# Unit of Study Guide: BUS6005 International Business

# Trimester 3, 2023

## Overview

BUS6005 International Business addresses how organisations adapt and operate within the dynamic global environment by formulating competitive business strategies. The unit explores major topics influencing the international business environment (political, legal, economic, security) with a focus on cross-border strategic alliance and trade. Students will analyse international markets and the associated dynamics, strategic planning and the creation of a competitive advantage in culturally diverse environments.

| | |
|---|---|
| **Course(s)** | Master of Business Administration<br>Master of Project and Business Management |
| **Core or Elective** | Elective:<br>Master of Business Administration<br>Master of Project and Business Management |
| **Credit Points** | 8 Credit Points |
| **Duration** | 12 weeks (10 teaching weeks; 1 study week; 1 final assessment week) |
| **Student Workload** | Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 150 hours) on learning activities for this unit. |
| **Essential Requirements** | Nil |
| **Mode(s) of Delivery** | On campus / Online |
| **Pre-Requisites** | Nil |
| **Unit Coordinator** | As per current timetable |
| **Contact Information** | ✉: viral.pandya@apicollege.edu.au<br>☎:<br>Consultation: Tuesdays 12:00 pm to 1:00 pm |

## Unit Learning Outcomes

On successful completion of this units, students will be able to:

ULO1    Explore the major factors and issues influencing the international business environment.

ULO2    Apply business concepts and theories to contemporary international organisations.

ULO3    Evaluate cross border strategic alliance agreement opportunities.

ULO4    Research the competitive business strategies adopted by multidomestic, international, global and transnational firms.

ULO5    Evaluate the impact of social, economic and cultural factors on the international business environment.

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## Weekly Schedule

Detailed information for each week's activities can be found in the unit's weekly modules in Canvas.

| Week | Topic |
|---|---|
| Week 1 | Overview of international business and globalization |
| Week 2 | Cultural and Religious Diversity |
| Week 3 | Political and Legal Environments |
| Week 4 | International Trade |
| Week 5 | Influences of Technology including Security |
| Week 6 | Global Monetary Systems |
| Week 7 | International Business – Supply Chain Management |
| Week 8 | International Marketing |
| Week 9 | International Human Resources Management and UN Global Compact |
| Week 10 | Ethical Business Practices and CSR |
| Week 11 | STUDY WEEK |
| Week 12 | ASSESSMENT/EXAMINATON WEEK FOR SPECIFIED UNITS |

## Assessments

1. All assessments are compulsory.

2. To pass the unit students must:
   - achieve a total of 50% or more of marks offered; and
   - pass all individual invigilated assessments; and
   - have attempted all assessments.

   Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special circumstances before reaching a decision.

3. The Board of Examiners may grant a supplementary assessment where a student:
   - achieves a total of 45% or more; and
   - has passed all individual invigilated assessments in the unit; and
   - has attempted all assessments; and
   - has a recommendation for supplementary assessment by the Unit Coordinator and the Head of Discipline?

   Where one or more of these requirements are not met, the Board of Examiners will consider a student's overall progress towards meeting the unit learning outcomes and any special

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circumstances before reaching a decision. Attendance and engagement in class will be considered.

4. APIC awards common result grades as set out in the Award of Grade Policy.

5. Detailed information for each assessment can be found on the Unit's Home Page and in the Assessment Brief.

| Assessment Task | Type | Weight | Length | Due | ULOs Assessed |
|---|---|---|---|---|---|
| **Assessment 1: Online Skills Test** Assess skills in application of content areas to assess progress | Individual 👤 Invigilated 👤☑ | 30% | 2000 words | Week 4 Week 8 | ULO1 ULO2 ULO3 |
| **Assessment 2: Critical Review and Evaluation (group)** Working in small groups, students (a) select an international organisation, research contemporary business issues, and prepare a detailed report for development, strategy and international business of the international business, and (b) present recommendations to the class, responding to questions and feedback | Group 👥 | 20% | 1500 words | Week 7 | ULO-1 ULO-2 ULO-3 ULO-4 ULO-5 |
| **Assessment 3: Project Report** In this assessment students are required to apply theoretical fundamentals in to practice by designing strategy for international business venture in Australia. | Individual 👤 | 35% | 3500 words | Week 11 | ULO1 ULO2 ULO3 ULO4 ULO5 |
| **Assessment 4: Presentation** In this assessment the students are required present the project report in class for evaluation of feasibility. | Individual 👤 Invigilated 👤☑ | 15% | 500 words | Week 11 and Week 12 | ULO1 ULO2 ULO3 ULO4 ULO5 |

equiv. – equivalent word count based on the Assessment Load Equivalence Guide. It means this assessment is equivalent to the normally expected time requirement for a written submission containing the specified number of words.

## Course Reserves

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via APIC Library or via the Course Reserve link on the unit's homepage.

**Prescribed text(s):**

Cavusgil, S. Tamer, et al. International Business: The New Realities, 5th Edition, Pearson Education.

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Text: www.pearson.com.au/9781292303246
Ebk:  www.pearson.com.au?9781292303307

**Recommended Readings:**

Macmillan, P 2018, 'Journal of international business policy, vol. 1, issue 1/2.

Tulder R, Verbeke A, Piscitello L 2018, '*International Business in digital age*, Emerald Publishing Ltd.

**Other Recommended Resources**:

Elsevier: www.journals.elsevier.com
HBR: www.hbr.org/
McKinsey Quarterly: www.mckinsey.com
Harvard Business Review: www.hbr.org

## Academic Integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's Academic Integrity Policy for further details.

## Other Important Information and Links

| Special consideration | Late submission |
|---|---|
| If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details. | Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission. |
| **Assessment appeals** | **Award of grades** |
| If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details. | APIC awards common result grades, set out in the Award of Grade Policy. |
| **Expectations of student conduct** | **Study resources** |
| Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct. | APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas). |

| Student Services | Key dates |
|---|---|
| The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the [Student Services page on the OLS (Canvas)](). | Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the [Academic Calendar]() section of the APIC website. |

## Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of Study Guide was last modified on <date>

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