Subject Outlines
Global Business Management

Core Subjects
The Global Mindset GBM901
The Global Organisation GBM902
Strategic Awareness GBM903
Entrepreneurship and Innovation Studies GBM904
Global Projects GBM905
The Global Economy GBM906
Ethics and Business GBM907
Financial Decision Making GBM908
Work-integrated Learning GBM909
Research Methods GBM914

Elective Subjects
Marketing Across Borders GBM910
Resilient Businesses GBM911
Negotiation and Conflict Resolution GBM912
Evaluating Technology for Global Business GBM913
Research Project GBM915
Global Human Resource Management GBM916
Transnational Business Law GBM917
E-Marketing MHE615
(refer to Master of International Hotel Management)
New Products and Service Development MHE616
(refer to Master of International Hotel Management)
THE GLOBAL MINDSET (GBM901)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Certificate in Global Business Management</td>
<td>1 semester</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- ☑ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 credit points</td>
<td>• 32 credit points for Master of Global Business Management</td>
</tr>
<tr>
<td></td>
<td>• 16 credit points for Graduate Diploma in Global Business Management</td>
</tr>
<tr>
<td></td>
<td>• 8 credit points for Graduate Certificate in Global Business Management</td>
</tr>
</tbody>
</table>
1.4 Student workload
Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week

1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- Face to face on site
- E-learning (online)
- Intensive (provide details)
- Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
- Full-time
- Part-time
- External
- Fast track (provide details)

- Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- Yes  ☒  No

If YES, provide details of the prerequisite or co-requisite requirements below.
1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

☐ Yes  ☒ No

If YES, provide details of specialist facilities and/or equipment below.

SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognise and reflect critically upon the role and challenges of managers working in a global context;</td>
<td>Research Review (2,000 word)</td>
<td>Week 5</td>
<td>20%</td>
</tr>
<tr>
<td>• Analyse and evaluate the characteristics of leadership in a global business context;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Apply the skills of critical and analytical thinking, written and oral communication and international team work to the theory and practice of international management;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Generate a “Global Mindset”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognise and reflect critically upon the role and challenges of managers working in a global context;</td>
<td>Presentation of Biographical Research Project (30 min)</td>
<td>Week 10</td>
<td>40%</td>
</tr>
<tr>
<td>• Review and synthesise knowledge of cultural issues affecting managerial and employee behaviour and motivation in a number of countries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyse and evaluate the characteristics of leadership in a global business context;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Apply the skills of critical and analytical thinking, written and oral communication and international team work to the theory and practice of international management;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyse the influence of international management theories and behaviour on global</td>
<td>Exam</td>
<td>End of Term Week 12</td>
<td>40%</td>
</tr>
<tr>
<td>Learning outcomes for subject</td>
<td>Assessment tasks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>business and organisations within particular countries;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon the complexity of relations within and between different cultures;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Examine international negotiation methods and processes from initiation, preparation, implementation and closure;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**
Parker, Barbara. (2005) *Introduction to Globalisation and Business*, Sage


Nakata, Cheryl (2009). Beyond Hofstede: Culture Frameworks for Global Marketing and Management,

Together with a collection of relevant readings from the following journals:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Harvard Business Review
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Industrial and Commercial Training
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
- MIT Sloan Management Review
THE GLOBAL ORGANISATION (GBM902)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
<th>Level</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>(for example, Bachelor, Diploma)</td>
<td>(for example, one semester, full year)</td>
<td>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</td>
<td></td>
</tr>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Certificate in Global Business Management</td>
<td>1 semester</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- ☑ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>• 32 credit points for Master of Global Business Management</td>
</tr>
<tr>
<td></td>
<td>• 16 credit points for Graduate Diploma in Global Business Management</td>
</tr>
<tr>
<td></td>
<td>• 8 credit points for Graduate Certificate in Global Business Management</td>
</tr>
</tbody>
</table>
1.4 **Student workload**

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week

1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- Face to face on site
- E-learning (online)
- Intensive (provide details)
- Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
- Full-time
- Part-time
- External
- Fast track (provide details)

- Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- Yes
- No

If **YES**, provide details of the prerequisite or co-requisite requirements below.
1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

☐ Yes ☑ No

If YES, provide details of specialist facilities and/or equipment below.

SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyse what constitutes a global business;</td>
<td>Individual Research Essay (2,000 words)</td>
<td>Week 6</td>
<td>25%</td>
</tr>
<tr>
<td>• Analyse the nature of the global economy;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognise and reflect critically upon the key forces that tend to drive global business;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the institutions within countries that can influence workers, customers and organisational behavior;</td>
<td>Group Case Study Presentation (30 min)</td>
<td>Week 10</td>
<td>35%</td>
</tr>
<tr>
<td>• Evaluate and critique the way in which global business responds to social inequity;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Recognise the importance of valuing the diversity of all stakeholders in a global business and evaluate the roles they play in the success of organisations;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically evaluate opportunities and risks relevant to global businesses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate how different natural environments, history, culture, economics, politics and technology are likely to affect business operations in various regions and countries;</td>
<td>Exam</td>
<td>End of Term Week 12</td>
<td>40%</td>
</tr>
<tr>
<td>• Critically reflect on the social inequality and its implications for global business;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**
Peng, MW 2012, *Global Business*, 3rd edn, South-Western Cengage Learning, Mason OH

**Recommended:**

Parker, Barbara. (2005) *Introduction to Globalisation and Business*, Sage


Together with a collection of relevant readings from the following journals:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
### STRATEGIC AWARENESS (GBM903)

#### SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Certificate in Global Business Management</td>
<td>1 semester</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- ☑ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
</tbody>
</table>
| 2 credit points | • 32 credit points for Master of Global Business Management  
• 16 credit points for Graduate Diploma in Global Business Management  
• 8 credit points for Graduate Certificate in Global Business Management |
1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- [ ] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)
- [ ] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [ ] Full-time
- [ ] Part-time
- [ ] External
- [ ] Fast track (provide details)
- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.
1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

☐ Yes   ☒ No

If YES, provide details of specialist facilities and/or equipment below.

SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Case Study Presentation (30mins)</td>
<td>Week 3-10</td>
<td>40%</td>
</tr>
</tbody>
</table>
| • Analyse critically industry attractiveness and profitability through the use of environmental scanning techniques;  
  • Reflect critically upon strategic capabilities and sustainable competitive advantage;  
  • Generate and justify strategies required to enter foreign markets;  
  • Evaluate strategies relating to diversification, acquisition and restructuring;  
  • Generate and justify solutions to complex problems in the global business environment | Research Report (3,000 words) | Week 6 | 60% |

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

Prescribed:
Peng, MW 2012, Global Business, 3rd edn, South-Western Cengage Learning, Mason OH

Recommended:

Together with a collection of relevant readings from the following journals:

Competitiveness Review (incorporating Journal of Global Competitiveness)
• Global Business and Organizational Excellence
• Global Networks
• International Business Review
• Journal of International Business Studies
• Journal of International Management
• Journal of World Business
• Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Certificate in Global Business Management</td>
<td>1 semester</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☑ core subject
☐ elective subject
☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
</table>
| 2 credit points | • 32 credit points for Master of Global Business Management  
• 16 credit points for Graduate Diploma in Global Business Management  
• 8 credit points for Graduate Certificate in Global Business Management |
1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- Face to face on site
- E-learning (online)
- Intensive (provide details)
- Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
- Full-time
- Part-time
- External
- Fast track (provide details)
- Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

☐ Yes  ☒ No

If YES, provide details of the prerequisite or co-requisite requirements below.
1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

☐ Yes  ☒ No

If YES, provide details of specialist facilities and/or equipment below.

SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Type <em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>• Evaluate successful and unsuccessful examples of entrepreneurship from a range of perspectives including small business, technology start-up, large organisations, spin outs and social enterprise;</td>
<td>Case Study (1,000 words)</td>
</tr>
<tr>
<td>• Analyse and assess the various types of innovation;</td>
<td></td>
</tr>
<tr>
<td>• Interpret innovation concepts to case examples in different contexts;</td>
<td></td>
</tr>
<tr>
<td>• Examine and evaluate the concepts and key theories relating to entrepreneurship and innovation;</td>
<td>Group Case Study (2,000 words)</td>
</tr>
<tr>
<td>• Analyse critically the challenges of fostering innovation in larger organizations;</td>
<td></td>
</tr>
<tr>
<td>• Recognise and critically reflect upon the risks of unrestricted innovation/Entrepreneurship if correct structure and controls are not in place;</td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon the importance of entrepreneurship to a healthy economy;</td>
<td>Creative Journal (3,000 words)</td>
</tr>
<tr>
<td>• Recognise and reflect critically upon the notion that entrepreneurship is inherent in all people and that environment and individual traits combine to make entrepreneurial outcomes;</td>
<td></td>
</tr>
<tr>
<td>• Critically analyse frameworks for new venture creation and entrepreneurial management including processes for identifying and screening</td>
<td></td>
</tr>
</tbody>
</table>
### Learning outcomes for subject

