

BUSM 7065 MANAGING IN THE GLOBAL CONTEXT

Credit Points 10

Legacy Code 200835

Coordinator Ataus Samad ([https://directory.westernsydney.edu.au/search/name/Ataus Samad/](https://directory.westernsydney.edu.au/search/name/Ataus%20Samad/))

Description Managing in the Global Context provides students with an understanding of the complexities of managing in the changing economic, political, legal, technological and within socio cultural factors that influence global business operations. By addressing areas of understanding the global business environment, managing political risk and government relations, understanding culture, cross cultural communication and negotiation, strategy and structures for global organisations, motivating and leading, business ethics and corporate responsibility and competencies for global managers this Unit provides an organisational behaviour approach to managing in a dynamic global context. Through critical analysis of contemporary media, research and case studies this Unit provides a basis for linking management practice to theoretical knowledge.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program or in program 3748 Master of Information Governance, 1870 Master of Chinese Cultural Relations.

Learning Outcomes

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

1. Explain the complexities of the dynamic global environment that impact on managing organisations;
2. Demonstrate a thorough understanding of how culture influences the role of managers working in the global environment;
3. Apply critical, reflective and problem solving skills to evaluate ethics and corporate social responsibility;
4. Make recommendations to Business based on a country's political and regulatory risk factors;
5. Apply oral presentation skills and visual materials to communicate complex ideas;
6. Interact effectively with others and in teams in complex situations.

Subject Content

- Understanding The Global business environment
- Understanding The external environment
- managing political Risk and government relations
- Understanding culture
- cross cultural communication and Negotiation
- strategy and Structures for Global Organisations
- Motivating and leading
- ethics, corporate social responsibility (CSR) and reputation in The Global environment
- competencies for Global managers

1. Understanding the global business environment

2. Understanding the external environment
3. Managing political risk and government relations
4. Understanding culture
5. Cross cultural communication and negotiation
6. Strategy and structures for global organisations
7. Motivating and leading
8. Ethics, Corporate Social Responsibility (CSR) and reputation in the global environment
9. Competencies for global managers

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
Essay	1,000 words	30	N	Individual
Essay	1,200 words	30	N	Individual
Report	Part 1: 2,500 words. Part 2: 20 minutes	40	N	Group

Prescribed Texts

- Luthans, F & Doh, J 2012, International management, 8th edn, McGraw-Hill

Teaching Periods

Quarter 2

Parramatta City - Macquarie St

Evening

Subject Contact Ataus Samad ([https://directory.westernsydney.edu.au/search/name/Ataus Samad/](https://directory.westernsydney.edu.au/search/name/Ataus%20Samad/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM7065_22-Q2_PC_E#subjects)

Sydney City Campus Quarter 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=BUSM7065_22-SQ2_SC_D#subjects)