

# 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   | Course               | Title   | Credit Points |
|---|----------|--|----------------------|---|---------------|
| Parramatta City Campus-Macquarie Street | Internal | Program Advice ( <a href="https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/business.courses@westernsydney.edu.au</a> ) | 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            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
| Sydney City Campus*                     | Internal | Daniel Townsend ( <a href="https://directory.westernsydney.edu.au/search/email/d.townsend@city.westernsydney.edu.au">https://directory.westernsydney.edu.au/search/email/d.townsend@city.westernsydney.edu.au</a> )  | LAWS 1001            | Enterprise Law  | 10            |
|   |          |  | BUSM 1010            | Financing Enterprises                                       | 10            |
|   |          |  | BUSM 2031            | Managing in the Global Environment                          | 10            |
|   |          |  | Select one elective  |   | 10            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
| <b>Year 2</b>                           |          |  |                      |   |               |
| <b>Autumn session</b>                   |          |  |                      |   |               |
|   |          |  | BUSM 2040            | The Service Enterprise                                      | 10            |
|   |          |  | HUMN 3043            | Globalisation and Sustainability                            | 10            |
|   |          |  | Select two electives |   | 20            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
| <b>Spring session</b>                   |          |  |                      |   |               |
|   |          |  | MKTG 3004            | Export Strategy and Applications                            | 10            |
|   |          |  | MKTG 3017            | The Markets of Asia   | 10            |
|   |          |  | Select two electives |   | 20            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
| <b>Year 3</b>                           |          |  |                      |   |               |
| <b>Autumn session</b>                   |          |  |                      |   |               |
|   |          |  | MKTG 3007            | International Marketing                                     | 10            |
|   |          |  | BUSM 3006            | Design Thinking for Creativity                              | 10            |
|   |          |  | BUSM 3036            | Leadership and Entrepreneurship                             | 10            |
|   |          |  | Select one elective  |   | 10            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
| <b>Spring session</b>                   |          |  |                      |   |               |
|   |          |  | BUSM 3031            | International Business Strategy                             | 10            |
|   |          |  | BUSM 3030            | International Business Project (Enterprise Engaged Subject) | 10            |
|   |          |  | Select two electives |   | 20            |
|   |          |  |                      | <b>Credit Points</b>  | <b>40</b>     |
|   |          |  |                      | <b>Total Credit Points</b>                                  | <b>240</b>    |

\* Curriculum delivered through an agreement with another party

## Major Structure 2016 - 2025

This structure applies to students who commenced in 2016 to 2025.

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 | Course                  | Title                              | Credit Points |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
|---------------------|--|---------------|-------------------------|------------------------------------|---------------|-------------------------|--|----|--|--|--|-----------|---------------------|----|---------------------|----|-----------|-------------------------|--|----|
| MKTG 3004           | Export Strategy and Applications       | 10            | BUSM 2040               | The Service Enterprise             | 10            |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| HUMN 3043           | Globalisation and Sustainability       | 10            | HUMN 3043               | Globalisation and Sustainability   | 10            |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| BUSM 3031           | International Business Strategy        | 10            | Select two electives    |                                    | 20            |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| MKTG 3007           | International Marketing                | 10            |                         | <b>Credit Points</b>               | <b>40</b>     |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| BUSM 1015           | Introduction to International Business | 10            | <b>Year 3</b>           |                                    |               |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| BUSM 3036           | Leadership and Entrepreneurship        | 10            | BUSM 2031               | Managing in the Global Environment | 10            | <b>Autumn session</b>   |  |    |  |  |  | MKTG 3017 | The Markets of Asia | 10 | Total Credit Points | 80 | MKTG 3007 | International Marketing |  | 10 |
| BUSM 2031           | Managing in the Global Environment     | 10            | <b>Autumn session</b>   |                                    |               |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| MKTG 3017           | The Markets of Asia                    | 10            | Total Credit Points     | 80                                 | MKTG 3007     | International Marketing |  | 10 |  |  |  |           |                     |    |                     |    |           |                         |  |    |
| Total Credit Points | 80                                     | MKTG 3007     | International Marketing |                                    | 10            |                         |  |    |  |  |  |           |                     |    |                     |    |           |                         |  |    |

## 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            |
| <b>Total Credit Points</b> |                                | <b>40</b>     |

## Recommended Sequence 2016 - 2025

This sequence applies to students who commenced in 2016 to 2025.