On completing this subject, students will be able to:

- Evaluate the theory of innovation and its diffusion process;
- Justify innovation frameworks for the assessment of innovation opportunities and commercialisation pathways;

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
</tbody>
</table>

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


- Together with a collection of relevant readings from the following journals:
  - Competitiveness Review (incorporating Journal of Global Competitiveness)
  - Global Business and Organizational Excellence
  - Global Networks
  - International Business Review
  - Journal of International Business Studies
  - Journal of International Management
  - Journal of World Business
  - Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- ☑ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [x] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

---

1.6 **Pre-requisites and co-requisites**

Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

**If YES**, provide details of the prerequisite or co-requisite requirements below.

---

1.7 **Other resource requirements**

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  [x] No

**If YES**, provide details of specialist facilities and/or equipment below.

---

This online version is a controlled document. Any printed versions are considered uncontrolled versions of the document.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon the importance of project management in global organizations;</td>
<td>Research Report Focusing on a Global Project (2,000 words)</td>
<td>Week 8</td>
<td>30%</td>
</tr>
<tr>
<td>• Reflect critically upon the key principles that drive the effective management of projects and their teams;</td>
<td>Exam</td>
<td>Week 12</td>
<td>40%</td>
</tr>
<tr>
<td>• Critically analyse the broad specific management skills in global project management, including project teams;</td>
<td>Computer Lab Application of Microsoft Project Software</td>
<td>Ongoing</td>
<td>30%</td>
</tr>
<tr>
<td>• Reflect critically upon the importance of project management in global organizations;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Justify the importance of monitoring projects and the use of information systems;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate and appraise the strategies to incorporate and control scope, schedule, cost and quality required for creating successful project outcomes;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Justify the importance of monitoring projects and the use of information systems;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Generate convincing arguments as to the need for project control, auditing and termination in global project management.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:

- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- core subject
- elective subject
- other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>• 32 credit points for Master of Global Business Management</td>
</tr>
<tr>
<td>2</td>
<td>• 16 credit points for Graduate Diploma in Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [x] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  
- [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  
- [x] No

If YES, provide details of specialist facilities and/or equipment below.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyse critically the nature of the economic forces that impact firms in the global business environment</td>
<td>A macro-economic analysis and comparison of 2 global economies (2,500 words)</td>
<td>Week 6</td>
<td>50%</td>
</tr>
<tr>
<td>• Critically analyse economic theory and interpretation of global economic events and circumstances;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically analyse how the distribution of global power, scarcity and competition will shape our world;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon regional development, resources and partnerships that will be important in the future;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically analyse published articles and supporting data on global economies and interpret these as to their effect on business and government organizations</td>
<td>Critically analyse the short to medium term business prospects of a chosen industry sector in the wake of the current changing economic environment (2,500 words)</td>
<td>Week 8</td>
<td>50%</td>
</tr>
<tr>
<td>• Reflect critically upon potential future changes in the global economy;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate global financial markets and assess the skills needed for future growth and development;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically evaluate the role of government and governance in the continuation of globalisation in business;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically analyse how the global financial crisis has impacted the global economy and reflect critically upon what we can learn from this experience.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following Journals:

- Global Finance Journal
- International Business Review
- Journal of World Business
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
<th>Level</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☑ core subject
☐ elective subject
☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>32 credit points for Master of Global Business Management</td>
</tr>
<tr>
<td>2</td>
<td>16 credit points for Graduate Diploma in Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes   - [ ] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes   - [x] No

If YES, provide details of specialist facilities and/or equipment below.
# SECTION 2 – ACADEMIC DETAILS

## Learning outcomes for subject

On completing this subject, students will be able to:

- Reflect critically upon the impact and implications of a range of ethical and moral issues of a business enterprise working in a global context;
- Critically analyse and interpret the principles of ethical decision-making methodologies and their application to a variety of business operations and management;
- Evaluate and justify ways in which ethical practices can be improved within global business organisation;
- Critically analyse the dilemma(s) between ethics; shareholders’ financial expectations and international business practices;
- Critically reflect upon the ramifications of a business manager’s actions, from an ethical viewpoint.

