

# Handbook 2020

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B1318

BACHELOR OF BUSINESS

**Murdoch University**

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#### **Cancellation of Courses, Majors, Minors and Units**

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

#### **Alternative Formats**

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

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<b>Group</b>	<b>Course</b>	<b>Offerings</b>
<b>International Business</b>	International Business (BBus)	<ul style="list-style-type: none"> <li>• Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English)</li> </ul>

## INTERNATIONAL BUSINESS

### INTERNATIONAL BUSINESS (BBUS)

#### Employment Prospects:

Areas of employment include government, private and not-for-profit organisations

*Bachelor of Business (BBus) in International Business*

#### Excluded Double Majors:

International Business

Management

International Business is an integrated degree with a strong basis in international commerce and economics, as well as interdisciplinary links with Asian studies areas. Students are exposed to a selection of units that will develop their knowledge of the global business environment and related political and social factors in some of the largest and most dynamic economies of the world.

The major is designed to enable students to acquire skills needed for employment in an international environment. Business core units provide the foundation for a broad international business perspective and skills appropriate to understanding and dealing with a range of cultures in an increasingly globalised world.

Course Codes: B1318

#### Availability:

- Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English)

A Bachelor of Business provides a broad understanding of individual, organisational and societal issues. You will have the practical skills to identify business opportunities, analyse problems and implement solutions and you will be able to demonstrate a knowledge of business principles across key functional areas. You will have depth of knowledge in one or more business disciplines: accounting, banking, business law, economics, finance, hospitality and tourism management, human resources management, international business, management, and marketing.

#### Admission Requirements (Offshore):

As per normal undergraduate admission requirements.

#### Recommended Double Majors:

Accounting; Banking; Business Law; Finance; Hospitality and Tourism Management; Human Resources Management; International Aid and Development (OUA); Management; Marketing

#### Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

#### Excluded Minors:

International Business

*Duration: 3 years full-time or part-time equivalent*

### Course Structure - 72 credit points

#### Year 1 - 24 credit points

##### Murdoch Spine: Career Learning - 3 credit points

Select from the following:

BBS100 Academic Skills for Business - 3 points

##### Breadth Unit for Degree - 3 credit points

BBS150 Transforming Business - 3 points

MSP100 Career Learning: Managing Your Career - 3 points

MURDOCH: S1-external, S2-external

#### Core Units - 12 credit points

BUS130 Foundational Mathematics for Business - 3 points

BUS176 Foundations of Management and Governance - 3 points

BUS183 Foundations of Marketing - 3 points

POL161 Understanding International Politics - 3 points

MURDOCH: S2-internal, S2-external

#### General Electives - 6 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

### Part II - 48 credit points

#### University-Wide Breadth Units - 6 credit points

Select from the prescribed list of University-Wide Breadth Units. A unit cannot be used to satisfy both this Breadth Unit requirement and the requirements of a major or minor. If taken at 100 level the unit(s) will be attributed to Part I. Note that no more than 30 credit points at Part I may be credited towards course completion requirements.

#### Year 2 - 21 credit points

##### Research Skills Unit - 3 credit points

BBS200 Understanding Business Research: An Introductory Approach - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

##### Core Units - 9 credit points

BUS293 Organisational Theory and Behaviour - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

BUS284 Comparative Corporate Governance and International Operations - 3 points

MURDOCH: S1-internal, S1-external

KAPLAN-SGP: TMA-internal

BUS211 International Logistics - 3 points

MURDOCH: S1-internal, S1-external

KAPLAN-SGP: TMA-internal

#### General Electives - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

#### Year 3 - 21 credit points

##### Research Skills Unit - 3 credit points

BBS300 Empirical Research Methods for Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TSA-internal

OR

BBS301 Applying Mixed Methods Research to Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal

##### Core Units - 9 credit points

BUS343 International Marketing - 3 points

KAPLAN-SGP: TMA-internal

BUS219 International Business - 3 points

MURDOCH: S1-internal, S1-external

KAPLAN-SGP: TJA-internal, TSA-internal

BUS341 Business Negotiations: An International Perspective - 3 points

MURDOCH: S2-internal, S2-external

KAPLAN-SGP: TMA-internal

### **General Electives - 9 credit points**

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Recommend electives:

BUS358 Professional Internship in Business - 9 points

BUS267 Work-Based Learning - 3 points

<span data-type="offering" data-unit="BUS267">MURDOCH:  
S1-internal (quota of 50 places)</span>

### **Transforming Business (BBS150)**

Nil.

### **Understanding Business Research: An Introductory Approach (BBS200)**

BBS100 Academic Skills for Business or BJU100 Australian Legal System

### **Understanding International Politics (POL161)**

Nil.

### **Work-Based Learning (BUS267)**

Nil.

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## **PREREQUISITES**

### **Academic Skills for Business (BBS100)**

Enrolment in Bachelor of Business, Bachelor of Commerce, Bachelor of Economics, Bachelor of Business in Applied Accounting, or Bachelor of Digital Marketing and Media, Bachelor of Business in Sustainability, or Bachelor of Science, or Bachelor of Arts

### **Applying Mixed Methods Research to Business (BBS301)**

BBS200 Business Research: An Integrated Approach

### **Business Negotiations: An International Perspective (BUS341)**

BUS284 Comparative Corporate Governance and International Operations

### **Career Learning: Managing Your Career (MSP100)**

Nil.

### **Comparative Corporate Governance and International Operations (BUS284)**

Nil

### **Empirical Research Methods for Business (BBS300)**

BBS200 Business Research: An Integrated Approach.

### **Foundational Mathematics for Business (BUS130)**

Nil.

### **Foundations of Management and Governance (BUS176)**

Nil.

### **Foundations of Marketing (BUS183)**

Nil.

### **International Business (BUS219)**

BUS123 Management in a Global Environment or BUS176 Foundations of Management and Governance or BUS145 Principles of Management

### **International Logistics (BUS211)**

BUS123 Management in a Global Environment or BUS176 Foundations of Management and Governance or BUS145 Principles of Management

### **International Marketing (BUS343)**

Successful completion of BUS273/BUS299 Consumer Behaviour or BUS169 Principles of Marketing or BUS183 Foundations of Marketing for students enrolled in BBus Int Bus major

### **Organisational Theory and Behaviour (BUS293)**

BUS145 Principles of Management or BUS176 Foundations of Management and Governance or PSY217 Psychology: Work and Organisations or BUS123 Management in a Global Environment.

### **Professional Internship in Business (BUS358)**

Must be in final year of degree; GPA 2 or higher

# Personal Study Plan

Unit Sets:

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Year	Semester 1	Semester 2
1		
2		
3		
4		