

BUSA90121 Globalisation of Business

Credit Points:	50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2014, Parkville This subject commences in the following study period/s: October, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 120 hours Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>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.</p> <p>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: http://services.unimelb.edu.au/disability</p></p>
Contact:	programservices@mbs.edu (mailto:programservices@mbs.edu)
Subject Overview:	<p>Europe:</p> <p>Industry Studies in Europe (ISE) is a 7-day field study subject based in Europe. This subject leverages multiple topics covered in prior subjects to analyse and understand European business models and success factors relative to other global approaches and experiences. ISE involves a series of lectures and seminars at a partner business school, field visits to European businesses and public institutions (e.g. European Central Bank) and comparative analyses of European and other business models.</p> <p>Industry Studies in Asia:</p> <p>Industry Studies in Asia is a field study-based subject that allows students to apply the skills they have developed in the core subjects of the MBA program. The main deliverable in the subject is a detailed, highly-integrated research report describing a consulting study in one of the developing markets of Asia. The field study (or project) can focus on a specific organisation, new or existing products, services or ventures, or entire industries. Students may also develop in detail a specific topic of business such as marketing, finance or innovation.</p> <p>USA:</p> <p>Industry Studies in America (ISAm) is a 14-day field study subject based in the United States of America. This subject leverages multiple topics covered in prior subjects to analyse and understand American business models and success factors relative to other global approaches and experiences. ISAm involves a series of lectures and seminars at a partner business school, field visits to US businesses and public institutions (e.g. high-technology companies, venture capital organisations, innovation incubation units) and comparative analyses of American and other business models.</p>
Learning Outcomes:	<p>Europe:</p> <p>On completing the subject students should:</p> <ul style="list-style-type: none"> # Have an awareness of European cross border management topics including international economics and cultural aspects of business

	<ul style="list-style-type: none"> # Have developed an understanding of the evolution of the European Union, its political, economic, business and sociological transformation over recent decades and its prospects # Have obtained insights into designated industries operating in the European Union # Understand the opportunities presented by emerging economies # Have improved their understanding of cross-cultural business operations <p>Industry Studies in Asia:</p> <p>On completing the subject students should have :</p> <ul style="list-style-type: none"> # Obtained in-depth insights into designated industries operating in Asia # Acquired skills in analysing specific business problems and identifying associated business opportunities # Deepened their understanding of cross-cultural business operations # An understanding of the relationships between the macro-economic environment, political systems and cultural dynamics and business opportunities, structure and process # Developed secondary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts # Developed primary research skills as a basis for identifying challenges and opportunities confronting selected industries in diverse contexts <p>USA:</p> <p>On completing the subject students should:</p> <ul style="list-style-type: none"> # Have an awareness of American cross border management topics including international economics and cultural aspects of business # Have developed an understanding of the evolution of high-technology business in the USA and globally, their transformation over recent decades and their prospects # Have obtained insights into designated high-technology industries in the USA # Have improved their understanding of cross-cultural business operations
<p>Assessment:</p>	<p>Europe: Class participation (10%) Attendance at lectures, peer and instructor evaluation of contribution to class learning Throughout module Syndicate report (20%) Equivalent to individual 1,500 words each End of module Syndicate presentation (40%) Hurdle requirement 20 minutes (equivalent to individual 1,200 word assessment) End of module Individual personal reflective assignment (30%) 2,000 words 2 weeks after end of module Industry Studies in Asia: Syndicate intital project report (10%) Equivalent to individual 1,200 word assessment 7 weeks before start of module Syndicate interim project report (10%) Equivalent to individual 1,500 words each 4 weeks before start of module Syndicate presentation (30%) Hurdle requirement 20 minutes (equivalent to individual 1,200 word assessment) End of module Syndicate final project report (40%) Equivalent to individual 5,000 word assessment 2 weeks after end of module module Individual personal refelective assignment (10%) 1,500 words 2 weeks after end of module USA: Class participation (10%) Attendance at lectures, peer and instructor evaluation of contribution to class learning Throughout module Syndicate report (20%) Equivalent to individual 1,700 words each End of module Syndicate presentation (40%) Hurdle requirement 20 minutes (equivalent to individual 1,200 word assessment) End of module Individual personal reflective assignment (30%) 2,000 words 2 weeks after end of module</p>
<p>Prescribed Texts:</p>	<p>None</p>
<p>Breadth Options:</p>	<p>This subject is not available as a breadth subject.</p>
<p>Fees Information:</p>	<p>Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees</p>