## Assessment tasks

<table>
<thead>
<tr>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session &amp; week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A major essay that critically examines an ethical business case study that is globally oriented (3,000 words)</td>
<td>Week 8</td>
<td>50%</td>
</tr>
<tr>
<td>Exam</td>
<td>Week 12</td>
<td>50%</td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

## 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

Carroll, BA and Bucholtz, AK 2012, Business and society: ethics, sustainability and stakeholder management, 8th edn, South-Western Cengage Learning, Mason OH.

**Recommended:**

Crane, A. and Matten, D. 2010 Business Ethics Oxford University Press

Banerjee, S. 2007 Corporate Social Responsibility – The Good, The Bad And The Ugly, Elgar


Bowie, N. & Werhane, P. 2005 Management Ethics, Blackwell Publishing


De George, R. 2006 Business Ethics, Pearson Prentice Hall


Goodpastor, K. 2007 Conscience and corporate culture, Blackwell Publishing

Henn, S. 2009 Business Ethics: A Case Study Approach, John Wiley & Sons


Journals
- Academy of Management Journal
- Academy of Management Review
- Business & Society
- Business & Society Review
- Ethical Corporation (magazine style)
- Ethical Investor
- Journal of Business Ethics
FINANCIAL DECISION MAKING (GBM908)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td>Dr Rajka Presbury</td>
<td></td>
</tr>
<tr>
<td>Graduate Diploma in Global Business Management</td>
<td>1 year</td>
<td>Dr Rajka Presbury</td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a
- ☒ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
</table>
| 2 | • 32 credit points for Master of Global Business Management  
• 16 credit points for Graduate Diploma in Global Business Management |

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- [ ] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [ ] Full-time
- [ ] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td><strong>Type * (see examples noted below this table)</strong></td>
<td>Financial Case Study (2,500 words)</td>
<td>40%</td>
</tr>
<tr>
<td>• Critically analyse the financial risks associated with running an international organisation;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Analyse critically how various financial instruments affect our business;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate the need for a Global Financial Structure, Strategy &amp; Plan in order to minimise tax liabilities &amp; maximise group profitability in both home and international markets.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate the important tools and techniques used to make strategic financial decisions;</td>
<td>Research Essay (2,500 words)</td>
<td>Week 9</td>
<td>20%</td>
</tr>
<tr>
<td>• Critically reflect on the role of the major players in the financial markets and what impact they have on our business;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate and critically analyse the essential issues in regulatory reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Investigate the important tools and techniques used to make strategic financial decisions;</td>
<td>Exam</td>
<td>Week 12</td>
<td>40%</td>
</tr>
<tr>
<td>• Investigate and critically analyse the essential issues in regulatory reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**


**Recommended:**


Together with a collection of relevant readings from the following Journals:

- Global Finance Journal
- International Business Review
- Journal of World Business
## SECTION 1 – GENERAL INFORMATION

### 1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

### 1.2 Core or elective subject

Indicate if the subject is a

- [x] core subject
- [ ] elective subject
- [ ] other (please specify below):

### 1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 credit points</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

### 1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 hours</td>
<td>8 hours study</td>
<td></td>
</tr>
<tr>
<td>A minimum of 600 hours over 24 weeks of the industry placement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:
- [ ] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)
- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [ ] Full-time
- [ ] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
- [ ] Yes  [ ] No

If YES, provide details of the prerequisite or co-requisite requirements below.

For the Master of Global Business Management students must complete the 9 specified core subjects and 3 elective subjects before enrolling in the capstone subject GBM909 Work-integrated Learning

