

School / Faculty: Federation Business School

Course Title: INTERNATIONAL BUSINESS

Course ID: BUMKT3730

Credit Points: 15.00

Prerequisite(s): (highly recommend BUECO1507 and BUECO1508 or BUECO1509)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080505

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

Program Level:

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

Learning Outcomes:

This course aims to provide students with a panoramic overview of the international business environment and some of the most leading strategies and practices in international Business.

Knowledge:

- K1.** Outline the external environment aspects of international business and examine the impact of the country attractiveness in relation to trade and investment destination
- K2.** Explain and assess international trade and investment theories and the role of domestic environments in the formation of trade policy and the framework of international cooperation
- K3.** Identify pros and cons of different exchange regimes and their impact on firms' internationalisation, including the factors influencing foreign exchange rate
- K4.** Outline the levels of regional economic integration and examine the implications for the practices of international business
- K5.** Distinguish between different entry modes and its impact on the firm's international operations and profitability
- K6.** Compare and contrast cross-cultural differences in an international business context and use relevant cultural frameworks to identify key factors that affect cross-cultural management

Skills:

Course Outline (Higher Education)

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- S1.** Evaluate the impact of various factors in the international business environment on business operations and market attractiveness
- S2.** Review the cross-culture frameworks and choose solutions for organisation structure and control systems
- S3.** Evaluate and select appropriate international market entry strategy and develop practical global operation management program
- S4.** Transfer knowledge and ideas via cross-cultural communication, negotiation and management

Application of knowledge and skills:

- A1.** Adapt knowledge and skills to current issues in diverse contexts
- A2.** Apply knowledge and skills to investigate and compare the application of strategies and practices to the reality of both developed and developing markets.
- A3.** Use initiative and judgement to analyse emerging trends and strategic issues involved in international business

Course Content:

Topics may include:

- Overview of globalization and examine international business environments.
- Explore international trade, FDI theories and trade policies.
- Define regional economic integration.
- Discuss Foreign Exchange market and international monetary systems.
- Examine different international business strategies.
- Global operation management including HR, Manufacturing, R&D, Marketing, Finance and accounting.
- Explore future challenges of International Business

Values and Graduate Attributes:

Values:

- V1.** Conduct international business decisions in an ethical and socially responsible manner.
- V2.** Work effectively and ethically in the international business environment
- V3.** Accept responsibility for, and oversee overseas expansion, suppliers selections and managing offshore activities
- V4.** Develop deeper insight in world issues and keep on top of issues that may affect them as individuals and as part of the organisation.
- V5.** Conduct effective business analysis and make insightful decisions in international context.
- V6.** Appreciate culture sensitivity and build collaborative relationships in a culturally diverse workforce.

Course Outline (Higher Education)

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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	Various in and out classroom case studies, world events discussions will reinforce the need to broaden and deepen students' involvement with course material and motivate them to seek out further opportunities to apply and develop their international business knowledge and skills.	Medium
Critical, creative and enquiring learners	International Business will contribute to the rounding of the students' business education, providing them with the knowledge and skills and confidence to make and contribute to independent, effective and responsible decisions in today's global business.	Medium
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement.	Medium
Responsible, ethical and engaged citizens	In-class debates, role plays and case discussions will create a general awareness of global issues that will allow them to appreciate the importance of adhering to ethical practices and developing corporate social responsibility programs in the global context.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4 S1 A1	Critical analysis related to international business	Individual Report	10-20%
K1, K5, K6 S2, S3, S4 A2, A3	Group project focusing on identifying business opportunities and business development or problem solving.	Group Written Project	30-40%
K5, K6 S2, S3 A2	Problem solving and written paragraph type explanations	Exam	40-60%

Adopted Reference Style:

APA