



CHRISTIAN HERITAGE COLLEGE

BZ230

INTERNATIONAL BUSINESS

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.

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| Unit code | BZ230 | |
| Unit name | International Business | |
| Associated higher education awards | Associate Degree in Business Bachelor of Business | |
| Duration | One semester | |
| Level | Intermediate | |
| Unit Coordinator | D'Wayne Wigley | |
| Core/Elective | Elective - Associate Degree in Business Core - Bachelor of Business (major in Management; major in Marketing) Elective - Bachelor of Business (other majors) | |
| Weighting | Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business | |
| Student workload | Face-to-face on-site | External |
| | Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10 | Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10 |
| | Students requiring additional English language support are expected to undertake an additional 1 hour per week. | |
| Delivery mode | Face to face on site External Full time Part time | |
| Prerequisites/ Corequisites/ Restrictions | Prerequisite: BZ100 Introduction to Business and Management BZ104 Economics | |
| Specialist resource requirements | Nil | |
| Prescribed text(s) | Fisher, G., Hughes, R., Griffin, R., & Pustay, M. (2006). <i>International business</i> (3 rd ed.). Sydney, NSW: Prentice-Hall. | |

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| <p>Recommended readings</p> | <p>Books</p> <p>Ball, D., & McCulloch, W. (2007). <i>International business: The challenge of global competition</i> (11th ed.). Columbus, OH: McGraw-Hill.</p> <p>Beamish, P. W., Killing, J. P., Lecraw, D. J., & Morisson, A. (2003). <i>International management: Text and cases</i> (5th ed.). Columbus, OH: McGraw-Hill.</p> <p>Hill, C. (2008). <i>International business</i> (7th ed.). Columbus, OH: McGraw-Hill.</p> <p>Hodgetts, R. M., & Luthans, R. (2005). <i>International management: Culture, strategy and behaviour</i> (6th ed.). Columbus, OH: McGraw-Hill.</p> <p>Preston, J. (Ed.) (1993). <i>International business: Text and cases</i>. London, UK: Pitman.</p> <p>Journals and Periodicals</p> <p><i>ASEAN Economic Bulletin</i></p> <p><i>Business Forum</i></p> <p><i>Foreign Affairs</i></p> <p><i>Management International Review</i></p> <p><i>The Journal of Development Economics</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p> |
| <p>Content</p> | <ol style="list-style-type: none"> 1. Introduction to international business and management 2. International trade and investment theory 3. International monetary system and international finance 4. Formulation of national trade and investment policies 5. Legal and political forces 6. The role of culture 7. International strategic management 8. International strategic management (cont) 9. Organisation design for international business 10. Government support for international business development 11. Investment and relationships with the host governments 12. Oral presentations of the case studies for class discussion 13. Oral presentations of the case studies for class discussion (cont) |

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| Learning outcomes | <p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Discuss the integration of Australian business into the Asia-Pacific region and world economy; 2. Examine issues and problems in the operation of international business; 3. Analyse management of business organisations across cultures; 4. Participate, as a member of a small team, in the creation of a strategy for entry and operations in an international environment; 5. Critically and independently review case studies of strategies adopted by corporations in their international operations; 6. Critically examine issues of business ethics in the context of international business operation, with particular emphasis on Biblical Christian worldview; and 7. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing. |
| Assessment tasks | <p>Task 1: Business case study - Group oral presentation and Individual written report</p> <p>Word Length/Duration: 40 minutes - Group oral presentation 2000 words - Individual written report</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-7</p> <p>Assessed: Weeks 11-13</p> <p>Task 2: Final examination</p> <p>Word Length/Duration: 3 hours</p> <p>Weighting: 50%</p> <p>Learning Outcomes: 1-7</p> <p>Assessed: Week 15</p> |