

IBUS90001 Global Corporate Strategy

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, 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 AND completion of at least 100 points of study at the time of subject commencement.
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:	Assoc Prof Andre Sammartino, Dr Tom Osegowitsch
Contact:	Semester 1: ot@unimelb.edu.au (mailto:ot@unimelb.edu.au) Semester 2: samma@unimelb.edu.au (mailto:samma@unimelb.edu.au)
Subject Overview:	This is a capstone subject which develops experiential knowledge through the participation of students in formulating strategy for firms undertaking international business. New theoretical concepts will be introduced in the subject relating to both the choice of location in international business and entry mode choice decisions. Students will apply concepts and frameworks related to these strategic decisions, together with knowledge gathered in their earlier studies, to a semester long multi-part team-based assignment requiring them to devise strategic options in a hypothetical case. Students will be required to search for data relating to firms, industries and countries from the internet and library sources on which to base their recommendations.
Learning Outcomes:	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; # 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:	Team-based report of 3,000 words and presentation to class due Week 6 (40%) Team-based report of 3,000 words and presentation to class due Week 12 (40%) Individual reflective essay of 2,000 words due two weeks after end of semester (20%)

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 final semester of study.
Related Course(s):	Master of International Business Master of International Business
Related Majors/Minors/ Specialisations:	150 Point Master of International Business