

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** Business

**Polytechnic Level**

**Credits** 15

**Pre-requisites** 45 credits at NQF Level 7 - any 2 L7 courses from the Bachelor of Business and any 1 L7 course from any major (or BPQF Level 6 or a combination thereof) from the Bachelor of

**Co-requisites** Nil

**Anti-requisites** 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  
knowledge  
Communication,  
ICT, Numeracy