

SBM2105 International Business and Competitive Strategy

Unit description

SBM2105 International Business and Competitive Strategy addresses the international nature of business, formulation of competitive strategy and competitiveness of the organisation. It analyses international markets and the associated dynamics, strategic planning and creation of a competitive advantage.

This unit is a core unit in the GradDipBM and MBA

Learning outcomes

On successful completion of this unit, students will be able to:

- [ULO1] Apply key global business concepts and theories to practical business issues faced by global firms.
- [ULO2] Analyse the implications of global current affairs, and business news for business strategy decisions.
- [ULO3] Produce a consultative report on future business implications of free trade agreements between countries.
- [ULO4] Create an international business strategy for a firm to enter a new market.
- [ULO5] Critically evaluate a business strategy

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Summary

Credit Points	6
Courses	GradDipBM, MBA
Total Credit Points	GradDipBM: 39 credit points; MBA: 69 credit points
Pre-Requisites	nil
Co-Requisites	nil
Other Requirements	nil
Unit Level	Core
Duration	One semester
Mode of Delivery	On-campus face-to-face, on-campus intensive, online
Assessment	Unit project – Part A: 15%; Mid-semester test: 20%; Unit project – Part B: 15%; Unit Project – Part C: 15%; Viva voce; 15%; Examination: 20%
Prescribed Textbook	No prescribed text book
Expected student workload	Four hours timetabled classes and four hours personal study