



BS730 International Business Unit Outline

School/Division: Business

Unit Title: International Business

Unit Code: BS730

Level: **Introductory**

Advanced

Prerequisites: JM501 Introduction to marketing and Either BE507 Business Microeconomics or BE508 Business Macroeconomics

Corequisites: Nil

Exclusion(s): Nil

Credit Points: 15

ASCED Code:

Objectives:

The objective of this unit is to give students a basis for understanding the unique aspects of the international business environment. Knowledge of how to deal with the unique challenges of the international business environment, relevant trade theories and FDI, the influence of the regional economic and political integration as well as issues related to operational success at the global level will be explored and studied. The development of the student's analytical and team working skills will also be emphasized in this subject.

On completion of this unit, students should:

Knowledge:

- Acquire a comprehensive understanding of the complex nature of the international business environment and how firms handle the complex international environment
- Understand international trade and investment theories and be aware of the role of domestic environments in the formation of trade policy and the framework of international cooperation.



- Describe the various level of economic integration and recognize the influences of economic integration to international business.
- Understand emerging trends and strategic issues involved in international business and various topics covered by global operation management.
- Identify key factors that affect cross-cultural management, in particular, the Asia-Pacific region.

Skills

- Identify the impact of various factors in the international business environment on business operations and evaluate market attractiveness.
- Understand the forces that determine exchange rate and the implication of foreign exchange rate movement and the international monetary system to international business.
- Use the cross-cultural frameworks to help choose organization structure, control systems as well as marketing program.
- Select appropriate international market entry strategy and develop practical global operation management program.

Attitudes and Values

- Appreciate the complexity of international business environments and recognise the impact of globalisation at country and firm level.
- Appreciate cross-culture value, norms and practices and value culture sensitivity.
- Value cross disciplines integration.
- Self-learning and team working.

Content:

- Overview of globalisation and examine international business environments.
- Explore international trade, FDI theories and trade policies.
- Define regional economic integration.
- Discuss Foreign Exchange market and international monetary systems.
- Examine different international business strategies.
- Global operation management including HR, Manufacturing, R&D, Marketing, Finance and accounting.
- Explore future challenges of International Business.

Learning Tasks & Assessment:

<i>Learning Tasks</i>	Learning Products	Weighting
Identifying, planning, researching and writing an academic paper	Individual Report Class/Tutorial	20%



	Participation and attendance	10%
Reading,, analysing and applying fundamental principles and theories	Exam	40% *
Group Project – planning, researching and completing a project.	Written Project	30%

*** Note: According to the verifiable individual assessment, students are required to pass (ie.50~59%) the exam in order to pass this unit.**

Adopted Reference Style

- APA
 Australian
 MLA
 Chicago
 Other (please specify)

The link to the library website for more information is: [UB Library - Citation guides](#)

Methodology

This unit is delivered through a combination of lectures, interactive tutorials, workshops and selected case studies using significant self-directed learning techniques.

REFERENCES

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Hoecklin, L. (1995). *Managing cultural differences: Strategies for competitive advantage*. Wokingham: Addison-Wesley and EIU.

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Trompenaars, F & Hampton-Turner, C. (1997). *Riding the waves of culture: understanding cultural diversity in business*. London: Brealey.

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