

MGT590 Global Industry Immersion

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MGT590 Global Industry Immersion, examines fundamental international business management, marketing, and finance concepts, tools, and frameworks essential for business success in the global environment. Students will learn how companies manoeuvre the volatile, uncertain, complex and ambiguous (VUCA) environment to achieve organisational efficiency and effectiveness for various stakeholders in the business ecosystem.

The module provides students with the opportunity to better understand real-world business practices as they experience, connect, and engage with fellow students, managers, and leaders across different companies from a variety of industries as part of a real-world intensive learning experience.

Through comprehensive lectures with a global framework, in-depth and thought-provoking coursework, and industry site visits to companies, students will be able to engage in direct observations of actual business strategies and tactics in local/foreign workplaces. In addition, students will be able to hone their leadership skills as they reflect, critique, and construct their learning experiences for intellectual and professional development.

Topics:

- Fundamentals of Business
- Business Models and Frameworks
- Business Analysis Tools
- Business Strategies for Growth
- Cross-Cultural and International Management
- The Business Ecosystem
- Stakeholders in the Business Ecosystem
- Social Responsibility in Business
- Sustainability in Business
- AI and Technology in Business
- Industry Site Visit I
- Industry Site Visit II

Learning Outcome:

- Appraise the fundamentals of international business management, marketing, and finance
- Critique the various business concepts, tools, and frameworks
- Assess the perspectives of stakeholders in the business ecosystem
- Assemble business strategies and tactics for organisational efficiency and effectiveness
- Improve written and oral communication skills
- Construct a learning experience portfolio

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	40
	TUTOR-MARKED ASSIGNMENT 1	10
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.