

# MODULES OUTLINE- 4 FOUNDATION MODULES

## -1 CAPSTONE MODULE

### **BUSM2563 UNDERSTANDING THE BUSINESS ENVIRONMENT**

This module provides a thorough and practical understanding of this environment enabling students, as future business leaders, to make sustainable decisions and manage the complexity involved. Students will be shown how companies and workers operate and navigate the domestic and international business environment. Letting the students know how this environment is affected by domestic and international forces and help to understand the role that government and institutions play in facilitating and hindering business activity. Students will be introduced to practical decision tools and empirical approaches to manage each of the environmental forces that businesses face. The introduction to business environments and decision tools is applicable to all business disciplines (economics, finance, marketing, management, advertising, accounting, information systems) and useful for employment in any field.

### **BUSM2568 BUSINESS DECISION MAKING**

This multidisciplinary course will enable student to understand how data can be harnessed to inform managerial decision making. Student will be shown how managers can identify, obtain and analyse both financial and non-financial data in order to make more informed business decisions. Student will be introduced to data-driven decision making through the application and interpretation of analytical techniques and models in the context of real-world problems, as well as how the results of data analysis can be communicated effectively to facilitate organisational decision making.

This course will also introduce and begin to embed practices relating to Business Graduate Folio, an e-portfolio that is integrated throughout the Bachelor of Business curriculum and a requirement for the capstone close of the program.

### **BUSM2573 BUSINESS IN SOCIETY**

This modules will let students identify and evaluate major contemporary global challenges and trends impacting society and explore business opportunities for driving sustainable innovation. Students will be given a view of the evolving relationship between business and society, and how both exist and respond to markets, social and environmental pressures. Students are invited to reflect on their strengths, talents and what success means. Students will conduct an environmental scan of professional worlds and engage with various reflection and feedback methods to situate themselves within these worlds. As a result, students begin to develop a professional sense that can contribute to positive changes in the world.

This will be structured in the context of a reflective portfolio that communicates their vision and emerging professional self to various audiences. As a future business professional, this will equip students to deal with the unexpected, shape their own lives and contribute to the well-being of others. As consumers in this society, the passive position will not be adopted. Students will develop their professional identity, through active learning and reflection through case studies and problem solving. Business in Society students and teachers are active participants, in a global call for action, for ethical business behaviour, human rights and management of stakeholders including government. Students will learn about diversity and inclusion, and reflect on how business models change.

### **BUSM2578 INTEGRATED PERSPECTIVES ON BUSINESS PROBLEMS**

In this module, students are given the skills to start to develop the ability to investigate and analyse complex situations, innovate, problem solve, manage projects and communicate effectively, including foundational research skills.

It covers fundamental concepts and key developments in what has become a complex social purpose eco-system which introduces an understanding of changes across what was formerly seen as a distinct social sector to examine the cross-sectoral social purpose developments that includes traditional organisational structures of Charities and Not For-Profits, Business and Government, but also new and emerging 'hybrid' structures and programs.

In this module, students learn through problem-based learning: solving an authentic business problem, including identifying an audience for their project, developing a project plan and considering solutions.

This is a Work Integrated Learning (WIL) Project module that integrates industry problem/s, perspectives and feedback into the curriculum and provides students with authentic, real world learning experiences and begin to embed practices relating to the Business Graduate Folio, an e-portfolio that is integrated throughout the Bachelor of Business curriculum and a requirement for the capstone close of the program.

### **CAPSTONE MODULE**

#### **BUSM2583 BUSINESS GRADUATE FOLIO**

This capstone module integrates the Bachelor of Business student learning journey for several interrelated purposes: reflecting and documenting on the graduate attributes and program learning outcomes; employability and career skills and professional competencies and lifelong learning. In this module, students use an ePortfolio to reflect and provide evidence of learning to demonstrate personal accomplishments for personal development, career planning and progression after graduation. Students will call on, and further develop, their industry and business networks, and be exposed to mentoring and advice from key industry partners (including career advisors, capability development professionals and proponents of lifelong learning).

This is a blended Work Integrated (WIL) module, with industry bringing challenges, providing feedback and mentoring, and overseeing simulated WIL tasks (such as applying for a job or presenting a start-up/business plan). These tasks will be tailored to the individual journey through the students Bachelor of Business studies, with a view to identifying what's next. This will be a culmination of the ePortfolio that students began in the first year of the Bachelor of Business program.

# MODULES OUTLINE - GLOBAL BUSINESS MAJOR

## **BUSM1227 GLOBAL BUSINESS**

This module provides students with a fundamental understanding of international aspects of business and management, including global business contexts, actors and their actions. It addresses the theory and patterns of global business, as well as the macro and micro challenges in global business. This module provides a broad view of various factors underlying roles and responsibilities of Global Business in society.

