Consider studying the Diploma of International Business if you wish to acquire the knowledge and performance skills in international business management across a variety of industry sectors.

The qualification will be suitable for people with a range of managerial skills and seeking to ensure that international business activities are conducted effectively in an organisation or business area.

The qualification will be suitable for people that have responsibility for the work of other staff and wish to lead teams in conducting international business activities.

There are no entry requirements for this qualification.

People considering studying BSB50815 may have backgrounds that include:

• Previous experience in the business sector, returning to the workforce and wishing to improve their skills
• Current employees seeking to provide leadership and guidance to others
• Current employees with limited responsibility for the output of others
• Previous business experience and aspiring to gain recognition of their skills and knowledge
• A desire to seek a study pathway towards a higher AQF qualification

Preferred pathways for candidates considering this qualification include:

BSB50215 Diploma of Business or other relevant qualification/s OR with vocational experience assisting in a range of work settings without a formal business qualification.

After achieving this qualification candidates may undertake:

BSB51915 Diploma of Leadership and Management

Job roles this qualification covers includes:

• Export Manager
• Business Manager
• International Business Manager
• International Sales Team Manager
• Marketing Manager
• Chief Executive Officer
Study Requirements

To successfully achieve the qualification Diploma of International Business (BSB50815) you are required to complete a total of 8 units, NO core units of study and 8 elective units.

**Elective Units**

Following are suggested elective units for this qualification. It is recommended that students discuss the options that best suit their career paths with a trainer prior to enrolment.

**BSBMKG513 - Promote products and services to international markets**
This unit describes the skills and knowledge required to promote products and/or services of the business within specified international markets.

It applies to individuals with managerial responsibility including planning, coordinating, reviewing and reporting on promotional activities. Management of promotional activities may involve geographic separation from these activities.

**BSBMKG516 - Profile international markets**
This unit describes the skills and knowledge required to select and confirm an appropriate international market.

It applies to individuals who possess a sound theoretical knowledge base in international business management, and demonstrate a range of managerial skills to ensure international business activities are conducted effectively.

In this role, individuals work in a supervisory capacity leading teams that choose appropriate international market/s by identifying a target market, profiling that market and developing a positioning strategy.

**BSBMKG517 - Analyse consumer behaviour for specific international markets**
This unit describes the skills and knowledge required to examine consumer behaviour for unique international markets.

It applies to individuals who possess a sound theoretical knowledge base in international business management, and demonstrate a range of managerial skills to ensure international business activities are conducted effectively.

In this role, individuals confirm the target market, assess current level of consumer interest and develop and document recommended marketing strategies.

**BSBREL501 - Build international client relationships**
This unit describes the skills and knowledge required to build effective international client relationships including analysing, identifying and applying culturally appropriate communication strategies.

It applies to individuals with managerial responsibility including planning, implementing and evaluating their own work and/or the work of a team.

**BSBREL502 - Build international business networks**
This unit describes the skills and knowledge required to build international business networks that benefit the business and its clients in a culturally appropriate way.

It applies to individuals with managerial responsibility for setting up, maintaining and reviewing participation in international business networks.

**BSBPMG522 - Undertake project work**
This unit describes the skills and knowledge required to undertake a straightforward project or a section of a larger project. It covers developing a project plan, administering and monitoring the project, finalising the project and reviewing the project to identify lessons learned for application to future projects.

This unit applies to individuals who play a significant role in ensuring a project meets timelines, quality standards, budgetary limits and other requirements set for the project.

The unit does not apply to specialist project managers. For specialist project managers, the other units of competency in the project management field (BSBPMG) will be applicable.

**BSBWOR501 - Manage personal work priorities and professional development**
This unit describes the skills and knowledge required to create systems and process to organise information and prioritise tasks.

It applies to individuals working in managerial positions who have excellent organisational skills. The work ethic of individuals in this role has a significant impact on the work culture and patterns of behaviour of others as managers at this level are role models in their work environment.

**BSBADM502 - Manage meetings**
This unit describes the skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organising the minutes and reporting meeting outcomes.

It applies to individuals employed in a range of work environments who are required to organise and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.
FAQ’s

How long does the course take?
Total nominal hours = 415 hrs

How will the course be delivered?
Online

How long can I access my Course?
Maximum of 24 months access to your online studies, available 24/7. On enrolment you will receive your user name and password to access all of your online course material and assessments.

Are there any Prerequisites?
You will require sufficient literacy and numeracy skills to complete the course, this will be discussed with your trainer in a pre-training assessment. You will also require access to an internet connection and computer.

Do I get any trainer support?
Training delivery and assessment is by qualified teachers who are experienced in business and will provide you support throughout your course with a balance of theoretical knowledge and real-world application.

Can I apply for Recognition of Prior Learning or just do the assessments?
The assessment only or recognition of prior learning pathway could be appropriate if you’ve got:
• on-the-job experience
• want recognition for prior learning or current competencies
• you may have overseas qualifications
• you may be a migrant with an established work history
• you may be returning to the workplace
• you may be disabled or injured and require a change in career

Can I apply for Credit Transfers?
Students with appropriate prior tertiary studies that satisfy part of the academic requirements of this course may be granted ‘credit’ and/or entry to the course with ‘advanced standing’. YouSTUDY policies apply and applicants are assessed on a case-by-case basis.

Contact Us

Head Office
Enrolments
Student Enquiries
General Enquiries
Administration

Phone:
1 300 887 886
Email:
enquiries@youstudy.edu.au

At YouSTUDY we want to make sure that our students, and our potential students are supported and well informed. Our Head Office should be the first point of contact for students seeking the following information:

• Advice about courses available at YouStudy
• Enrolment advice and information including selecting the elective units of study in qualifications to meet training needs and goals
• Applications for Recognition of Prior Learning (RPL), Mutual Recognition and Credit Transfers
• All General Enquiries and Administration

Postal Address:
P.O. Box 972, KURANDA QLD 4881