

In Progress

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



MGMT29011 *International Business, Strategy and Corporate Transformation*

Term 2 - 2022

Profile information current as at 26/05/2022 08:14 pm

All details in this unit profile for MGMT29011 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 robotization advances that make the production 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 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 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 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 48 credit points from MBA units. Students enrolling in this unit must be undertaking the CL84 Master of Business Administration (International).

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 - 2022

- Jakarta

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

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 facilitator

Feedback

Increase ASEAN context as the Jakarta campus is targeting the ASEAN market

Recommendation

Increase ASEAN specific cases and readings

Feedback from Unit facilitator and student discussions

Feedback

Align content with current issues of uncertainty

Recommendation

Increase relevant content with current issues regarding uncertainty and to align digital strategy with overall corporate strategy in the form of case studies and videos

Feedback from Unit facilitator

Feedback

Increase variety of teaching material related to strategy theories

Recommendation

Posting videos in Moodle that feature noted strategy scholars presenting their theories

Feedback from Unit facilitator

Feedback

Assessments indicated that the students need improving their academic English

Recommendation

Provide a workshop dedicated to guidance on academic writing, for example referencing, argumentation, and reflection.

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.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



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					

Textbooks and Resources

Textbooks

MGMT29011

Prescribed

Crafting & Executing Strategy: Concept and Cases

Edition: 23rd (2022)

Authors: Thompson, Peteraf, Gamble & Strickland

McGraw Hill

New York , New York , USA

ISBN: 978-1-265-02824-4

Binding: Paperback

Additional Textbook Information

Students can buy an eBook, which is located 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:

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.