

International Business Seminar



UniSA

School of Commerce

Tuesday August 9th City West Campus

Dr Ronald Donato – Program Director

Bachelor Business (International Business, Finance and Trade)

Dr Raj Banerjee: Lecturer - economics

Dr John Wilson: Lecturer - economics

Structure of Seminar Event

Session 1 (Two Contemporary topics):

- Growth of China and Australia's macroeconomy
 - Dr Raj Banerjee
- Economics of environmental policy
 - Dr John Wilson

Session 2: Question/answer – business/economics

- Look at curriculum; 2011 sample exam
- Other contemporary issues - US/Euro debt crisis;

Highlight UniSA business/economics program(s)

Bachelor of Business (International, Finance and Trade)
and double degree with International relations

Significance of economics in business

Economics – fundamental discipline in the study of human activity and how choices are made.

(dates back to mid 1700s – Adam Smith)

Body of knowledge and analysis that comes with its own:

- language, definitions, measurements
- method of analysis – conceptual (diagrammatic analysis)
- Two approaches – microeconomic and macroeconomic

At year 12 – some focus given to definitions.

But the discriminator– capacity to undertake conceptual analysis

ie apply conceptual models to analyse real world economic phenomena



Microeconomics:

Supply-demand analysis (D-S model)

- analyse individual markets
- Implications for efficiency
- market failures and role of govt.

Macroeconomics:

Agg demand./agg. supply (AD-AS model)

- macroeconomic objectives (and trade-offs)
- key variables and linkages
- govt. policy – demand management
Micro-reform (supply-side)



Sample 2011 Exam.

Focus on how to approach key questions.

- use of models to analyse

Brief look at *The Economist*:

- Chart of US recession – comparison with past
- Comparison Govt. debt/% GDP



Bachelor Business (International Business, Finance and Trade)

What is International Business

Involves understanding how economic activity and business decisions are conducted in the global business environment.

International Business Core Courses:

- Macroeconomics
- International Economics
- Finance and Investment
- Forecasting and Business Analysis
- International Commercial Law
- Competitive Strategy





Choice of two professional sequences

- Applied Economics and Public Policy
 - International Marketing and Management
 - Applied Finance OR overseas study
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- Acquire skills across wide range areas
 - Adds value to program - tailored to student preferences
 - Broadens career options – employers seeking business graduates

Private sector – large and small enterprises

Public sector – Treasury/ trade and development,



Also have a dedicated double degree with International Relations

Bachelor of Business (International Business, Finance and Trade) /Bachelor of International Relations

- Involves languages
- Set of international relations subject sequences



Thank you for attending today's International Business Seminar
Best for 2011 – and we hope to see you next year!



Contact details and further information

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