

# BUSM 3031 INTERNATIONAL BUSINESS STRATEGY

**Credit Points** 10

**Legacy Code** 200626

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

**Description** In an environment where operating internationally is becoming the norm rather than the exception, firms are faced with ever increasing complexity when formulating their business strategy. This requires an understanding of how firms become and remain international, the basic modes of international involvement, the practice of multinational management and how firms can establish a balance between the sometimes conflicting demands of headquarters, the subsidiary and the governments of all the countries where the multinational enterprise operates. This unit will cover these issues and will deal with both large and small companies that must be global to survive.

**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 3 subject

**Pre-requisite(s)** MKTG 1006 OR BUSM 1015

**Equivalent Subjects** LGYA 9771 - International Business Strategy

**Restrictions**

Note that only students enrolled at Sydney City Campus may register in the Sydney City Campus subjects offered at that location.

**Assumed Knowledge**

An understanding of the basic principles of marketing and international business.

## Learning Outcomes

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

1. Evaluate and apply international trade theories in analysing inter and intra industry trade between/among countries;
2. Formulate effective internationalisation and multinational business management strategies;
3. Develop appropriate strategies for managing a company's global value chain, international government relations, global workforce and international business ethics;
4. Appraise knowledge and skills required of global leaders and ways of acquiring them.

## Subject Content

- The Internationalisation process
- international trade theories
- The Global business environment
- Export Operations

- Global sourcing strategy
- Licensing
- international joint ventures
- international business strategy formulation
- globalisation and organisation
- The Global business manager
- Global leadership
- government intervention and international business strategy
- international business ethics

## 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	2000 words	30	N	Individual
Presentation	Presentation - 20 minutes and written report - 1500 words	20	N	Group
Final Exam	2 hours	50	N	Individual

Teaching Periods

## Sydney City Campus - Term 1 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=BUSM3031\\_22-SC1\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-SC1_SC_D#subjects))

## UEH-Session 1

**Vietnam**

**Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-UT1\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-UT1_UE_D#subjects))

## UEH-Session 2

**Vietnam**

**Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-UT2\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-UT2_UE_D#subjects))

## Spring

**Online**

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-SPR\\_ON\\_O#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-SPR_ON_O#subjects))

## **Parramatta City - Macquarie St**

### **Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-SPR\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-SPR_PC_D#subjects))

## **Sydney City Campus - Term 3**

### **Sydney City**

### **Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-SC3\\_SC\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-SC3_SC_D#subjects))

## **UEH-Session 3**

### **Vietnam**

### **Day**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3031\\_22-UT3\\_UE\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3031_22-UT3_UE_D#subjects))