## **BUSM4125 INTERNATIONAL HUMAN RESOURCES MANAGEMENT**

The rapid increase in global activities and global competition have resulted in an increase in the influence of multinational organisations so that the role of International HRM grow in significance. How to effectively manage global human resources is the key for business success. This module will provide students an overview on how organisations can effectively manage their global employees, with specific emphasis on staffing, performance management, management development, and reward and remuneration. This module also provides a practical understanding of the challenges and trends associated with managing people in the global context, such as global talent management, global mobility, global mentoring system, and managing global virtual teams.

## **BUSM4451 ENTREPRENEURSHIP AND GLOBAL CHALLENGES**

A new form of entrepreneurship is evolving. Instead of focusing on one country, today's innovative start-ups are looking globally for ideas, funding, people and markets. This module is designed to introduce students to the theory and tools of taking an entrepreneurial business internationally or globally in both established and emerging markets.

## **BUSM4690 GLOBAL CORPORATE RESPONSIBILITY**

This module provides students with knowledge and skills to think innovatively about how to take social and environmental issues into account in ways that both contribute to core business strategy, and also improve outcomes for society through engagement with stakeholders in the value chains of international business.

## **BUSM4694 GEOPOLITICS AND GLOBAL BUSINESS PRACTICE**

This course explores the interplay between geopolitics and multinational enterprises (MNEs). You will examine the nature of geopolitics, its influence on MNE strategies, methods to manage geopolitical impacts, MNEs' effects on geopolitics, and emerging trends. A foundational grasp of geopolitics enables critical analysis of the global political landscape MNEs navigate. Then you will investigate geopolitics' coevolution with MNE practices, starting with its traditional impact on business, and then advancing to contemporary risk management strategies and cutting-edge topics like MNEs' geopolitical influence. Through this, you will gain theoretical and practical tools to address the geopolitics-MNE dynamics-vital in today's geopolitically charged environment. Learning activities of this course foster an open, cooperative, inquiry based, and tech-savvy co-learning environment, preparing you to become MNE, government, and international leaders for global challenges over the next 10-20 years.

**BUSM4697 CROSS CULTURAL MANAGEMENT** This module equips students' with the awareness, knowledge and skills needed to work in a multicultural workplace and successfully lead in organisations by considering behaviours, intercultural sensitivity, cross-cultural communication and diversity.

## **OMGT2246 GLOBAL TRADE OPERATIONS**

This module is designed to develop an understanding of developments in global trade and the ways in which businesses seek to position themselves to optimise opportunities and succeed within a globalised competitive environment. Following carefully selected topics and objective-driven assessment tasks, students will be introduced to the dynamics of the contemporary business environment and the politics of global trade and business operations.

## **BUSM2792 MANAGING DYNAMICS OF GLOBAL OPERATIONS**

In this course, you will examine advanced topics in global business and learn to integrate your knowledge to address complex strategic and managerial issues faced by firms operating internationally. You will explore key areas such as internationalisation decisions, strategy and structure, parent-subsidiary relationships, nonmarket strategies, and other contemporary and emerging issues.

The course emphasises the development of your analytical skills, critical thinking, and ability to construct coherent, evidence-based arguments. Through assessments, you will apply concepts and theories to real-world cases, critically evaluate situations and corporate decisions, and propose practical, well-supported solutions. By the end of the course, you will be equipped with the knowledge and skills necessary to launch your career in today's fast-evolving global market.

# MODULES OUTLINE – ELECTIVE MODULES

## **BUSM4551 INNOVATION MANAGEMENT**

This module presents contemporary views of creativity, innovation and design and their importance within organisations and business that are increasingly characterised by risk and uncertainty. Students will examine the need to manage these activities through the application of theory and the introduction of practices and processes to achieve sustainable competitive advantage. Students will also explore the innovation imperative, creative problem solving approaches, design thinking, innovation process management, and innovation performance measurement

## **ECON1045 MACROECONOMICS FOR DECISION MAKING**

This module examines the workings of the macroeconomy as it applies to the wellbeing of individuals and businesses and how policy decisions can affect the different groups in society using real world data and problems. It explores how the different schools of thoughts can be used to interpret and analyse economic phenomena both domestically, and globally, as well as overtime and how they affect decision making.

## **ACCT2346 ACCOUNTING DATA ANALYTICS AND VISUALISATION**

Accounting professionals increasingly rely on data analytics and visualisation techniques for reporting to internal and external stakeholders. Data analytics and visualisation techniques are crucial to developing an analytic mindset. This course provides student with the skills and ability to use digital technologies based on frameworks learnt in the curriculum, along with authentic assessments to solve business problems for long-term social impact. In this course, student will spend time reviewing reports, internal documents, spreadsheets, and presentations to synthesize market trends, competitive drivers, customer behaviours, and operational procedures for enhanced accounting reports. Working in teams are essential in this course and are effective ways to stay abreast of new developments in data analytics and visualisation.