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 |  |  |  |
|-----------------------|---|---------------|--|--|--|
| <b>Year 1</b>         |   |               |  |  |  |
| <b>Autumn session</b> |   |               |  |  |  |
| 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            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
| <b>Spring session</b> |   |               |  |  |  |
| LAWS 1001             | Enterprise Law  | 10            |  |  |  |
| BUSM 1010             | Financing Enterprises                                       | 10            |  |  |  |
| BUSM 2031             | Managing in the Global Environment                          | 10            |  |  |  |
| Select one elective   |   | 10            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
| <b>Year 2</b>         |   |               |  |  |  |
| <b>Autumn session</b> |   |               |  |  |  |
| BUSM 2040             | The Service Enterprise                                      | 10            |  |  |  |
| HUMN 3043             | Globalisation and Sustainability                            | 10            |  |  |  |
| Select two electives  |   | 20            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
| <b>Spring session</b> |   |               |  |  |  |
| MKTG 3004             | Export Strategy and Applications                            | 10            |  |  |  |
| MKTG 3017             | The Markets of Asia   | 10            |  |  |  |
| Select two electives  |   | 20            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
| <b>Year 3</b>         |   |               |  |  |  |
| <b>Autumn session</b> |   |               |  |  |  |
| MKTG 3007             | International Marketing                                     | 10            |  |  |  |
| BUSM 3006             | Design Thinking for Creativity                              | 10            |  |  |  |
| BUSM 3036             | Leadership and Entrepreneurship                             | 10            |  |  |  |
| Select one elective   |   | 10            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
| <b>Spring session</b> |   |               |  |  |  |
| BUSM 3031             | International Business Strategy                             | 10            |  |  |  |
| BUSM 3030             | International Business Project (Enterprise Engaged Subject) | 10            |  |  |  |
| Select two electives  |   | 20            |  |  |  |
|                       | <b>Credit Points</b>  | <b>40</b>     |  |  |  |
|                       | <b>Total Credit Points</b>                                  | <b>240</b>    |  |  |  |

**Part-time**

| Course                | Title   | Credit Points | Select one elective   | 10  |
|-----------------------|---|---------------|---|-----|
|                       |   |               | Credit Points   | 20  |
|                       |   |               | Total Credit Points   | 240 |
| <b>Year 1</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| BUSM 1006             | Enterprise Innovation and Markets                           | 10            | Bachelor of Arts/Bachelor of Business (1818) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-arts-bachelor-business/</a> )  |     |
| LAWS 1001             | Enterprise Law  | 10            | Bachelor of Business (2786) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business/</a> )   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     | Bachelor of Business/Bachelor of Laws (2788) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws/</a> )  |     |
| <b>Spring session</b> |   |               |   |     |
| BUSM 1010             | Financing Enterprises                                       | 10            | Bachelor of Business/Bachelor of Laws (Honours) (2840) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws-honours/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-business-bachelor-laws-honours/</a> )  |     |
| BUSM 1008             | Enterprise Leadership                                       | 10            | Bachelor of Communication/Bachelor of Business (1819) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-communication-bachelor-business/</a> )   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     | Bachelor of Engineering (Honours)/Bachelor of Business (3728) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-engineering-honours-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-engineering-honours-bachelor-business/</a> )   |     |
| <b>Year 2</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| BUSM 1015             | Introduction to International Business                      | 10            | Bachelor of Information Systems Advanced/Bachelor of Business (3745) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-advanced-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-advanced-bachelor-business/</a> )                                |     |
| MATH 1030             | Statistics for Business                                     | 10            | Bachelor of Information Systems/Bachelor of Business (3744) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-systems-bachelor-business/</a> )   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     | Bachelor of Information and Communications Technology/Bachelor of Business (3737) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-information-communications-technology-bachelor-business/</a> ) |     |
| <b>Spring session</b> |   |               |   |     |
| BUSM 2031             | Managing in the Global Environment                          | 10            | Bachelor of International Studies/Bachelor of Business (1820) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-international-studies-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-international-studies-bachelor-business/</a> )   |     |
| Select one elective   |   | 10            | Bachelor of Science/Bachelor of Business (4748) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/bachelor-science-bachelor-business/</a> )   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     | Diploma in Business/Bachelor of Business (6037) ( <a href="https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/">https://hbook.westernsydney.edu.au/archives/2024-2025/programs/diploma-business-bachelor-business/</a> )   |     |
| <b>Year 3</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| HUMN 3043             | Globalisation and Sustainability                            | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Spring session</b> |   |               |   |     |
| BUSM 2040             | The Service Enterprise                                      | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Year 4</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| MKTG 3004             | Export Strategy and Applications                            | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Spring session</b> |   |               |   |     |
| MKTG 3017             | The Markets of Asia   | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Year 5</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| MKTG 3007             | International Marketing                                     | 10            |   |     |
| BUSM 3036             | Leadership and Entrepreneurship                             | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Spring session</b> |   |               |   |     |
| BUSM 3006             | Design Thinking for Creativity                              | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Year 6</b>         |   |               |   |     |
| <b>Autumn session</b> |   |               |   |     |
| BUSM 3031             | International Business Strategy                             | 10            |   |     |
| Select one elective   |   | 10            |   |     |
|                       | <b>Credit Points</b>  | <b>20</b>     |   |     |
| <b>Spring session</b> |   |               |   |     |
| BUSM 3030             | International Business Project (Enterprise Engaged Subject) | 10            |   |     |

**Related Programs**