



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	INTERNATIONAL BUSINESS
Course ID:	BUMKT6942
Credit Points:	15.00
Prerequisite(s):	(Nil)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080311

Description of the Course:

As the market in which decision makers must operate becomes increasingly global in nature, knowledge of how to deal with the unique challenges of the international business environment is necessary for career success. This course provides students with a basis for understanding the unique aspects of the international business environment and will equip students with a sophisticated and strategic perspective on how enterprises strategise and operate in global competition. This course provides tools and framework for understanding and building an international business and achieving competitive advantage in global markets. Case studies with insights from the latest economics, political sciences and management research are used throughout to illustrate the principles of international business management and strategy.

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

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Examine and interpret the macroeconomic changes and various national differences that impact international business activities
- K2.** Relate key economic concepts, trade, FDI theories, and national non-market issues essential for designing strategy and achieving competitive advantage to the development in international business
- K3.** Assess the dynamics of the systems and subsystems of the national and international business and trade environments, particularly the IMF, the Foreign Exchange Market and the Capital Market
- K4.** Differentiate between the levels of regional economic integration and deduce the implications for the practices of international business
- K5.** Appraise different entry modes and the impact on firms international operations and profitability
- K6.** Identify the key issues in international strategy development and develop insights into the management implementations of international business strategy and operations

Skills:

- S1.** Investigate and assess implications that international trade and investment theory hold for business practices
- S2.** Critically evaluate the possible impact of a countrys political economy on international business, trade and investment
- S3.** Examine and justify the strategies, structures and global programs that firms adopt in order to compete effectively in the international business environment
- S4.** Implement cultural sensitivity and develop effective cross-cultural communication skills.

Application of knowledge and skills:

- A1.** Apply relevant trade and investment theories to evaluate government domestic policy to firms national competitiveness in the global market
- A2.** Use creativity and initiative to identify the key strategic issues facing an international organization and incorporate appropriate ethical and legal corporate strategy alternatives for global operations
- A3.** Forecast and explain trade patterns and firms internationalisation process and trends

Course Content:

Topics may include:

- International Business Environment
- The global trade and investment environment; theories and implication of trade and investment for international business.
- World trading system and current issues
- Regional economic integration and international institutions

- The global monetary system; functions of the foreign exchange market and different exchange rate regimes.
- The strategy and structure of international business
- Global operations activities and future challenges

Values:

- V1.** Conducting international business decisions in an ethical and socially responsible manner.
- V2.** Working effectively and ethically in the international business environment
- V3.** Accepting responsibility for, and oversees overseas expansion, suppliers selections and managing offshore activities
- V4.** Cultural sensitivity and building collaborative relationships in a culturally diverse workforce.

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1,K3,K4 S1, A1	AT1
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K1,K3,K4 K5,K6 S3,S4, A2	AT1, AT3
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K5,K6 S3,S4, A2	AT3
GA 4 Communicator ^s	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K2,K4 S1,S2 A3	AT2
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K1,K2, S1,S2 A3,S4, A2	AT1, AT2, AT3

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K3,K4 S1, A1	Individual research activities on evolving international business issues	Individual research/critique	5-15%
K2,K4 S1,S2 A3	Case study analysis	Case study	35-45%
K5,K6 S3,S4, A2	Group work identifying business opportunities. This task also provides opportunity for team work skills and multicultural interaction	Group project (oral and written report)	45-55%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)