

GLOBAL BUSINESS, MAJOR (0011)

Western Sydney University Major Code: 0011

Previous Code: M2513.1

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 Campus - Victoria Road	Internal	Program Advice (https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au)

Major Structure

Students must complete 80 credit points including all of the core subjects as follows.

The subjects in this major are offered at the Parramatta City campus and the core subjects in the Bachelor of Arts are offered at the Parramatta South, Bankstown and Penrith campuses. Students will be required to travel between campuses in order to complete 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

Related Programs

Bachelor of Arts (1706) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts/>)

Bachelor of Arts (Dean's Scholars) (1655) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-deans-scholars/>)

Bachelor of Arts/Bachelor of Creative Industries (1842) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-creative-industries/>)

Bachelor of Arts/Bachelor of Social Science (1808) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-social-science/>)

Bachelor of Information and Communications Technology/Bachelor of Arts (3654) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-arts/>)

Bachelor of Science/Bachelor of Arts (3763) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-arts/>)

Diploma in Arts/Bachelor of Arts (6005) (<https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-arts-bachelor-arts/>)