

BUS6005 International Business

Unit Description

This unit addresses how organisations adapt and operate within the dynamic global environment by formulating competitive business strategies. The unit explores major topics influencing the international business environment (political, legal, economic, security) with a focus on cross-border strategic alliance and trade. Students will analyse international markets and the associated dynamics, strategic planning and the creation of a competitive advantage in culturally diverse environments. Furthermore, students will gain insight on international trade and transaction, ethics and corporate social responsibilities, currency rate determination, important international organisations and the global monetary system.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Explain the concept of international business and assess the factors driving globalisation and the internationalisation of firms.
2. Evaluate how cultural, political, and legal environments impact international business operations and decision-making.
3. Analyse the role of ethics, corporate social responsibility, sustainability, and governance in global business practices.
4. Assess international trade dynamics, emerging markets, and financial and monetary systems, including accounting practices across borders.
5. Develop strategies for entering and working in international markets, incorporating marketing, human resource management, and opportunity assessments for sustained growth.