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
- [ ] Yes  [ ] No

If YES, provide details of specialist facilities and/or equipment below.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session &amp; week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Performance Evaluation from the workplace (conducted in conjunction with workplace supervisor)</td>
<td>Week 10</td>
<td>25%</td>
</tr>
<tr>
<td>• Investigate global industry’s requirements for employment &amp; selection process;</td>
<td>Workplace Research Proposal and Project</td>
<td>Week 8, Term 1</td>
<td>10%</td>
</tr>
<tr>
<td>• Critically reflect upon key performance competencies for success in the global business environment;</td>
<td>Workplace Research Proposal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Generate a professional network for career development and advancement;</td>
<td>(2,500 Words)</td>
<td>Week 9, Term 2</td>
<td>40%</td>
</tr>
<tr>
<td>• Critically analyse employability trends in a global context;</td>
<td>Students must identify a workplace problem/issue and develop a proposal to conduct research into the problem/issue. Students will be required to apply disciplinary methods and approaches in their selected field of study and design a research question related to the problem/issue, develop key research objectives, conduct a review of literature related to the problem/issue and develop a methodological framework to investigate the problem/issue.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the financial drivers influencing business decision making;</td>
<td>Workplace Research Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically evaluate the operations of a global business organisation from a management perspective;</td>
<td>(7,500-10,000 words)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate, implement and justify strategies for personal &amp; professional action planning;</td>
<td>Students are required to undertake primary research investigating the issue/problem identified in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Apply analytical and research skills in the execution of projects and tasks;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon the application of established theories learned in other subjects to the workplace;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Learning outcomes for subject

On completing this subject, students will be able to:

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Type *** (see examples noted below this table)</td>
<td><strong>When assessed – year, session &amp; week</strong> (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>the workplace research proposal. Students must extend the literature review developed in the research proposal; collect and synthesise information using appropriate research tool(s); Critically reflect upon and interpret the information; provide recommendations to address the problem/issue and arrive at a meaningful conclusion based on the above. (Topic to be negotiated between student and the workplace supervisor and to be approved by academic mentor)</td>
<td></td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**


**Recommended:**

Quinlan, C. 2011 *Business Research Methods*, Cengage

Peng, MW 2012, Global Business 2nd Edition, South-Western Cengage Learning, USA

**Journals:**

- Journal of International Management
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Journal of World Business
- Management International Review
- Strategic Direction
• Advances in Competitiveness Research
• Asia Pacific Journal of Human Resources
• Journal of International Management
• Journal of International Business Studies
MARKETING ACROSS BORDERS (GBM910)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☐ core subject
☒ elective subject
☐ other (please specify below): 

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- Face to face on site
- E-learning (online)
- Intensive (provide details)
- Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
- Full-time
- Part-time
- External
- Fast track (provide details)
- Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- Yes  -  No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- Yes  -  No

If YES, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

### Learning outcomes for subject
On completing this subject, students will be able to:

- Critically reflect upon market research methods used in the global marketplace and determine their function in relation to global marketing decisions;
- Generate and justify a global platform for marketing;
- Evaluate and generate strategic alternatives for entry and expansion into overseas markets;
- Critically reflect upon the importance of developing strategies and tactics for each of the marketing mix elements in a global context.
- Analyse critically marketing strategies used in a global setting, including some of the challenges that companies face when marketing globally as opposed to domestically;
- Critically reflect upon the nature of cultural, social, economic and legal factors that can determine/influence the nature of entry in a global environment.

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session &amp; week</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td>(% of total marks for subject)</td>
</tr>
</tbody>
</table>

- **Individual Essay**
  - Week 5
  - 2,500 words
  - 20%

- **Group presentation**
  - (Marketing Pitch)
  - Week 9
  - 30%

- **Exam**
  - Week 12
  - 50%

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

#### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following Journals:

- International Business Review
- Journal of World Business
- Management International Review
- Journal of International Management
- Journal of Marketing
- Journal of European Marketing
- Journal of Public Policy and Marketing
- Journal of Business Research
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [ ] core subject
- [x] elective subject
- [ ] other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5  **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [x] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6  **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

1.7  **Other resource requirements**

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  [x] No

If **YES**, provide details of specialist facilities and/or equipment below.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon the knowledge and skills of the successful environmentally and socially conscious manager</td>
<td>Article critique presentation (30 min)</td>
</tr>
<tr>
<td>• Critically analyse the concept of environmentally sustainable development</td>
<td></td>
</tr>
<tr>
<td>• Evaluate the changing nature of environmental and social management trends, specific to a global business through emerging literature</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Essay (2,500 words)</td>
</tr>
<tr>
<td></td>
<td>Week 8 30%</td>
</tr>
<tr>
<td>• Reflect critically upon the knowledge and skills of the successful environmentally and socially conscious manager</td>
<td>Exam</td>
</tr>
<tr>
<td>• Critically analyse the concept of environmentally sustainable development</td>
<td></td>
</tr>
<tr>
<td>• Evaluate the changing nature of environmental and social management trends, specific to a global business through emerging literature</td>
<td>Week 12 40%</td>
</tr>
<tr>
<td>• Critically analyse the concept of environmentally sustainable development</td>
<td></td>
</tr>
<tr>
<td>• Evaluate the long-term advantages of adopting sustainable development principles</td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon the interdependence and interrelatedness of environmental, social and financial factors in developing global business resilience</td>
<td></td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**
Carroll, BA and Bucholtz, AK 2012, Business and society: ethics, sustainability and stakeholder management, 8th edn, South-Western Cengage Learning, Mason OH.
Recommended:


