examine how international business theories, strategic management concepts, frameworks and tools are used by business executives to develop a business plan and implement effective corporate transformation.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: A minimum of 36 credit points from core (compulsory) MBA units.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2021

- Brisbane
- Melbourne
- Online
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Residential Schools

This unit has a Optional Residential School for distance mode students and the details are:

Click here to see your [Residential School Timetable](#).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Group Work**

Weighting: 40%

#### 2. **Report**

Weighting: 60%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Unit coordinator. Overall performance

##### **Feedback**

Low class attendance. This can be largely attributed to the impact of the COVID-19 pandemic. Without a legally binding compulsion to ensure the attendance of students in the classes, they are not able to benefit from the unit as is expected. This is apparent from their overall performance. On an average, about 30 to 40% students attended the classes, i.e., both lectures and workshops. This trend has compromised their overall performance.

##### **Recommendation**

Allocation of marks for class participation may be considered. In-class tasks or short journal reports for each workshop (weeks 2-11) may be useful to increase interactive engagement. For ensuring students' minimum attendance, a penalty may be considered under contingent circumstances.

#### Feedback from Unit coordinators observation. Emails from students.

##### **Feedback**

Unequal participation in Group Works in Assessment 1. In this unit, group works on business cases have been incorporated to have a collaborative learning experience of the students on key concepts, theories and their practical applications. Low class attendance with impunity, might have contributed to this unequal participation in the group works, and consequently, the expected learning outcomes.

##### **Recommendation**

Allocation of marks (20 out of 40) for an individual in-class/online case presentation. The written report may be marked as group work (20 out of 40). Compulsory participation in at least 6 group discussions in break-out rooms in case of online teaching. This practice will enhance students' ability for critical analysis and applications of theories, models, and concepts in real-life situations through simulation, and role-play during workshops. Group members will be required to prepare team charters, showing the contributions of each member in a group. This will enable lecturer(s) to understand the students' involvement and contribution in the assessments, and accordingly, provide appropriate grades that they deserve. This strategy might encourage better participation of students with an improved learning experience.

#### Feedback from Unit Coordinator's observations on students' performance

##### **Feedback**

Need for better understanding to prepare Strategic Business Plan (Assessment task 2)

##### **Recommendation**

One workshop may be dedicated to discussing a business plan of a company. A real-life business plan may be distributed a week before for students to read. The unit coordinator will facilitate the discussion asking students to identify the key elements of a business plan.

#### Feedback from Unit Coordinator's observations on students' performance

##### **Feedback**

Lack of analytical writing skills, inadequate referencing, and coherent arguments in a logical manner.

##### **Recommendation**

Conduct special sessions within the first few weeks (during workshops) to discuss expected learning outcomes, students' responsibilities, how to use resource materials, and improve the quality of academic writing. Provide a list of quality journals/articles that the students should regularly check or use in their written assessment.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Critically evaluate concepts and principles of international business, strategic management and corporate transformation
2. Analyse and integrate specialist knowledge pertinent to global business and economic complexity
3. Apply cognitive and technical skills to reflect on and synthesise complex problems and apply strategic frameworks to develop and implement business strategies
4. Communicate corporate strategy highlighting the effects of decisions on business performance
5. Demonstrate business acumen using appropriate strategic and transformative frameworks in a socially responsible manner.

N/A

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Group Work - 40%	•	•	•	•	•
2 - Report - 60%	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○	○		○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○
4 - Research	○		○	○	○
5 - Self-management		○		○	○
6 - Ethical and Professional Responsibility	○		○	○	○
7 - Leadership		○	○		
8 - Aboriginal and Torres Strait Islander Cultures					

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Group Work - 40%	○	○		○	○	○	○	
2 - Report - 60%	○	○	○	○	○		○	

## Textbooks and Resources

### Textbooks

MGMT20133

#### Prescribed

##### **Crafting and Executing Strategy- The Quest for Competitive Advantage Concepts and cases**

22nd Edition (2021)

Authors: Thompson, AA, Peteraf, M.A, Gamble, J E & Strickland, A.J

MCGRAW HILL NEW YORK, NY, USA

ISBN: 978-1-260-56574-4

Binding: eBook

#### **Additional Textbook Information**

Both paper and eBook versions can be purchased at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code).

