

## 325-683 Global Corporate Strategy

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| <b>Credit Points:</b>                    | 12.500  |
| <b>Level:</b>                            | Graduate/Postgraduate   |
| <b>Dates &amp; Locations:</b>            | 2008,<br>This subject commences in the following study period/s:<br>Semester 1, - Taught on campus.<br>Semester 2, - Taught on campus.  |
| <b>Time Commitment:</b>                  | Contact Hours: Three hours of classes per week (Semester 1, Semester 2). Total Time Commitment: Not available   |
| <b>Prerequisites:</b>                    | Entry to Master of International Business.  |
| <b>Corequisites:</b>                     | None  |
| <b>Recommended Background Knowledge:</b> | None  |
| <b>Non Allowed Subjects:</b>             | None  |
| <b>Core Participation Requirements:</b>  | <p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p> |
| <b>Subject Overview:</b>                 | <p>This subject examines three core topics in global corporate strategy. The first deals with the task of creating and sustaining competitive advantage across and portfolio of foreign markets. The second concerns the changing environments in which firms operate. It explores the impact of globalization, and advances in information technology and biotechnology on industries and markets. The third relates to the question of entry mode choice. Firms may enter foreign markets by exporting, or by a number of intermediate modes such as franchising, licensing and joint ventures, or by foreign direct investment. The topic will explore the conditions under which alternative entry mode is optimal.</p>   |
| <b>Assessment:</b>                       | A 3-hour end-of-semester examination (50%) and coursework totalling not more than 4000 words (50%).   |
| <b>Prescribed Texts:</b>                 | None  |
| <b>Breadth Options:</b>                  | This subject is not available as a breadth subject.   |
| <b>Fees Information:</b>                 | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>   |
| <b>Generic Skills:</b>                   | <p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Identify and apply the theories, models and concepts applicable to the development and implementation of global corporate strategy;</li> <li># Critically evaluate the usefulness of different theories, models and concepts in addressing the problems facing managers making global corporate strategy;</li> <li># Formulate and present, both orally and in written form, a response to hypothetical or case-based problems facing firms operating in the global arena.</li> </ul> <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># The application of theories, models and concepts to real world situations;</li> <li># The synthesis of different theories, models and concepts;</li> </ul>            |

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|                           | <ul style="list-style-type: none"><li># The analysis and interpretation of complex issues, data and written research material;</li><li># Research, accessing both empirical data and theoretical information from various sources;</li><li># The application of a range of analytical approaches to critically evaluate complex issues;</li><li># Oral and written communication, particularly in relation to the presentation of independent points of view;</li><li># Teamwork in a culturally diverse environment;</li><li># Critical thinking.</li></ul> |
| <b>Notes:</b>             | Students should undertake this subject in the final semester of study.   |
| <b>Related Course(s):</b> | Master of International Business<br>Master of International Business   |