Together with a collection of relevant readings from the following journals:

- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr Rajka Presbury</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- ☐ core subject
- ☑ elective subject
- ☐ other (please specify below):


1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- ☒ Face to face on site
- ✗ E-learning (online)
- ✗ Intensive (provide details)

- ☒ Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- ✗ Work-integrated learning activity
- ✗ Mixed/blended
- ✗ Distance/independent learning (untimetabled)
- ☒ Full-time
- ☒ Part-time
- ✗ External
- ✗ Fast track (provide details)

- ✗ Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- ☐ Yes  ☒ No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- ☐ Yes  ☒ No

If YES, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>• Investigate a variety of negotiating techniques and strategies;</td>
<td>In class negotiation exercise/role play</td>
</tr>
<tr>
<td>• Analyse critically the various modes of conflict resolution in the global business environment;</td>
<td>Week 7 30%</td>
</tr>
<tr>
<td>• Critically reflect upon various theories of conflict resolution;</td>
<td>Critical Essay Mediation-Arbitration-and Litigation (3,000 words)</td>
</tr>
<tr>
<td>• Critically reflect upon the role of conflict in the business environment.</td>
<td>Week 9 30%</td>
</tr>
<tr>
<td>• Critically reflect upon various theories of conflict resolution;</td>
<td>Final Exam</td>
</tr>
<tr>
<td>• Investigate a variety of negotiating techniques and strategies;</td>
<td>Week 12 40%</td>
</tr>
<tr>
<td>• Analyse critically the various modes of conflict resolution in the global business environment;</td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon the role of conflict in the business environment.</td>
<td></td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Together with selected readings from the following journals:
• Competitiveness Review (incorporating Journal of Global Competitiveness)
• Global Business and Organizational Excellence
• Global Networks
• International Business Review
• Journal of International Business Studies
• Journal of International Management
• Journal of World Business
• Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☐ core subject
☒ elective subject
☐ other (please specify below):

NOTE: Research Strand within the degree followed by a research project

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- ✔ Face to face on site
- ■ E-learning (online)
- ■ Intensive (provide details)

- ✔ Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- ■ Work-integrated learning activity
- ■ Mixed/blended
- ■ Distance/independent learning (untimetabled)
- ✔ Full-time
- ✔ Part-time
- ■ External
- ■ Fast track (provide details)

- ■ Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- ■ Yes   ✔ No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- ■ Yes   ✔ No

If YES, provide details of specialist facilities and/or equipment below.
### Learning outcomes for subject

On completing this subject, students will be able to:

- Investigate and identify applications where technology can improve efficiency, effectiveness, transparency and reporting for a global business,
- Evaluate how knowledge transfer takes place and describe its relevance to business knowledge management.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong> <em>&lt;br&gt;(see examples noted below this table)</em>**</td>
</tr>
<tr>
<td><strong>When assessed – year, session and week</strong>&lt;br&gt;(for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td><strong>Weighting</strong>&lt;br&gt;(% of total marks for subject)</td>
</tr>
<tr>
<td>Presentation</td>
</tr>
<tr>
<td>Group Project</td>
</tr>
<tr>
<td>Exam</td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**
Peng, MW 2013, Global business, 3nd edn, South-Western Cengage Learning, Mason OH.

**Recommended:**
Parker, Barbara (2005). *Introduction to Globalisation and Business*, Sage

Together with a collection of relevant readings from the following journals:

- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [x] core subject
- [ ] elective subject
- [ ] other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [x] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  
- [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  
- [x] No

If YES, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon the role of research within a modern business organisation operating globally;</td>
<td>Learning Portfolio (5,000 words)</td>
</tr>
<tr>
<td>• Analyse critically the various approaches to business and social research;</td>
<td>Ongoing</td>
</tr>
<tr>
<td>• Investigate the difference between primary and secondary research;</td>
<td></td>
</tr>
<tr>
<td>• Justify the use of quantitative and qualitative data collection and analysis;</td>
<td></td>
</tr>
<tr>
<td>• Investigate a range of data collection methods and tools;</td>
<td></td>
</tr>
<tr>
<td>• Critically analyse research enquiry designs appropriate for global business research;</td>
<td></td>
</tr>
<tr>
<td>• Evaluate the ways in which management research can be written and disseminated.</td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE.