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Masud Isa** Unit Coordinator

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## Schedule

### **Week 1: Introduction to International Business Strategy and Corporate Transformation - 12 Jul 2021**

Module/Topic	Chapter	Events and Submissions/Topic
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Globalisation and changing political, social, environmental, and economic landscape affecting international business strategies and planning.

Thompson, A.A. Peteraf, M.A; Gamble, J..E and Strickland, A.J. (2020). *Crafting and Executing Strategy- Concepts and Cases*, 22nd Edition. McGraw Hill Education, New York. Chapters 1 & 2..  
Reading 1: McKinsey & Company (2021), *Organizing for the future: Nine keys to becoming a future-ready company*, January.  
The Moodle site contains key documents relating to each week tasks and readings. for independent study,

In week one, we will discuss the shifts in the international business management environment and the emerging approaches and theories. Moreover, we will also discuss the post-COVID-19 complexities of the business environment, the nature of global competition and factors that influence the international strategic decision-making process.  
Please note: In week one, you are supposed to form groups for a case study discussion and presentation. Selected cases will be posted/referred to the Moodle site for your information.  
You need to be a member of a group, and select a case for group work. When contacting any member of the teaching team, please ensure the following:  
1. Use your CQU student email address.  
2. Include a subject line, which contains the unit code (MGMT20133).  
3. Clearly state your name and student ID in the email.  
4. Make sure you professionally write your email.

## Week 2: External Environmental Factors Analysis - 19 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
External environmental factors and their impact on strategic vision, mission, and the nature of competition in a particular industry/sector.	Thompson, A.A. Peteraf, M.A; Gamble, J..E and Strickland, A.J. (2020). Chapter 3. McKinsey & Company (2020), <i>Organizing for the Future: Why now?</i> June. Alam, Q and Chowdhury, M (20116), <i>Virgin Australia: Aim to Reposition, in Global Repositioning: Sustainability and Value Creation</i> , TILDE University Press, Melbourne, chapter 17.	In week two, we will discuss the strategy tools that are instrumental in assessing the external factors affecting the nature of competition and identify the key challenges contemporary businesses are confronting. Students should be able to recognize the factors in a company's broad macroenvironment factors that may have strategic significance and identify analytic tools to diagnose the competitive conditions in an industry. and map the opportunities and threats for growth and profitability. Read the case, Virgin Australia for class discussion (posted on the Unit Moodle site) Please Note: Questions for class discussion in week 2, will be posted on the Moodle site before week 1.

## Week 3: Evaluating Company Resources, Capabilities and Competencies - 26 Jul 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Evaluating a Company's Resources, Capabilities, and Competitiveness.

Thompson et al., (2020), Chapter 4.

In week 3, we will discuss issues and concepts relating to company resources and competencies. Strategy tools will be used to learn how to assess the company strengths, weaknesses, threats and opportunities.  
All students are required to read the case, *Bunnings- continuous development of a successful formula* (posted on the Moodle site)  
*Developing core resources and capabilities at Air New Zealand* (posted on the Moodle site).

#### Week 4: Competitive Strategies for Market Positioning - 02 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Generic competitive strategies and the principal elements of each strategy,	Thompson et al., (2020), Chapters 5 & 6.	Read the following two cases for class discussion, prior to the workshop/tutorial: 1. Marks & Spencer.- Differentiation and expansion (posted on the Moodle site) Canada's Goose's Focused Differentiation Strategy, Illustration Capsule 5.3, in Thompson et al., 2020., page 141. After the case discussion, you will learn how to explain why some strategies work better in certain kinds of competitive conditions, identify the major avenues for achieving a competitive advantage based on low-cost, differentiation and best-cost provider strategies.

