

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MGMT20133 *International Business, Strategy and Corporate Transformation*

Term 3 - 2021

Profile information current as at 10/04/2024 10:38 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 3 - 2021

No offerings for MGMT20133

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

Information for Textbooks is not yet available.

The textbooks have not yet been finalised.

IT Resources

You will need access to the following IT resources:

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

Referencing Style

Information for Referencing Style has not been released yet.

This unit profile has not yet been finalised.

Teaching Contacts

Information for Teaching Contacts has not been released yet.

This unit profile has not yet been finalised.

Schedule

Information for Schedule has not been released yet.

This unit profile has not yet been finalised.

Assessment Tasks

Information for Assessment Tasks has not been released yet.

This unit profile has not yet been finalised.

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.