6. DISCIPLINES

6.7 INTERNATIONAL BUSINESS

This plan has been developed in response to a Faculty request that individual Schools develop Learning and Communication Skills Support Plans that meet University requirement in accordance with resolution AB00/35, June 2001. The Board’s resolution requires Faculty Plans to include:

a) A statement of the specific skills students in their programs are expected to possess on graduation;

b) A statement of how each program will ensure that students will have achieved both the generic skills expected by the University and the specific skills expected by the University and the specific skills nominated by the Faculty and,

c) A process for monitoring the academic activities through which these skills are achieved.

GRADUATE OUTCOMES:

Graduates in International Business should possess a high level of knowledge that embodies the complexity and diversity of both theory and practice in the discipline. This knowledge should include:

- An understanding of the international environment in which businesses operate and the implications of globalisation and internationalisation on firm behaviour.
- An appreciation and understanding of the different theoretical frameworks and approaches used in the study of international business and management.
- An ability to critically analyse and appraise the strategic options facing international businesses, both large multinational enterprises and small and medium sized firms.
- Development of a knowledge base which includes the role of international institutions, non government organisations and governments in international business; governance issues related to multinational enterprise activity; issues in comparative management; and international business strategy.
- An ability to recognise and appraise emerging challenges and opportunities in the international business environment that are changing the face of international competition and firm strategies.
- A clear understanding of the role and impact of culture and diversity in cross-border encounters.
- An appreciation of the ethical, environmental and development issues and responsibilities associated with international business activities.

SKILLS PROFILES:

Stage 1:
• Acquire an understanding of concepts and theories concerning the global business environment.

• Demonstrate an ability to analyse and assess country markets.

• Application of concepts about the global business environment.

• Refine critical thinking skills through the analysis of critical incidents in international business and class exercises.

• Research international business topics and develop report-writing skills.

• Extend knowledge of current events in the international business environment.

• Develop an understanding of the influence of culture on a range of business interactions and discourse in an international business environment.

• Be able to apply conceptual frameworks and theories to enhance understanding and interpretations of a range of cross cultural encounters of an organisational and professional kind.

• Gain a foundation for further study of international business.

Stage 2:

• Develop skills in sourcing and evaluating information on key aspects of the international environment, including country-specific conditions, global industry dynamics and institutional contexts.

• Acquire an understanding of concepts and theories concerning foreign direct investment and the multinational enterprise.

• Refine critical thinking, analytical and learning skills through the analysis of international business case studies, role-plays and experiential exercises.

Stage 3:

• Develop a solid understanding of core concepts and theories in international strategic management and their application in international business.

• Be able to apply conceptual frameworks and theories to enhance understanding and interpretations of current and potential strategies of both large and small enterprises operating internationally, and offer useful recommendations to the management of these firms.

• Use conceptual tools to understand the dynamic interactions between markets and state intervention guiding the behaviour of multinational and domestic enterprises within the Asia-Pacific.

• Analyse comparative management systems deciphering different organisational, structural and strategic issues across firms with different political, cultural and historical dimensions.
Students in international business should also acquire a broader set of generic skills that will allow them to:

- Marshall, access and manage information effectively from various sources and in varying ways.
- Express personal values and viewpoints, but also be sensitive and open-minded to the opinions of others.
- Have learner autonomy and control and the capacity for extended self-learning
- Interact successfully with peers and understand the dynamics of effective team building.
- Effectively use concepts and tools for analysing and evaluating alternative scenarios and problems.
- Communicate competently in the disciplinary discourse of international business and express intellectual opinions and arguments.
- Appreciate the strengths of pluralism and cultural diversity within an international business context at both social and organisational levels.

**DISCIPLINARY PERSPECTIVE:**

International Business is a rapidly growing field of study dealing with the development, strategy, and management of international enterprises in the global context and dynamic business environments. It is a multi-disciplinary field of study encompassing the disciplines of economics, sociology, psychology and management. As a result it provides variety, breadth and depth of insight into global business issues at the macro level as well as a micro focus on strategic issues facing firms operating in cross-border situations. These include not only international trade and foreign manufacturing, but also the growing service sector. It also studies both large and small firms. Doing business and making decisions internationally involves greater complexity compared to dealing in the domestic business environment. International business is about the problems that managers face when they try to export to another country or invest in another country. It includes policy issues relating to a firm’s strategy, organisational structure, and other management issues that arise in international business operations including issues such as multinational coordination and control; intellectual property rights, entry mode and location decisions and host country and international regulation.

