

BUSM 7094 THE CONTEMPORARY BUSINESS ENVIRONMENT

Credit Points 10

Legacy Code 200820

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Description This unit provides foundational knowledge that is needed to appreciate the complexities involved in managing businesses in an uncertain and complex global setting. Emphasis is placed on the influence of the economic, socio-cultural, political, and technological environments on a business and the need for businesses to adopt a global perspective in formulating and implementing strategic interventions for enhancing competitiveness.

School Business

Discipline Business And Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects BUSM 7093 - The Business Environment

Learning Outcomes

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

1. Identify the economic, socio-cultural, political, and technological environments within which contemporary businesses operate;
2. Discuss critical issues that influence the effective operation of a business in a global business environment;
3. Interpret, from a strategic perspective, the implications of business decision making across all key areas of business activity;
4. Analyse the commercial importance and relevance of corporate sustainability and social responsibility in business decision making.

Subject Content

1. Introduction to the economic, socio-cultural, political, and technological environments within which contemporary businesses operate
2. Interactions between the multiple environments of business and the major functional areas of business
3. Implications of the multiple environments of business for business ownership, management roles, production systems, employees, marketing, customer communication and financial management
4. The global business environment, strategic approaches to international markets, business ethics and corporate social responsibility

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
Report	1,500 words	30	N	Group
Presentation	Oral presentation 5 minutes	20	N	Individual
Final Exam	2 hours	50	Y	Individual

Prescribed Texts

- Brooks, A, Weatherston, J & Wilkinson, G 2011, The international business environment, Pearson Education. Frenchs Forest.

Teaching Periods