#### Week 5: Strategic Planning for Competing in the International Markets - 09 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Corporate International Strategies in a Constantly Changing Business Environment.	Thompson et al., (2020), Chapters 6 & 7. Houseman, G (2007), Joseph Stiglitz and the Critique of Free Market Analysis, Challenge, Vol. 49, No. 2 (MARCH-APRIL 2006), pp. 52-62.	In week 5, we will discuss <i>International, Global &amp; Multinational Strategies</i> to understand how businesses craft options for different markets. <b>For class discussion;</b> Read the case, Walmart's Expansion into E-Commerce via Horizontal Acquisition, Illustration Capsule 6.3, in Thompson et al. (2020, p. 166) Read the case, Walgreens Boots Alliance, Inc: Entering Foreign Markets via Alliance. Illustration Capsule 7.1 in Thompson et al., (2020), p. 196.

#### Vacation Week - 16 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
No classes will be held during this week.	No classes will be held during this week.	No classes will be held during this week.

#### Week 6: Group Presentation - 23 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Group presentation	<p>Each group is to prepare their assigned group presentation and submit a report.</p> <p>All members of a group must allocate tasks and work collaboratively to make a quality presentation.</p> <p>Questions on cases and an outline will be posted on the Assessment 1 link on the Moodle site.</p>	<p>All groups will make an online (live group presentation) and submit a report on their chosen case study. An outline will be posted on Moodle for guidance.</p> <p><b>Groups are required to select a business case from a list recommended by the Unit Coordinator.</b></p> <p>Groups are required to get prior approval from the Unit Coordinator on their chosen business case.</p> <p>Each group will make a 15 minutes presentation followed by Q&amp;A during the workshop/tutorial.</p> <p>The Unit Coordinator will moderate the presentation session and provide feedback on each presentation.</p> <p>Each group will submit a brief report on the presentation along with PowerPoint slides on the Assessment 1 link on the Unit Moodle site before <b>11:45 pm (27 August Friday, 2021).</b></p> <p><b>Group Presentation on a Business Case and a Written Report Due:</b> Week 6 Friday (27 Aug 2021) 11:45 pm AEST</p>
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#### Week 7: Corporate Strategy - Integration, Diversification and Multi-business Strategies - 30 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Corporate Strategy - Integration, Diversification and Multi-business Strategies.	<p>Thompson et al., (2020), Chapter 8.</p> <p>Reading: McKinsey Global Institute (2020), <i>Risk, resilience and rebalancing in the global value chain.</i>, August.</p> <p>Wan, W. P (2005), Country Resource Environments, Firm Capabilities, and Corporate Diversification Strategies*, Journal of Management Studies, Vol 42:1.</p>	<p>The case for discussion.</p> <p>Zara: The Jewel of Inditex's crown' for class discussion is posted on the Unit Moodle site.</p> <p>Make sure you read the chapter and the case for class discussion to understand the main features of the diversification strategy, factors that companies consider for diversification and the main value creation activities.</p>

#### Week 8: How to Build Organisational Capability To Execute Strategy - 06 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
How to Build Organisational Resources and Capabilities to Execute Strategies.	<p>Thompson et al., (2020), Chapter 10.</p> <p>Read Chapters 2 &amp; 7, of Pankaj Ghemawat (2018) Redefining Global Strategy, Harvard Business Review Press (Available on the Unit Moodle site).</p>	<p>Please read the following case for class discussion.</p> <p>Case: Management Development at Deloitte Touche Tohmatsu Limited, Illustration Capsule 10.1, in Thompson et al., (2020), p. 298.</p>

#### Week 9: Managing Internal Operations to Promote Good Strategy Execution - 13 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
Managing Internal Organisational Activities for Strategy Implementation.	Chapter 11 of Thompson et al., (2020), Chapter 11.	<p>Discussion on Assignment 2 (Strategic Business Plan): How to write a strategic Business plan.</p> <p>Read Case, IKEA's International Marketing Strategy in China, Case 22, (Thompson et al. (2020).</p>

#### Week 10: Corporate Culture and Leadership - 20 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Importance of Corporate Culture and Leadership in Strategy Making and Implementation.

Thompson et al., (2020), Chapter 12.  
Reading: McKinsey & Company (2019), *Three keys to faster, better decisions*, May.

