

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.

DURATION	3 years
DELIVERY MODE	On Campus
INTAKES	January, April, July, October
LOCATION	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

asahe.edu.au

info@asahe.edu.au

1300 672 076



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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 the Australian Qualifications Framework (Level 7), and Higher Education Standards Framework.



Level 100

Level 200

Level 300

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

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**

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**