

BUSM 3086 GLOBAL STRATEGIES IN THE DIGITAL ERA

Credit Points 10

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Description Formulating global digital strategies is a must-have skillset for international business practitioners. The international business context is dynamic and constantly disrupted by global technology trends and tools. Global digital strategies are essential in international business allowing companies to overcome geographical barriers, efficiently reach global markets and engage with customers around the clock to deliver consistent experiences across regions. These strategies also provide access to valuable data, helping companies make informed, market-specific decisions and respond quickly to global trends. Students will learn how to foster innovation, enhance competitiveness, and improve collaboration among global teams, suppliers, and partners through integrated platforms and real-time tools.

School Business

Discipline Business Management

Student Contribution Band

Check your fees 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 MKTG 3004

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Analyse how emerging digital technology is shaping consumer behaviour and eCommerce in international business environments
2. Assess the challenges and opportunities digital technology presents for implementing an international business strategy.
3. Utilise technological tools and digital platforms to improve and communicate competitiveness, efficiency, and sustainability in international business contexts.
4. Design a model to address a real-world global eCommerce challenge using a digital platform.
5. Work together using teamwork skills to coproduce an applied project addressing global strategies in the digital era.

Subject Content

- Globalisation and technology disruption
- Global E-Commerce and digital trade
- Global digital consumer behaviour
- Innovation, research and development in the new international digital era
- Global collaboration in product development
- Managing regulatory challenges in the global digitally disrupted marketplace

- Managing automation and Artificial Intelligence in the global digitally disrupted marketplace
- Ethics and social responsibility in the global digitally disrupted marketplace