

BUSM 3031 INTERNATIONAL BUSINESS STRATEGY

Credit Points 10

Legacy Code 200626

Coordinator Estee Ch'ng ([https://directory.westernsydney.edu.au/search/name/Estee Ch'ng/](https://directory.westernsydney.edu.au/search/name/Estee%20Chng/))

Description In an environment where operating internationally is becoming the norm rather than the exception, firms are faced with ever increasing complexity when formulating their business strategy. This requires an understanding of how firms become and remain international, the basic modes of international involvement, the practice of multinational management and how firms can establish a balance between the sometimes conflicting demands of headquarters, the subsidiary and the governments of all the countries where the multinational enterprise operates. This subject will cover these issues and will deal with both large and small companies that must be global to survive.

School Business

Discipline International 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 3 subject

Pre-requisite(s) MKTG 1006 OR
BUSM 1015

Equivalent Subjects LGYA 9771 - International Business Strategy

Restrictions

Note that only students enrolled at Sydney City Campus may register in the Sydney City Campus subjects offered at that location.

Assumed Knowledge

An understanding of the basic principles of marketing and international business.

Learning Outcomes

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

1. Evaluate and apply international trade theories in analysing inter and intra industry trade between/among countries;
2. Formulate effective internationalisation and multinational business management strategies;
3. Develop appropriate strategies for managing a company's global value chain, international government relations, global workforce and international business ethics;
4. Appraise knowledge and skills required of global leaders and ways of acquiring them.

Subject Content

- The Internationalisation process
- international trade theories
- The Global business environment
- Export Operations
- Global sourcing strategy

- Licensing
- international joint ventures
- international business strategy formulation
- globalisation and organisation
- The Global business manager
- Global leadership
- government intervention and international business strategy
- international business ethics

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
Case Study	2000 words	30	N	Individual	Y
Presentation	Presentation - 20 minutes and written report - 1500 words	20	N	Group	Y
Final Exam	2 hours	50	N	Individual	Y

Prescribed Texts

- Peng, M (2021) Global Strategy, 5th Edition , Cengage

Teaching Periods

Vietnam Session 1 (2025)

Vietnam

On-site

Subject Contact Estee Ch'ng ([https://directory.westernsydney.edu.au/search/name/Estee Ch'ng/](https://directory.westernsydney.edu.au/search/name/Estee%20Chng/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3031_25-UT1_UE_1#subjects)

Vietnam Session 2 (2025)

Vietnam

On-site

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Spring (2025)

Parramatta City - Macquarie St

On-site

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Vietnam Session 3 (2025)

Vietnam

On-site

Subject Contact Estee Ch'ng ([https://directory.westernsydney.edu.au/search/name/Estee Ch'ng](https://directory.westernsydney.edu.au/search/name/Estee%20Ch'ng))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3031_25-UT3_UE_1#subjects)

Sydney City Campus - Term 3 (2025)

Sydney City

On-site

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