

BU8200

## International Business



**Course Aim** This course will develop the ability to apply political, social, cultural and economic perspectives to issues facing businesses operating in a global environment.

**Short Title**  
**Faculty**  
**Polytechnic Level**  
**Credits**  
**Pre-requisites**  
**Co-requisites**  
**Anti-requisites**

Business  
15  
BU7200 and BU7201  
(BSB6200 and BSB6201)  
Nil  
BSB7200

**Version 1**  
**Effective From** September-16  
**Indicative NQF Level** 8  
**Student Contact hrs** 60  
**Self-directed hrs** 90  
**Other directed hrs** 0  
**Total learning hrs** 150

**Learning Outcomes**

- On successful completion of this course, students will be able to:
- 1 Evaluate the central managerial issues and considerations in multinational corporations
  - 2 Evaluate the impact of the international business environment
  - 3 Apply appropriate internationalisation strategies
  - 4 Demonstrate appropriate use of workplace skills and technology

**NQF Sub-strand**

Theoretical  
Understanding  
Practical  
Application of  
knowledge  
Practical  
Application of  
Communication,  
ICT, Numeracy