

IBUS90001 Global Corporate Strategy

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| Credit Points: | 12.50 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | 2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. |
| Time Commitment: | Contact Hours: Three hours of classes per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance |
| Prerequisites: | Entry to Master of International Business, Master of Human Resource Management, Master of Commerce (Management), Master of Commerce (Marketing), Master of Management and Master of Management (Human Resources). (MC-MGTS, MC-MGMT, MC-MGTHRES, MC-MGMTHRE, MC-COMMGT, MC-COMMKT). |
| Corequisites: | None |
| Recommended Background Knowledge: | None |
| Non Allowed Subjects: | None |
| Core Participation Requirements: | For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/ |
| Coordinator: | Prof David Merrett |
| Contact: | Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au) |
| Subject Overview: | This subject examines three core topics in global corporate strategy. The first deals with the task of creating and sustaining competitive advantage by choosing optimal locations. The second 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. The third concerns the changing environments in which firms operate. It explores the impact of globalisation, and advances in information technology and biotechnology on industries and markets. |
| Objectives: | On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Identify and apply the theories, models and concepts applicable to the development and implementation of global corporate strategy, including location choice, entry mode choice and dynamic business models; # Critically evaluate the usefulness of different theories, models and concepts in addressing the problems facing managers making global corporate strategy; |

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| | # Formulate and present, both orally and in written form, a response to hypothetical or case-based problems facing firms operating in the global arena. |
| Assessment: | Assignments totalling 8,000 words, consisting of: 1 group assignment of 3,000 words (40%) 2 individual assignments of 2,500 words (30%) each |
| Prescribed Texts: | None |
| Breadth Options: | This subject is not available as a breadth subject. |
| Fees Information: | Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees |
| Generic Skills: | <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # The application of theories, models and concepts to real world situations facing managers formulating global strategy; # The synthesis of different theories, models and concepts; # The analysis and interpretation of complex issues, data and written research material; # Research, accessing both empirical data and theoretical information from various sources; # The application of a range of analytical approaches to critically evaluate complex issues; # Oral and written communication, particularly in relation to the presentation of independent points of view; # Teamwork in a culturally diverse environment; # Critical thinking. |
| Notes: | Students should undertake this subject in the first semester of study. |
| Related Course(s): | Master of Commerce (Management) Master of Commerce (Marketing) Master of International Business Master of International Business Master of Management Master of Management |