

# BUSM 2046 MANAGING IN THE GLOBAL ENVIRONMENT (BLOCK)

**Credit Points** 10

**Legacy Code** omp

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

**Description** This unit introduces students to the complexities of managing in the changing economic, political, legal, technological and sociocultural factors that influence management practice. By addressing issues of cultural awareness, this unit provides an organisational behaviour approach to managing in a dynamic global environment. Management practice and theoretical knowledge are linked in this unit through experiential based learning and assessment activities such as critical analysis of contemporary media, research and case studies.

**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 2 subject

**Equivalent Subjects** BUSM 2009 - Cross cultural management BUSM 2010 - Cross cultural management (UWSC)

**Restrictions** Students must be enrolled in program 7180 ? Undergraduate Certificate in Business Management

## Learning Outcomes

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

1. Apply cultural frameworks to analyse cultural values and beliefs.
2. Critically reflect on and articulate personal cultural values and beliefs.
3. Analyse how cultural value dimensions influence managing in the global business environment.
4. Apply Managing in the Global Environment theory to research a contemporary business issue.
5. Propose recommendations for global business practice.

## Subject Content

Why culture matters to 21st century business.  
 Understanding the global business environment.  
 Determinants of culture and cultural value orientations.  
 Intercultural communication.  
 Cross cultural negotiation.  
 Business ethics and corporate social responsibility.  
 Managing political risk.  
 Competencies for global managers.  
 Motivation in the global business environment.  
 Leadership in the global business environment.  
 Working with cross cultural teams.

## 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
Participation	300 words	5	N	Individual
Participation	300 words	10	N	Individual
Participation	300 words	15	N	Individual
Report	900 words	30	N	Individual
Case Study	1200 words	40	N	Individual

Teaching Periods

## Block B Session

**Online**

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM2046\\_22-BB\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2046_22-BB_ON_O#subjects))

## Block D Session

**Online**

**Online**

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

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## Block F Session

**Online**

**Online**

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

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