

BUSM 2046 MANAGING IN THE GLOBAL ENVIRONMENT (BLOCK)

Credit Points 10

Legacy Code BOMP

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Description This subject introduces students to the complexities of managing in the changing economic, political, legal, technological and sociocultural factors that influence management practice. By addressing issues of cultural awareness, this subject provides an organisational behaviour approach to managing in a dynamic global environment. Management practice and theoretical knowledge are linked in this subject through experiential based learning and assessment activities such as critical analysis of contemporary media, research and case studies.

School Business

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects BUSM 2009 - Cross cultural management BUSM 2010 - Cross cultural management (UWSC) BUSM 2031 - Managing in the Global Environment

Restrictions

Students must be enrolled in program 7180 ? Undergraduate Certificate in Business Management

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply cultural frameworks to analyse cultural values and beliefs.
2. Critically reflect on and articulate personal cultural values and beliefs.
3. Analyse how cultural value dimensions influence managing in the global business environment.
4. Apply Managing in the Global Environment theory to research a contemporary business issue.
5. Propose recommendations for global business practice.

Subject Content

Why culture matters to 21st century business.

Understanding the global business environment.

Determinants of culture and cultural value orientations.

Intercultural communication.

Cross cultural negotiation.

Business ethics and corporate social responsibility.

Managing political risk.

Competencies for global managers.

Motivation in the global business environment.

Leadership in the global business environment.

Working with cross cultural teams.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Portfolio	300 words, 300 words, 300 words	30	N	Individual	N
Case Study	1200 words	40	N	Individual	N
Report	900 words	30	N	Individual	N

Teaching Periods

Block C Session (2025)

Online

Online

Subject Contact

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2046_25-BC_ON_2#subjects)