This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS365  International Business

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Dr Rod St Hill

Teaching Staff: Dr Rod St Hill

Co / Prerequisite Units:
- Second year standing (Full-time equivalent)

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for all majors

Rationale:
International business managers face a number of special problems and issues in the management of international business operations. The unit topics include: managing across cultures, managing political risk and negotiations, organizing international operations, decision-making and controlling international operations, human resource management, motivating and leading, ethics, investment and relationships with the host governments.

The unit aims to broaden students' management education to include an understanding of the management of foreign operations. The unit builds upon management principles acquired earlier in the course and develops students' skills in adapting and applying them in the foreign/international business environment. It introduces the problems and issues faced by managers in managing international operations and examine how these problems can be minimized or avoided.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Appreciate the integration of Australian business into the world economy.
2. Relate the Australian business context to the regional Asian-Pacific and wider international environment.
3. Understand issues and problems in international business operation.
4. Apply skills and knowledge acquired in earlier units to examination of problems in management of business organizations across cultures.
5. Formulate appropriate strategies for entering into and operating within international environments.
6. Examine strategies adopted by corporations in their international operations.
7. Critically examine issues of business ethics in international business operation.

Content:

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<thead>
<tr>
<th>Week</th>
<th>Content</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to international business and management</td>
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<td>2</td>
<td>International Trade and Investment Theory</td>
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<td>3</td>
<td>International Monetary System and International Finance</td>
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<td>4</td>
<td>Formulation of National Trade and Investment Policies</td>
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<td>5</td>
<td>Legal and Political Forces</td>
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<td>The Role of Culture</td>
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<td>7-8</td>
<td>International Strategic Management</td>
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<td>9</td>
<td>Organisation Design for International Business</td>
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Assessment

Assessment Task #1 – Case Study (Relates to Outcomes 1-7)
This case study will give students the opportunity to explore a particular international case study, selected from a list supplied in class. The oral presentations of the case studies for class discussion will be presented by students for class discussion.

Weighting: 10% Length: 40 minutes
Due Date: Week 11-13

Please note:
1. External students are to submit a DVD or a Video of their oral presentation.
2. Both Internal and External students are to submit a PowerPoint presentation.

The written report is a comprehensive discussion of the case.

Weighting: 40% Length: 3000 words
Due Date: Week 13

Assessment Task #2 – Final Exam (Relates to Outcomes 1-7)
This exam will consist of multiple choice, short answer and short essay questions. It will draw upon material covered in Weeks 1-14 and may contain questions which may be, in part, may be drawn from the class activities and assignments.

Weighting: 50% Length: 2 hours
Due Date: Week 16 (Examination Week)

Academic & General Resource Requirements


Journals
ASEAN Economic Bulletin [ISSN 0217-4472]
Business Forum [ISSN 0733-2408]
Foreign Affairs [ISSN 0015-7120]
The Journal of Development Economics [ISSN 0304-3878]
Management International Review [ISSN 0938-8249]

Unit Summary

This unit introduces the special problems and issues facing managers in the management of international business operations, and considers how these problems can be minimised or avoided. Topics covered include: managing across cultures, managing political risk and negotiations, organizing international operations, decision-making and controlling international operations, human resource management, motivating and leading, ethics, investment and relationships with the host governments.