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| <b>Unit Code and Title</b>    | <b>BUS6005 International Business</b>   |
| <b>Courses</b>                | <b>Elective:</b><br>Graduate Diploma of Project Management<br>Master of Project Management and Business   |
| <b>Duration</b>               | 12 weeks (10 teaching weeks; 1 study week; 1 final assessment week)   |
| <b>AQF Level</b>              | 9   |
| <b>Student Workload</b>       | Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 150 hours) on learning activities for this unit. |
| <b>Essential Requirements</b> | None  |
| <b>Mode of Delivery</b>       | Online/ On-Campus   |
| <b>Pre-Requisites</b>         | None  |
| <b>Co-Requisites</b>          | None  |

### Unit description

*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.

### Unit Learning Outcomes

On successful completion of this unit, 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.