

# Unit Outline (Higher Education)

**Institute / School:** Institute of Innovation, Science & Sustainability

**Unit Title:** International Business

**Unit ID:** BUMKT6942

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED:** 080311

**Description of the Unit:**

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)

**Work Experience:**

No work experience

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment.

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	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"/>
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

#### Unit Content:

- 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

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment 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

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