**Journals:**

• Journal of International Management
• Competitiveness Review (incorporating Journal of Global Competitiveness)
• Journal of World Business
• Management International Review
• Strategic Direction
• Advances in Competitiveness Research
• Asia Pacific Journal of Human Resources
• Journal of International Management
• Journal of International Business Studies
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☐ core subject
☒ elective subject
☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2 hours) Individual meetings with supervisor</td>
<td>18</td>
<td>20</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☒ Face to face on site
☐ E-learning (online)
1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
☒ Yes ☐ No
If YES, provide details of the prerequisite or co-requisite requirements below.
GBM914 Research Methods

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
☐ Yes ☒ No
If YES, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On completing this subject, students will be able to:</strong></td>
<td><strong>Type</strong> <em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>• Apply disciplinary methods and approaches in their selected field of study and design and justify a research question;</td>
<td>Thesis <em>(10,000 words)</em></td>
</tr>
<tr>
<td>• Conduct a literature review;</td>
<td></td>
</tr>
<tr>
<td>• Investigate and synthesise information using appropriate research tool(s);</td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon and interpret information;</td>
<td></td>
</tr>
<tr>
<td>• Generate and justify meaningful conclusions.</td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

#### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE.

**Journals:**
- Journal of International Management
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Journal of World Business
- Management International Review
- Strategic Direction
- Advances in Competitiveness Research
- Asia Pacific Journal of Human Resources
- Journal of International Management
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [ ] core subject
- [x] elective subject
- [ ] other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- [ ] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetable)
- [ ] Full-time
- [ ] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes   - [ ] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes   - [ ] No

If YES, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate how the generally accepted definitions of human resource management can be influenced by global business;</td>
<td>Learning Portfolio (5,000 words)</td>
<td>Week 4-6-10</td>
<td>60%</td>
</tr>
<tr>
<td>• Critically analyse human resource management and industrial relations in a global setting;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically reflect upon the historical and cultural impacts that have influenced the foundation of current practice in different countries/regions;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the HRM models and practices in selected countries and/or regions;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically analyse the implications of these similarities and differences for the management of people in multi-national organisations, joint ventures and cross-cultural operations;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Reflect critically upon how the design and implementation of conventional human resources functions will be impacted by local practice in relation to recruitment, training and performance management;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate strategies for addressing the complexities of managing implementation of global human resources initiatives;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate how the generally accepted definitions of human resource management can be influenced by global business;</td>
<td>Exam</td>
<td>Week 12</td>
<td>40%</td>
</tr>
<tr>
<td>• Critically analyse human resource management and industrial relations in a global setting;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Evaluate the HRM models and practices in selected countries and/or regions;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Critically analyse the implications of these similarities and differences for the management of people in multi-national organisations, joint ventures and cross-cultural operations;</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of
assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following Journals:
- Asia Pacific Journal of Human Resources
- The International Journal of Human Resource Management
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Global Business Management</td>
<td>2 years</td>
<td></td>
<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [ ] core subject
- [x] elective subject
- [ ] other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>* 32 credit points for Master of Global Business Management</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 4 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [x] Block release (provide details)

When required, subjects in the course will be taught in block mode. When this occurs, the subject will not be part of normal scheduled classes. Block mode will be used to respond to various student needs i.e. small student cohort or industry request to deliver programs on site.

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  
  - [x] No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

- [ ] Yes  
  - [x] No

If **YES**, provide details of specialist facilities and/or equipment below.

---

This online version is a controlled document. Any printed versions are considered uncontrolled versions of the document.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>• Critically evaluate key international law concepts applicable to global business;</td>
<td>In-class Test 2 hours</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>• Acquire knowledge of and critically analyse prominent legal systems in use globally;</td>
<td>Research Report or Research Essay (3,500 words)</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>• Acquire skills to communicate with, and make effective use of, legal professionals.</td>
<td>Exam</td>
<td>50%</td>
</tr>
<tr>
<td>* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2.1 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

**Prescribed:**

**Recommended:**


Latimer, P., Australian Business Law, CCH (new edition produced annually)

Together with a collection of relevant readings from the following journals:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business