

Course Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Course Title: INTERNATIONAL BUSINESS MANAGEMENT

Course ID: BSMAN3007

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080311

Description of the Course:

This course introduces students to the global business environment. In particular, it will examine why businesses choose to internationalise their operations, identify methods by which this is undertaken and analyse the factors that determine the success of this action. In addition, the course will provide students with skills to identify opportunities, barriers and risks present in a global market place and provides strategies to manage and capitalise upon them. It develops an understanding of the importance of cultural awareness and managerial adaptability in the pursuit of competitive advantage.

The course is aimed at middle level managers who are currently or intend to be involved with global business activities, including offshore supply chains, international subsidiaries and other foreign operations or investments.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

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:

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

Learning Outcomes:

Knowledge:

- K1.** Recognise how doing business in a global market differs from that of the domestic market.
- K2.** Understand the processes and methods by which a firm analyses environmental factors to determine the ethical requirements and social responsibilities needed for global operations
- K3.** Recognise the internal and external factors that influence the success of global activities. Identify opportunities, barriers and risks present in a global market and understand the methods used to manage them.
- K4.** Understand the breadth of knowledge within the discipline of international business management and recognise that further knowledge can be acquired.
- K5.** Recognise the major sectors of the international business environment and associate cultural, social, economic and political awareness with successful international integration.

Skills:

- S1.** Determine suitable organisational design and management practice to best utilise the firms available resources in different global locations and functions.
- S2.** Use appropriate information technology to adapt the firms operations to best suit the environmental, business and economic conditions in a foreign market.
- S3.** Undertake individual and group research in order to develop verbal and written communication skills to convey relevant concepts associated with international business

Application of knowledge and skills:

- A1.** Use initiative and judgement in examining and implementing international business practice in a professional workplace environment.
- A2.** Adapt international business management knowledge and skills to achieve different organisational objectives that exist within a range of organisational and management frameworks.
- A3.** Demonstrate the ability to confidently communicate practical and theoretical concepts associated with international business management.

Course Content:

This course describes the skills, knowledge and values required to develop an understanding of the international business environment from a firms operational and management viewpoint. The course identifies the similarities and differences between domestic and global corporate functionality and examines the methods by which a firm is able to capitalise on them. In particular, the course highlights the importance of flexibility and adaptability within the management function to gain access to global knowledge and benefit from global efficiencies and opportunities.

Values:

- V1.** understand the positive and negative impact of globalisation and international business
- V2.** be aware of and act upon the social responsibilities and ethics related to international business management
- V3.** react to differing national political, legal, ethical and social environments

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, K4, K5 S1, S2, S3, A1, A2, A3	Prepare and present research that examines the process and rationale behind a nominated company going global.	Individual project/ Case study/ Short report	10-30%
K1, K2, K3, K4, K5 S1, S2, S3	Individual task that examines and compares two multinational corporations which operate in the same industry sector.	Research report/ Assignment/	20-40%
K1, K2, K3, K4, K5 S1, S3,	Test /exam/Other Authentic Assessment in which students demonstrate individual understanding of the fundamentals theories and applications of international business management that has been acquired during workshops, individual research and assessments.	Test /Exam/Other Authentic Assessment	30-50%

Adopted Reference Style:

APA

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