

BUSM 3030 INTERNATIONAL BUSINESS PROJECT

Credit Points 10

Legacy Code 200590

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

Description This is a capstone subject in International Business. The aim of the subject is to give students a real-life action learning project in which they undertake an international business strategic planning and analysis exercise for a client organisation. This project usually involves students working in small teams for a client organisation under the direct supervision of the lecturer.

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/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) BUSM 1015

Equivalent Subjects LGYA 9777 - International Business Project 1

Assumed Knowledge

This is a capstone International Business subject. It is assumed that students have basic international business knowledge and research skills.

Learning Outcomes

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

1. Apply a broad range of international business theories and concepts to a real organization's international business problem;
2. Collect and inter-relate relevant information to formulate an international business plan;
3. Evaluate alternative international business strategies using appropriate financial, numerical and evaluative tools;
4. Work effectively in groups through collaboration based on diversity of views and cultural backgrounds, using new and emerging collaborative technologies;
5. Engage effectively with the management of an organisation during all phases of the strategic planning process.

Subject Content

1. Student teams will work on an international business project on behalf of a specific organisation.
2. The aim is to produce a detailed international business plan that can be assessed by the client organisation for its viability, appropriateness, forecasted financial cost and payback and if so decided by the client, actually implemented
3. Contact with client companies will be between nominated team members and senior company executives.
4. The student teams will work under the direction of the lecturer. Student teams will work on an international business project on behalf of a specific organisation. The aim is to produce a detailed international business plan that can be assessed by the client organisation for its

viability, appropriateness, forecasted financial cost and payback and if so decided by the client, actually implemented. Contact with client companies will be between nominated team members and senior company executives. The student teams will work under the direction of the lecturer.

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.

Type	Length	Percent	Threshold	Individual/Group Task
Proposal	1000 words	20	N	Individual
Report	4000 words	30	N	Group
Presentation	10 minutes	20	N	Group
Reflection	2000 Words	30	N	Individual

Teaching Periods

Sydney City Campus - Term 1 (2022)

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=BUSM3030_22-SC1_SC_D#subjects)

UEH-Session 1 (2022)

Vietnam

Day

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

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UEH-Session 2 (2022)

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=BUSM3030_22-UT2_UE_D#subjects)

Spring (2022)

Online

Online

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

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Sydney City Campus - Term 3 (2022)

Sydney City

Day

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

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UEH-Session 3 (2022)

Vietnam

Day

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Vietnam Session 1 (2023)

Vietnam

On-site

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

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Vietnam Session 2 (2023)

Vietnam

On-site

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

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Sydney City Campus - Term 2 (2023)

Sydney City

On-site

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

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Spring (2023)

Parramatta City - Macquarie St

On-site

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Vietnam Session 3 (2023)

Vietnam

On-site

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