

# Bachelor of Business

## Major in International Business

Undergraduate | CRICOS Code 108859G | AQF Level 7

### Course Details

The Bachelor of Business with a major in International Business delivered by ASA Institute of Higher Education prepares graduates to thrive in the global marketplace by equipping them with the skills, knowledge, and strategic mindset required to navigate cross-border business environments.

<b>DURATION</b>	3 years
<b>DELIVERY MODE</b>	On Campus
<b>INTAKES</b>	January, April, July, October
<b>LOCATION</b>	Sydney, Australia

### Career Outcomes

The Bachelor of Business with a major in International Business will prepare graduates for a diverse range of roles across many industries, including:

- International business development manager
- Export/import coordinator
- Global marketing and branding specialist
- Trade and investment advisor
- Cross-cultural communications consultant
- International project manager
- Supply chain and logistics coordinator
- Roles in multinational corporations, NGOs, and government trade agencies.

### Entry Requirements

For admission into the Bachelor of Business with a major in International Business you will need one of the following:

- Successful completion of Year 12 or equivalent; or
- Satisfactory completion of an approved Tertiary Preparation Program, Tertiary Orientation Program, or a Foundation Year Program at a registered Australian provider of tertiary education; or
- Satisfactory completion of one year of accredited full-time study in a related discipline at a registered Australian provider of tertiary education at Certificate IV or higher level.

International students must also meet the minimum English language requirements (IELTS Academic 6.0 with a minimum sub score of 5.5 in writing, reading, speaking, and listening or equivalent).

### Enquire now

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### Connect with us



## Course Structure

The Bachelor of Business with a major in International Business comprises twenty-three (23) units of core, major and elective units over 100, 200 and 300 levels to meet the requirements of with the Australian Qualifications Framework (Level 7), and Higher Education Standards Framework.



### Level 100

#### Core Units

Foundations of Academic Skills  
Business Communication  
Accounting in Society  
Introduction to Information Technologies  
Fundamentals of Management and Organisations  
Fundamentals of Marketing  
Quantitative Methods  
Introduction to Programming

### Level 200

#### Core Units

Organisational Behaviour  
Managing International Operations  
Fundamentals of Business Analytics  
Business Law  
Global Culture and Leadership  
International Business Law

#### Electives\*

Digital Influence in Global Markets  
Cross-Cultural Negotiation and Influence  
Regional and Global Business Environments  
Global Trade Operations  
Food and Beverage Management  
Global Trends and Sustainability  
Human Resource Management  
Financial Resource Management  
Marketing Management

**\*Choose two**

### Level 300

#### Core Units

Winning in the World Market  
Global Marketing, Branding and Platforms  
Social Media and Global Brand Management  
Corporate Governance and Social Responsibility  
WIL/Capstone Preparation  
Capstone Project  
Industry Experience  
WIL/Capstone Review and Finalisation

#### Electives\*

Emerging Technologies in Hospitality  
Services and Experience Management  
Strategic Management  
Leadership and Change Management  
Global Business Strategies

**\*Choose one**