The pedagogic approach of the School in the learning of international business is very much centred on providing relevant theoretical and practical insights to students so that the real world of international business is better understood. To this end the School places strong emphasis on case studies of real world examples of international business issues to provide both insight and perspective. The School also attempts to incorporate the latest theoretical advances in both its undergraduate and postgraduate programs. For example, courses include important new research dealing with issues such as hypercompetition and networks; the latest developments in resource-based theory; and new research on organisational learning in corporations and cross-cultural management. The School also attempts to provide an integrative framework for both practical and theoretical issues through a sustained focus on the concepts of strategic management. Finally, the program has significant Asia-focused content to provide our students with a strong knowledge base of the institutional arrangements and management practices of our major regional trading partners.
International Business is taught at both undergraduate and postgraduate levels. At the undergraduate level, in addition to International Business being a stand alone major in the BCom and BEc programs, students from the Faculty of Arts and Social Sciences BA and BSS programs are also able to major in the discipline. Postgraduate students are currently able to undertake a specialisation within the MCom degree program.

**DISCIPLINES AND COURSES:**

**Undergraduate Courses:**

There are five core courses in the international business major. These courses cover the key areas of the global business environment, the development of multinational enterprises, cross cultural management, international business strategy and business in the Asia-pacific region.

IBUS1101 Global Business Environment  
IBUS1102 Managing Across Cultures  
IBUS2101 International Business and Multinational Operations  
IBUS3101 International Business Strategy  
IBUS3102 Asia-Pacific Business  

In addition students with a single major must include three further specified options, whilst students with a double major must include two further specified options. A wide range of optional courses in international business are available which provide students with an large range of courses to enhance knowledge of the contextual, functional, language and communication areas of international business. These courses are taken in the second and third year of the degree. The development of foreign language and communication competences are strongly encouraged within the degree framework as being an important part of the skill set of international business.

**Postgraduate Courses:**

There are four core courses in international business at the MCom level. These courses cover the key areas of the global business environment and the development of multinational enterprises, cross cultural management, international business strategy and business in the Asia-pacific region.

IBUS5601 Global Business and Multinational Enterprises  
IBUS5602 Cross Cultural Management  
IBUS5603 Global Business Strategy and Management  
IBUS5604 Asia-Pacific Business and Management  

Students wishing to qualify for a specialisation in international business must complete at least two additional specified options in international business. A wide range of optional courses in international business are available which provide students with an large range of courses to enhance knowledge of contextual, functional, language and communication areas of international business. These courses are taken in the second and third year of the degree. The development of foreign language and communication competences are strongly encouraged within the degree framework as being an important part of the skill set of international business.

**LEARNING PROCESSES:**

The learning strategies applied in international business are centred as far as possible on maximising small group interaction through team-based case learning and experiential exercises.
Students are required to:

- Prepare for classes though pre-assigned reading from text and other sources.
- Prepare case notes prior to classes.
- Actively participate in class seminars through discussion, case studies, role-plays and experiential exercises.
- Work in teams through project and casework.
- Undertake individual and group assignments, some involving original research inputs.
- Undertake quizzes, mid-session examinations and final examinations.
- Attend workshops for assignment writing

Available learning resources:

- Tutorial, seminar and tutorial sessions.
- Discipline-based assignment workshops in cooperation with EDU.
- Textbooks, additional readings, cases and exercises prepared by staff.
- School and course websites for extra materials, information, course slides and notes.
- Consultation with teaching staff.
- Engagement with international business practitioners.
- Large lectures situations. (undergraduates)
- Small group tutorial work. (undergraduates)
- Medium size seminars. (M.Com)
- Video resources.
- Library and Faculty EDU resources.

Feedback Provided:

- Individual and group sessions with staff.
- School and course web sites announcements and information.
- Mid-session examination comments and results.
- Written comments on projects and assignments.
- Written and oral feedback on case analysis and presentations.
- Peer assessments and group work.

Forms of support available:

- Course outlines and other information.
- Staff consultation
- Undergraduate and Postgraduate Course Coordinators.
- School of International Business web site.

Evaluation:

- Ongoing School appraisal of individual course curriculum and organisational design.
- Compulsory summative teacher and course evaluation of all courses.
• Optional formative evaluations of courses.
• Review of all course evaluations by Head of School.

Development:

• Periodic discussion and seminars on teaching strategies.
• Informal and formal mentoring of new and junior staff as appropriate.
• Consultation by staff with EDU on teaching learning strategies and practice.
• Encouragement of staff to attend professional development courses.
• Tutorial workshops for all tutoring staff.