



ADDITIONAL ASSIGNMENT – 202530A / HRM218

Due Date: Tuesday, 24th June 2025

Length: 1,500 words (+/- 10%)

Value: 30%

Submission: Email to FOBJBS-Subject-Admin@csu.edu.au

TASK:

Imagine you are the HR Manager for a Chinese company planning to expand its operations to Australia. Your company could be in any industry (e.g., technology, retail, manufacturing, etc. — please specify). As the HR Manager, your responsibility is to analyse the international HR strategy required to support this expansion.

In your report, address the following:

- 1. Company context**
Briefly introduce your imaginary company and the industry it operates in. State that it is expanding to Australia and outline one or two HR-related implications of operating across borders.
- 2. Staffing approach**
Discuss international staffing strategies (e.g., ethnocentric, polycentric, geocentric). Recommend the most suitable one for your company and justify your choice based on the internationalisation context and HR objectives.
- 3. Training and cultural preparation**
Based on the staffing approach selected, propose training and cultural adaptation strategies that would support staff adjustment, communication, and cross-cultural effectiveness.
- 4. Compensation and support**
Describe the key factors that should be considered in designing a compensation plan and support system for expatriates. You do not need to provide figures—just explain why these elements (e.g., housing, tax, education, family needs, etc.) are important.

Start your research with Chapter 15 of Dessler (2021) and use at least 10 credible academic and/or professional sources. Apply APA 7th edition referencing throughout.

PRESENTATION:

Your assessment should be in a report-style format and should use the following structure:

- **Cover Page**
Include the assignment title, your name, student number, subject code, and word count.
- **Executive Summary** (150–200 words).
Summarise the company, expansion context, key HR strategies, and recommendations. The executive summary is excluded from the word count.
- **Table of Contents**
List the headings and subheadings with page numbers.
- **Introduction** (approx. 50 words)
Introduce your company and the purpose of the report.
- **1. Company context** (150–200 words)
Introduce the company and highlight key HR implications of expanding internationally.
- **2. Staffing approach** (400–450 words)
Explain different staffing options and justify the most suitable one for your scenario.
- **3. Training and cultural preparation** (400–450 words)
Suggest training and cultural adaptation strategies that reflect your staffing choice.
- **4. Compensation and support** (300–350 words)
Discuss key factors that should be considered in expatriate compensation and HR support.
- **Recommendations** (100–150 words)
Offer two actionable HR strategies to support the international expansion.
- **Conclusion** (approx. 50 words)
Conclude with a brief wrap-up of the report's main message.
- **Reference List**
On a separate page, using APA 7th edition. Minimum of 10 credible sources.

Additional presentation requirements

- The report should be within +/- 10% of the word limit (1500 words). Word count includes the main text of the report. The executive summary is excluded from the word count, but in-text citations are included. The reference list is excluded from the word count.
- Formatting requirements include:
 - Include your name and CSU student number in the footer of each page.
 - Use 1.5 line spacing, 12-point font (e.g., Arial or Times New Roman), and page number.

- Use left-justified text for the body of the assessment report.
- Referencing is extremely important in academic work. You are required to reference all sources used in your report using the APA 7th edition referencing style.
- On every page, include page numbers (except on the cover/title page).
- Do not forget to number the headings and subheadings.
- This assessment task must be written in professional and formal language. There should be no abbreviations or slang. Take care to use proper grammar, spelling, and punctuation.
- Carefully proofread your work before submission. This includes checking for grammar, punctuation, and spelling errors. It is essential to use your grammar checker, but also manually review your document to catch errors that may be missed.

REQUIREMENTS:

- Use at least TEN reference sources that are correctly referenced in APA7th style. ALL texts must be of academic standard and be from credible sources. You may use journal articles, text book, text book chapter, conference paper proceedings, credible websites. Important note: No Chinese reference sources will be accepted.
- If minimum 10 references are not utilised in the report, it is an automatic fail.
- Failure to include in-text citations for sources that are listed in the reference list will result in the assessment failing. Ensure that all in-text citations and references are formatted correctly and consistently. If you add a reference list but do not include in-text citations, your paper will be deemed incomplete and will fail.
- The assessment task should be your own original work. This assessment task will be put through Turnitin to identify plagiarism.

MARKING CRITERIA:

Criterion and weighting	Pass (50%-100%)	FL (0-49%)
Company context (3 marks): Assesses how clearly the company and its international setting are introduced. This includes the company's industry and a brief overview of cross-border HR implications.	Provides a clear description of the company and identifies relevant HR implications of international expansion.	Fails to clearly describe the company or does not identify relevant HR implications.
Staffing approach (7 marks): Evaluates how well	Clearly explains different staffing approaches and provides a justified	Fails to explain or justify the recommended staffing approach.

different international staffing strategies are discussed and the rationale for choosing one approach based on the company's expansion context.	recommendation suitable for the selected context.	
Training and cultural preparation (6 marks): Assesses the appropriateness and depth of proposed training and cultural support strategies, based on the chosen staffing approach.	Proposes relevant and realistic training and cultural adaptation strategies aligned with the staffing choice.	Training strategies are unclear, irrelevant, or not linked to staffing approach.
Compensation and support (6 marks): Evaluates how well key compensation and support factors for expatriates are addressed. No figures needed—focus is on reasoning.	Discusses relevant expatriate compensation considerations and explains why they are important.	Fails to discuss key factors or provides inadequate explanations.
Global HR challenges and solutions (4 marks): Assesses the identification and handling of global HRM challenges and the practicality of proposed solutions.	Identifies two HR challenges and provides feasible strategies to manage them across borders.	Challenges are unclear or not well addressed; solutions are vague or impractical.
Research & referencing (2 marks): Assesses the use of academic sources, proper referencing, and citation using APA 7 th style. Minimum 10 credible references required.	Uses at least 10 credible sources correctly cited in APA 7 th style, including in-text and reference list entries.	Fewer than 10 credible sources or APA 7 th referencing is incorrect or missing.
Writing, Structure, and Presentation (2 marks): Assesses overall writing clarity, structure, formatting, and adherence to academic presentation standards.	Report is professionally presented, clearly structured, free from major errors, and follows formatting guidelines.	Report lacks clear structure or contains frequent grammar/spelling/formatting issues.