Case class discussion.  
Harvey Norman in Alam, Q, and Chowdhury, M. eds (2016). *Global Repositioning: Sustainability and Value Co-creation*, (posted on the Moodle site)

### Week 11: Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy - 27 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
Ethics, Corporate Social Responsibility, and Business's Strategies in the 21st-Century.	Thompson et al., (2020), Chapter 9. McKinsey & Company (2020), From there to here: 50 years of thinking on the social responsibility of business, September.	Cases for class discussion. Case: Ethical Violation at Uber and their Consequences, Illustration Capsule 9.1, in Thompson et al (2020), p, 268. Case: Unilever's Focus on Sustainability, Illustration Capsule 9.4, in Thompson et al.. (2020), P. 282. Woolworth's CSR policies and practices.

### Week 12: Corporate Transformation in a New Global Economic Order - 04 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic
Reconfiguration of Business Strategies in the Post-COVID-19 World Economy and the Shifts in International Trade and Investment Policies.	<a href="#">Lee</a> , H. and <a href="#">Park</a> , D. (2020), Post-covid Asia Deglobalization, Fourth Industrial Revolution, And Sustainable Development, Singapore, 17 December 2020.  World Investment Report 2020 (UNCTAD)	Discuss the recent changes in the international business environment in the post -covid environment. Get feedback from the students to assess the lessons learned. Assignment 2 (Strategic Business Plan for the Board of Directors of a Company is due this week on 8 October 2021 by 11:45 PM.  <b>A STRATEGIC BUSINESS PLAN FOR THE BOARD OF DIRECTORS OF A COMPANY</b> Due: Week 12 Friday (8 Oct 2021) 11:45 pm AEST

### Review/Exam Week - 11 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - Assessment 2 - 18 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic
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Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Group Presentation on a Business Case and a Written Report

#### Assessment Type

Group Work

#### Task Description

Students are required to form groups consisting of 3-5 members. Each group will be given an existing business case to study. Each group needs to conduct a macro and micro business environment analysis, do research to collect the latest information on that company's business strategy, market position, and list the core competencies by using the five forces model, value chain analysis and competitors' analysis. Each group will write a short report and make a group presentation for 15 minutes. As aspiring business managers, your task and role need to reflect your understanding and ownership. This first assessment will require you to negotiate and assign roles as a group and submit a document responding to each question.

Group presentation - 15 minutes (20 marks).

Group report length: - 1500 words maximum (excluding preliminaries, references, appendices and tables/diagrams) - (20

marks)

Groups are required to submit the presentation slides along with the written report.

### **Assessment Due Date**

Week 6 Friday (27 Aug 2021) 11:45 pm AEST

Written report and presentation slides

### **Return Date to Students**

Week 8 Monday (6 Sept 2021)

Feedback on group report and presentation will be provided on Feedback studio

### **Weighting**

40%

### **Assessment Criteria**

The students are required to conduct macroeconomic and industry analysis using strategic management concepts, theories, and tools. The students need to demonstrate their competency to analyse, evaluate and discuss theoretical concepts and principles of international business strategy and management as professionals. In their presentation and written assignment, the students should be able to articulate their arguments and clearly communicate their understanding of the complex nature of global business and economics. The students should demonstrate that they are able to interpret strategy and the effects of decisions on business performance. The students should be able to identify the product features and marketing strategies and assess the challenges. As MBA students, you are required to engage in research as per the Australia Quality Framework (AQF) guidelines. Two specific requirements need to be considered. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in the discipline and/or area of professional practice, and demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning". Please note these are the minimum requirements. Students who only meet these minimum standards should not expect a grade higher than a PASS.

Assessment criteria

1. Introduction (A brief history of the case/ organisation, its products and competitors.
2. A macro and micro business environment analysis identifying the competitive position of the company.
3. Identification of the core competencies and capabilities by using the SWOT matrix, value chain analysis, and competitors' analysis.
4. Critical analysis of the present strategies.
5. Structure of presentation and report.
6. Presentation style/communication
7. A full list of all references used in alphabetical order.

As Masters students, you are required to engage in research consistent with the Australia Quality Framework (AQF) guidelines, that establishes the standards for all CQUniversity's Masters courses. Two specific requirements need to be considered: 1. Students need to demonstrate "a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice", and 2. Students must demonstrate "knowledge of research principles and methods applicable to a field of work and/or learning". Each Masters unit has a number of required readings in terms of academic texts, journals and business publications that represent the appropriate body of knowledge and recent developments referred to by the AQF. In order to demonstrate the ability to engage in appropriate research, students should read and utilise these texts and journals and publications.

