

## **BUS100 - English for Academic Studies**

This subject is intended for international students. This subject focuses on providing students the opportunity to develop and improve their English academic literacy writing and communication skills aligned to business disciplines and to be better prepared for their academic studies.

On successful completion of this subject, students will

- be able to locate, paraphrase, summarize and comprehend simple to complex English texts;
- be able to develop an effective academic argument based on information gained from a range of sources;
- be able to write in a range of academic formats, following English writing mechanics and appropriate academic referencing styles;
- be able to develop speaking and listening communication skills; and
- be able to apply their communication skills to debate differing points of view using verbal and non-verbal communication methods.

## **MGT387 - International Management Practice**

The purpose of this subject is to develop awareness of and the skills applicable to managing people from a cross-cultural perspective. The subject draws on and examines relevant aspects of the Human Resource Management, Management, and International Business disciplines at the personal and organizational level. Key areas include communication, leadership, negotiation, decision making, organizational structure and systems, applied ethics and social responsibility.

### **Learning outcomes**

On successful completion of this subject, you should

- be able to analyze the cultural context of international management and explain the differences between operating in an international business environment and a purely domestic business environment
- be able to explain the scope of and trends in international management
- be able to discuss, develop and enhance leadership and motivation skills across cultures and within global environments.
- be able to explain the need to develop effective cross-cultural and cross-national business and personal interactions and determine how to communicate effectively in cross-cultural settings
- be able to explain the application of concepts such as business and professional ethics from a global perspective
- be able to describe, develop and enhance negotiation and decision making skills across cultures and within global environments.
- be able to identify appropriate global organizational structure and control systems, distinguish the variety of global alliance networks, and explain how to implement appropriate strategy

## **MKT310 - Integrated Marketing Communications**

This subject takes an integrated approach to the planning and development of promotional programs.

Buyer behavior theory which is relevant to the marketing communication process is reviewed. A comprehensive planning model is applied to decisions about the elements of the promotion mix: advertising, personal selling, sales promotion and publicity.

On successful completion of this subject, students will

- be able to evaluate the role of marketing communications in the overall marketing strategy;
- be able to identify and evaluate communication tools and make recommendations for their use in integrated marketing communication strategies;
- be able to analyze and apply theoretical concepts underlying integrated marketing communications programs;
- be able to examine and appraise the impact of contemporary societal and market trends underlying integrated marketing communications strategies; and
- be able to communicate clearly and effectively in oral and written work.

## **MKT220 - Consumer Behavior**

Consumer behavior explores the consumer decision-making process. This process is affected by situational, internal and external factors. This subject is designed to help the student see consumer behavior from the marketer's perspective. Therefore, students will be able to link consumer behavior theory to marketing strategy.

On successful completion of this subject, students will

- be able to identify the components of consumer behavior models and illustrate how those components work together;
- be able to gather and interpret information from a range of academic and industry sources related to consumer behavior;
- be able to predict consumer behavior using relevant models;
- be able to apply consumer behavior models to a range of diverse, real life situations and marketing strategy; and
- be able to communicate clearly the nature and function of consumer behavior in the marketplace.