

IBUS20002 Business in the Global Economy

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	Students may not gain credit for both 325-102 Business in the Global Economy and 325-220 Business in the Global Economy (/view/2010/325-220)
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Prof David Merrett
Contact:	dtm@unimelb.edu.au (mailto:dtm@unimelb.edu.au)
Subject Overview:	This subject introduces students to the challenges of managing and working in the contemporary global economy. To compete globally, businesses and managers need to understand the economic, social and political frameworks that support cross-border commerce. This subject explores the nature of country differences and their impact on business choices and business risk. This subject analyses the strategies firms develop to compete internationally, focusing on how managers assess country risk, plan market entry strategies, structure their internal and external relations, and position themselves in an increasingly competitive global environment. New challenges for managers are considered, including technological innovation, environmental and ethical issues.
Objectives:	On successful completion of this subject you should be able to: Describe the global business environment's main features, identifying the nature and role of its main organisations and institutions; Explain the multinational firm in terms of an institutional structure conducting transactions across borders; Analyse key international business decisions, including choice of market, entry strategies and acquisition of resources; Evaluate the cultural and ethical dimensions of managing business across borders.
Assessment:	A 2-hour examination (50%), and assignment(s) totalling not more than 5000 words (50%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2010/B-ARTS)

	<ul style="list-style-type: none"> # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2010/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2010/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2010/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2010/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2010/355AA) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # High level of development: written communication; statistical reasoning; application of theory to practice; critical thinking. # Moderate level of development: collaborative learning; problem solving; team work; interpretation and analysis; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas. # Some level of development: oral communication; use of computer software.
Notes:	Students may not gain credit for both 325-102 Business in the Global Economy and <u>325-220 Business in the Global Economy</u> (/view/2010/325-220)
Related Majors/Minors/Specialisations:	Physical (Environmental Engineering) Systems