

Course Outline (Higher Education)

School:	Federation Business School
Course Title:	GLOBAL BUSINESS PROJECT
Course ID:	BUMGT6996
Credit Points:	15.00
Prerequisite(s):	(At least 90 credit points from ANY subject-area at GPA 5 or above) (At least 90 credit points from ANY subject-area at 5000-6999 level)
Co-requisite(s):	Nil
Exclusion(s):	(BUMGT5920)
ASCED:	080311

Description of the Course :

This course involves travelling to overseas business centres visiting foreign organisations and/or Australian firms operating in those markets. The course will provide students with unique insights into how global organisations are managed in an environment that is increasingly complex, where the need to innovate can bring about disruptive technologies, and cultural differences abound. Students will act as consultants on an assigned project for either a foreign or Australian organisation—the project could take a ‘whole of organisation’ (covering multiple functional areas) or just a functional perspective, (e.g. marketing or international HR). With respect to the project, students will be expected to critically assess the firm’s needs, scope the project, conduct the analysis and compile a set of cogent recommendations.

Grade Scheme: Graded (HD, D, C, etc.)

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks..

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	✓	■

Learning Outcomes:

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Knowledge:

- K1.** Understand the main dimensions and characteristics of a consulting project
- K2.** Demonstrate knowledge of success factors in managing/operating global projects for clients
- K3.** Recognise major trends in the global business environment
- K4.** Understand the importance of cultural sensitivity and the ability to adapt to the global business environment

Skills:

- S1.** Be able to ascertain and prioritise a client's business issues/needs
- S2.** Identify appropriate management concepts to apply in a variety of global settings
- S3.** Analyse and defend the formulation of a global or general business strategy
- S4.** Critically evaluate trends in the global business environment and demonstrate how they underpin global objectives and strategies

Application of knowledge and skills:

- A1.** Identify a firm's business issues/needs and scope the parameters of a global business project
- A2.** Conduct the global business project
- A3.** Deliver a set of recommendations for the global business project

Course Content:

Topics may include:

- The global business environment
- The nature of global management
- Consulting on global business projects
- Planning and organising in a global environment
- Decision making and control in a global environment
- Leadership in a global environment
- Cross-cultural perspectives
- Cross-cultural negotiation and communication
- Management functions in a global environment
- Global and domestic not-for-profit organisations
- Cause-related topics that have a global and domestic focus, e.g. the UN's 17 sustainable development

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goals

Values:

- V1.** The importance of adopting an objective approach to management consulting
- V2.** How global trends impact business practices, irrespective of the country
- V3.** The cross-cultural context, particularly for Australian firms operating in a global environment
- V4.** The application of appropriate business analytics to develop an effective global management strategy

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The study of global environments and trends for addressing issues in business (for-profit and not-for-profit organisations) ensures that students will broaden their knowledge and skills base, which will lead to greater confidence and competency in work or community environments.	High
Critical, creative and enquiring learners	Students will use their initiative and be self-directed to identifying the right questions to be addressed, exploring, researching and critically analysing market and environmental data to generate creative solutions. These habits should be sustained throughout their professional careers and contribution to community organisations.	High
Capable, flexible and work ready	Formulation of a business plan in an international context ensures that students completing this course can make a serious and valuable contribution to their employer organisation and/or a community-based organisation. This will add to the productive capacity of the national and global economy. The skills and knowledge gained will help ensure that they will be in demand as employees in for-profit and not-for-profit organisations.	High
Responsible, ethical and engaged citizens	The course emphasizes the understanding and application of personal ethical behaviour and management, social and environmental responsibility principles to address issues in their professional management careers and their personal lives.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, K4	Demonstrate consulting acumen on a global business project	Individual contribution/proactive participation throughout the entire global business project and the course	5-15%

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Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K3, S1,	Establish the requirements of a global business project	Group business report	15-25%
A1, A2, A3, S2, S3, S4,	Conduct the global business project and make recommendations	Group business report and/or presentation	40-60%
K1, K2, K4	Reflect, e.g. upon your role as a consultant, global business differences from domestic business, your personal growth from the overseas travel	Individual report/essay	15-25%

Adopted Reference Style:

APA