



# Prepare for a **global** business career

## Bachelor of Business (International Business)

In an increasingly globalised world, business success requires the skills and knowledge to operate across national and cultural borders. Step into the challenging world of global business with a specialist program designed to hone your cross-cultural management skills. Study international marketing, trade, logistics and strategy, and open a world of opportunities in local and global industries. This field provides the skills to work in, build and manage an international enterprise, and examines the issues that matter in global business.

- International business
- Cross-cultural management
- Trade and finance
- International marketing
- Global logistics
- Global strategy

In this program you will:

- Learn how to identify business opportunities across global markets
- Develop your emotional and cultural Intelligence
- Study business law, corporate social responsibility and ethics
- Get hands-on experience by developing an international business marketing strategy for a real company
- Have opportunities to study overseas

Career opportunities:

- International marketing specialist
- International business consultant
- Export/import manager

- International logistics manager
- Policy officer specialising in trade and investment
- International human resource management consultant
- Diplomat / public servant posted overseas
- International business project team member
- Start your own international business (import / export)

Graduates are eligible to become members of:

- Australian Institute of Export
- Australian Institute of Management
- Australian Marketing Institute
- Academy of International Business

Scholarships

Scholarships can give you money and other financial support to help you while you study. Find out more at [usc.edu.au/scholarships](http://usc.edu.au/scholarships).

LOCATION **Sunshine Coast**      QTAC CODE **012031**

MINIMUM SELECTION THRESHOLD  
**ATAR - 54.55 / OP - 18 / Rank - 64**

DURATION  
**3 years full time or equivalent part time**

COMMENCE  
**Semester 1 or Semester 2**

RECOMMENDED PRIOR STUDY  
**English; Maths A, B or C**

**MORE INFORMATION**

Contact Student Central  
[information@usc.edu.au](mailto:information@usc.edu.au)  
+61 7 5430 2890

[usc.edu.au/bu331](http://usc.edu.au/bu331)

University of the Sunshine Coast | CRICOS Provider Number: 01595D | Correct as at 6 July 2020  
Note: Study options and semester of offer can vary depending on the study location. For full details, visit [usc.edu.au](http://usc.edu.au).

 **USC**

Rise, and shine.