As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research. Your attention is also drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH ARE INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full list of references must be submitted as part of the assessment).

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online Group

### **Submission Instructions**

Please save and upload your file in a Word document via the assessment link on Moodle site

### **Learning Outcomes Assessed**

- Critically evaluate concepts and principles of international business, strategic management and corporate transformation
- Analyse and integrate specialist knowledge pertinent to global business and economic complexity
- Apply cognitive and technical skills to reflect on and synthesise complex problems and apply strategic frameworks to develop and implement business strategies
- Communicate corporate strategy highlighting the effects of decisions on business performance
- Demonstrate business acumen using appropriate strategic and transformative frameworks in a socially

responsible manner.

### Graduate Attributes

- Knowledge
- Communication
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

## 2 A STRATEGIC BUSINESS PLAN FOR THE BOARD OF DIRECTORS OF A COMPANY

### Assessment Type

Report

### Task Description

As Masters students you are expected to research beyond this minimum standard through additional texts, journals and studies to demonstrate an ability to engage in independent research. Your attention is also drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH ARE INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full list of references must be submitted as part of the assessment). Referencing  
Please Note: you are required to use at least 15 quality references (Academic texts, journal articles, reports, books etc).

### Referencing Style

*American Psychological Association 7th Edition (APA 7th edition).*

Write a strategic business plan for the board of directors. This is an individual assignment.

Each student should write a business plan to set up a new business or to expand an existing business in a foreign market. Please note: you are supposed to choose a business case by yourself.

Make sure you clearly include the following points in your business report. This is important as each section of your report will be marked according to the weight (marks) assigned to that specific section (see marking rubric).

### Assessment criteria

1. An executive summary of the business plan.
2. An introduction covering the business background and the present strategic position. The purpose/objective of developing the business plan needs to be clearly defined.
3. A market research report on the country of your choice with an interpretation and analysis of industry-specific issues.
4. Evaluation of present strategies of your company and identify the strengths that you like to utilise for business expansion.
5. Future strategies for expansion with justification.
6. Implementation policies that include structure, structure, resources, financial analysis, operational plan, marketing strategies,
7. Conclusion.

**Weighting:** 60% weighting of the overall grade

**Word limit:** 2500 words maximum (excluding preliminaries, references, appendices, tables, and diagrams).

Penalties apply for exceeding the word limit in the written part (1% mark will be deducted from the total mark for Assessment 3 for every 100 words over the allowed 2500 word limit).

Please read the detailed assessment guideline and marking rubric available on the unit's Moodle page before commencing work on the assessment.

### Assessment Due Date

Week 12 Friday (8 Oct 2021) 11:45 pm AEST

A strategic business plan to set up a business in a foreign market

### Return Date to Students

Feedback will be provided on Feedback studio

### Weighting

60%

### Assessment Criteria

1. An executive summary of the business plan.
2. An introduction covering the business background and the present strategic position. The purpose/objective of developing the business plan needs to be clearly defined.
3. A market research report on the country of your choice with an interpretation and analysis of industry-specific issues.
4. Evaluation of present strategies of your company and identify the strengths that you like to utilise for your business expansion.
5. Future strategies for expansion with justification.
6. Implementation policies that include structure, resources, financial analysis, operational plan and marketing

strategies..

7. Conclusion

.8. References (at least 15)

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Please save and upload your file in a Word document via the assessment link on Moodle site

### **Learning Outcomes Assessed**

- Critically evaluate concepts and principles of international business, strategic management and corporate transformation
- Analyse and integrate specialist knowledge pertinent to global business and economic complexity
- Apply cognitive and technical skills to reflect on and synthesise complex problems and apply strategic frameworks to develop and implement business strategies
- Communicate corporate strategy highlighting the effects of decisions on business performance
- Demonstrate business acumen using appropriate strategic and transformative frameworks in a socially responsible manner.

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Leadership

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem