

## Subject overview

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This subject is designed to introduce students to critical issues in strategic decision-making facing businesses in the global markets and to provide insights on the practices and policies used by businesses competing globally. It will address not only the economic dimension of the international business environment, but also its political, cultural, and technological dimensions, all of which interact in complex ways to generate opportunities and threats at the firm-level. It also explores the challenges, dynamics and processes involved in managing the multinational company.

## Learning Outcomes

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By the completion of this subject, students will be able to:

- Analyze the development of the global marketplace and its impact on organizations and countries
- Identify major influences and controls on organizations that participate in international markets
- Examine the functional aspects of international business
- Analyze current and future trends affecting the growth of globalization and international business

## Assessment overview

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|------------------------------|-------------------------|
| • Case Analysis (Group Work) | 15% of total assessment |
| • Midterm Exam               | 15% of total assessment |
| • Final Project (Group work) | 20% of total assessment |
| • In class participation     | 10% of total assessment |
| • Final Exam                 | 40% of total assessment |

## Subject modules

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- History of International Trade and Investment
- National and Regional Economic Development Strategies
- Industry Restructuring & The Multinational Enterprise
- International Strategic Alliances and Networks
- Coordination and Control in the Multinational Enterprise
- International Trade Theory
- Politics of International trade
- Foreign Exchange Market
- Foreign Direct Investments
- Financial Markets & Global Capital Markets
- Entry Strategies
- Global Manufacturing & Global Marketing
- Materials Management
- Global Human resources
- Major Projects

## Required readings

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- Fisher, G., Huges, R., Griffin, R., & Pustay, R. (2006). *International business: managing in the Asia-Pacific* (3rd Ed.). French's Forest, NSW, AU: Pearson Education Australia.
- Ramburuth, P., & Welch, C. (2005). *Casebook in international business: Australian and Asian-Pacific perspective*. French's Forest, NSW, AU: Pearson Education Australia.

## Questions?

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If you have questions about any of the subject summaries, please contact us.