

# BUSM 1015 INTRODUCTION TO INTERNATIONAL BUSINESS

**Credit Points** 10

**Legacy Code** 200591

**Coordinator** Felicitas Evangelista ([https://directory.westernsydney.edu.au/search/name/Felicitas Evangelista/](https://directory.westernsydney.edu.au/search/name/Felicitas%20Evangelista/))

**Description** This unit introduces students to the nature of international business operations in the world economy. The first part focuses on the basic concepts and theories of international trade, investment, and foreign exchange which form the foundation of a firm's international business activities. The second part is devoted to the economic, cultural, political and ethical environments and their effects on a firm's international business operations. The third and last part provides an overview of how the functional areas of business i.e. Marketing, production, human resource and finance are conducted in and affected by the multifaceted environment of an internationally oriented firm.

**School** Business

**Discipline** International Business

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Equivalent Subjects** LGYA 9780 - International Business and Asian Environment

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Appreciate the nature of international business and understand how it differs from domestic business operations;
2. Apply essential concepts and theories of international business;
3. Recognise the pertinent economic, cultural, political and ethical dimensions of a company's international business activities;
4. Demonstrate the ability to identify and address common problems faced by an internationally oriented firm;
5. Demonstrate adequate communication and interpersonal skills to provide and respond to feedback about international business issues.

## Subject Content

- globalisation and Internationalisation
- theories of trade and investment
- foreign exchange and finance
- cultural differences
- political and legal environments
- economic environment
- ethics and corporate responsibility
- international business strategy
- international Marketing
- international production, outsourcing and Logistics
- international human resource management

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Case Study	20 minutes/1,500 words	20	N	Group
Participation	20 minutes per case	10	N	Individual
Quiz	10-15 multiple choice questions x 3	20	N	Individual
Final Exam	2 hours	50	Y	Individual

Prescribed Texts

- Hill, C, Hult, T., Wickramasekera, R, Mackenzie, K. and Gordon, C. 2019, Global business today, Asia-Pacific Perspective 5th edn, McGraw Hill.

Teaching Periods

## Autumn

### Online

#### Online

**Subject Contact** Felicitas Evangelista ([https://directory.westernsydney.edu.au/search/name/Felicitas Evangelista/](https://directory.westernsydney.edu.au/search/name/Felicitas%20Evangelista/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM1015\\_22-AUT\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1015_22-AUT_ON_O#subjects))

### Parramatta City - Macquarie St

#### Day

**Subject Contact** Felicitas Evangelista ([https://directory.westernsydney.edu.au/search/name/Felicitas Evangelista/](https://directory.westernsydney.edu.au/search/name/Felicitas%20Evangelista/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM1015\\_22-AUT\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1015_22-AUT_PC_D#subjects))

## Sydney City Campus - Term 2

### Sydney City

#### Day

**Subject Contact** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM1015\\_22-SC2\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM1015_22-SC2_SC_D#subjects))