

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 subject provides an organisational behaviour approach to managing in a dynamic global context. Through critical analysis of contemporary media, research and case studies this subject provides a basis for linking management practice to theoretical knowledge.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

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. Leadership (Competencies for global managers is taught under leadership)

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

Prescribed Texts

- Luthans and Doh 2021, International management, 11th edn, McGraw-Hill

Teaching Periods

Quarter 2 (2025)

Parramatta City - Macquarie St

On-site

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/odd/timetable/?subject_code=BUSM7065_25-Q2_PC_1#subjects)

Sydney City Campus Quarter 2 (2025)

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/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM7065_25-SQ2_SC_1#subjects)