INTERNATIONAL BUSINESS, TESTAMUR MAJOR (T042)

Western Sydney University Major Code: T042

Previous Code: MT2025.1

Available to students in other Western Sydney University programs?
No

The global economy is becoming increasingly important for organisations seeking out new opportunities to expand their customer base and develop partnerships. Managers who are well versed in the needs of doing business internationally and who can exploit these opportunities will therefore play an integral role in any such corporation. Building on a solid foundation in domestic business education, including global sustainability, international business strategy, managing in a global environment, and international marketing, this major equips graduates with the detailed knowledge of the international dimension of business and the necessary understanding of the workings of that market system.

Location

Campus	Mode	Advice
Parramatta City Campus-Macquarie Street	Internal	Program Advice (https://directory.westernsydney.ed search/email/business.courses@wester
Sydney City Campus*	Internal	Daniel Townsend (https://directory.westernsydney.edu.au/search/email/d.townsend@city.westerns

* Curriculum delivered through an agreement with another party

Major Structure

Qualification for this major requires the successful completion of 80 credit points including all of the core subjects listed below.

Core Subjects for this Major

Subject	Title	Credit Points
MKTG 3004	Export Strategy and Applications	10
HUMN 3043	Globalisation and Sustainability	10
BUSM 3031	International Business Strategy	10
MKTG 3007	International Marketing	10
BUSM 1015	Introduction to International Business	10
BUSM 3036	Leadership and Entrepreneurship	10
BUSM 2031	Managing in the Global Environment	10
MKTG 3017	The Markets of Asia	10
Total Credit Points		**80**

Professional Subjects for Careers in Markets

Students undertaking the International Business major are advised to take the following four subjects to satisfy the requirements for their professional core:

Subject	Title	Credit Points
BUSM 3006	Design Thinking for Creativity	10
BUSM 3030	International Business Project	10
MATH 1030	Statistics for Business	10
BUSM 2040	The Service Enterprise	10
Total Credit Points		**40**

Recommended Sequence

Qualification for the award of Bachelor of Business with a major in International Business requires the successful completion of 240 credit points as per the recommended sequence below.

Full-time

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
BUSM 1015	Introduction to International Business	10
MATH 1030	Statistics for Business	10
	Credit Points	**40**
Spring session		
LAWS 1001	Enterprise Law	10
BUSM 1010	Financing Enterprises	10
BUSM 2031	Managing in the Global Environment	10
Select one elective		10
	Credit Points	**40**
Year 2		
Autumn session		
BUSM 2040	The Service Enterprise	10
HUMN 3043	Globalisation and Sustainability	10
Select two electives		20
	Credit Points	**40**
Spring session		
MKTG 3004	Export Strategy and Applications	10
MKTG 3017	The Markets of Asia	10
Select two electives		20
	Credit Points	**40**
Year 3		
Autumn session		
MKTG 3007	International Marketing	10
BUSM 3006	Design Thinking for Creativity	10
BUSM 3036	Leadership and Entrepreneurship	10
Select one elective		10
	Credit Points	**40**
Spring session		
BUSM 3031	International Business Strategy	10
BUSM 3030	International Business Project (Enterprise Engaged Subject)	10
Select two electives		20
	Credit Points	**40**
	Total Credit Points	**240**

Part-time

Course	Title	Credit Points
Year 1		
Autumn session		
BUSM 1006	Enterprise Innovation and Markets	10
LAWS 1001	Enterprise Law	10
	Credit Points	**20**
Spring session		
BUSM 1010	Financing Enterprises	10
BUSM 1008	Enterprise Leadership	10
	Credit Points	**20**
Year 2		
Autumn session		
BUSM 1015	Introduction to International Business	10
MATH 1030	Statistics for Business	10
	Credit Points	**20**
Spring session		
BUSM 2031	Managing in the Global Environment	10
Select one elective		10
	Credit Points	**20**
Year 3		
Autumn session		
HUMN 3043	Globalisation and Sustainability	10
Select one elective		10
	Credit Points	**20**
Spring session		
BUSM 2040	The Service Enterprise	10
Select one elective		10
	Credit Points	**20**
Year 4		
Autumn session		
MKTG 3004	Export Strategy and Applications	10
Select one elective		10
	Credit Points	**20**
Spring session		
MKTG 3017	The Markets of Asia	10
Select one elective		10
	Credit Points	**20**
Year 5		
Autumn session		
MKTG 3007	International Marketing	10
BUSM 3036	Leadership and Entrepreneurship	10
	Credit Points	**20**
Spring session		
BUSM 3006	Design Thinking for Creativity	10
Select one elective		10
	Credit Points	**20**
Year 6		
Autumn session		
BUSM 3031	International Business Strategy	10
Select one elective		10
	Credit Points	**20**
Spring session		
BUSM 3030	International Business Project (Enterprise Engaged Subject)	10
Select one elective		10
	Credit Points	**20**
	Total Credit Points	**240**

Related Programs

Bachelor of Arts/Bachelor of Business (1818) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-arts-bachelor-business/)

Bachelor of Business (2786) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business/)

Bachelor of Business/Bachelor of Laws (2788) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-business-bachelor-laws/)

Bachelor of Communication/Bachelor of Business (1819) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-communication-bachelor-business/)

Bachelor of Engineering (Honours)/Bachelor of Business (3728) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-engineering-honours-bachelor-business/)

Bachelor of Information Systems Advanced/Bachelor of Business (3745) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-advanced-bachelor-business/)

Bachelor of Information Systems/Bachelor of Business (3744) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-systems-bachelor-business/)

Bachelor of Information and Communications Technology/Bachelor of Business (3737) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-information-communications-technology-bachelor-business/)

Bachelor of Science/Bachelor of Business (4748) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/bachelor-science-bachelor-business/)

Diploma in Business/Bachelor of Business (6037) (https://hbook.westernsydney.edu.au/archives/2023-2024/programs/diploma-business-bachelor-business/)