

Course Title: **International Business Management**

Course Code: **INTB604**

Descriptor Start Date: **17/07/2023**

Descriptor End Date: **31/12/2024**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **INTB704**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

An examination of international business theory and practice. Motives and forms of internationalisation, introduction to outsourcing and the management of the international supply-chain, issues in operating across national, cultural, economic and financial boundaries borders are examined. A key focus is on how international businesses operate, including organisational culture and an introduction to cross-cultural management.

## LEARNING OUTCOMES

1. Critically evaluate appropriate modes of market selection and entry.
2. Describe and discuss the organisational structures of international business.
3. Collaborate to evaluate issues in managing the international supply-chain .
4. Define and discuss significant issues in cross cultural business.
5. Examine the importance of workforce diversity.
6. Review cross-border business operations.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

Motives to internationalise;  
Forms of internationalisation and market entry;  
Organisation of international business: subsidiaries, outsourcing and the; international supply-chain and the impact of new technologies;  
Financial management decisions and exposures in international business;  
Marketing to the global consumer;  
International organisations and relations to organisational and cultural values;  
Issues in cross-cultural management;  
Managing workforce diversity in international business.

## LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Case Study Report (paired)	35.00	1,2,3,4,6
Case Study Report (individual)	25.00	1,2,3,4,6
Scenario-based Reflective Report (Individual)	40.00	1,2,3,4,5,6

### Grade Map

#### MAP1

A+ A A- Pass with Distinction  
B+ B B- Pass with Merit  
C+ C C- Pass  
D Fail

### Overall requirement/s to pass the course:

## LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: [www.ubs.co.nz](http://www.ubs.co.nz)

**For further information, contact:** Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

**Principal Programme:** AK3693, Bachelor of Business

**Related Programme/s:** AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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