Graduate Certificate in Business (International Business)
(BS39)

Year offered: 2010
Admissions: Yes
CRICOS code: 031769E
Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)
Course duration (part-time): 2 semesters (1 year)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,500 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (International Business) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design
Students are required to complete 48 credit points (4 units). The course can be undertaken either full-time (1 semester) or part-time (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Human Resource Management, Integrated Marketing Communication, Interdisciplinary, International Business, Philanthropy and Nonprofit Studies, Public Relations or Research.

Entry requirements (domestic and international students)
For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)
In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:
- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry
Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (International Business) may articulate to the:
- BS16 Master of Business (International Business)

Course Structure

<table>
<thead>
<tr>
<th>International Business</th>
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<tbody>
<tr>
<td>NOTE: Please note that from 2010, units previously coded &quot;IBN&quot; have been re-coded to reflect School ownership. Unit content is unchanged so students should not re-enrol in units of the same title if previously completed under the old code.</td>
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<tr>
<td>Students are required to complete 4 units (48 credit points) from the following:</td>
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<tr>
<td>MGN447 Managing in a Globalised Economy</td>
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<td>Plus one unit from:</td>
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<tr>
<td>MGN444 Business in Asia</td>
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<td>MGN445 Business in Europe</td>
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<td>MGN446 Business in Australia</td>
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Plus two units from:
MGN448 Negotiating Across Borders
AMN430 International Logistics Management
AMN431 Marketing Internationally

Potential Careers:
International Business Specialist.

UNIT SYNOPSES

AMN430 INTERNATIONAL LOGISTICS MANAGEMENT
This unit introduces international logistics functions and developments a strategic approach to international business transactions and integration focusing on supply chain management. The unit introduces traditional and contemporary logistics concepts and describes international logistics operations including global transport systems, inventory management, materials handling and information management. Global supply chain management cases and strategies are integrated throughout the unit.
Equivalent: IBN410 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN431 MARKETING INTERNATIONALLY
In this unit students are exposed to the theoretical and planning aspects of marketing internationally. Through an applied approach, theoretical issues such as segmentation of international markets, life cycle, contingency and network approaches to international market entry choice, and market development and extension are addressed. Planning issues cover the strategic marketing processes involved, including international market research, and their application to regions and countries primarily in the Asia/Pacific region or Europe. Students are trained in the practical application of these theoretical and planning aspects through the development of an extensive international marketing plan.
Equivalent: MIN421 Credit points: 12 Contact hours: 3 Campus: Gardens Point Teaching period: 2010 SEM-1 and 2010 SEM-2

MGN444 BUSINESS IN ASIA
The aim of this unit is to enable an intensive study of business and markets in Asia. The development of the major industries is examined, together with major intra-regional patterns of trade, commerce and finance. Significant economic, political and social factors determining developments are focused on, as well as regulatory restraints governing market access. Students are required to undertake a project that requires the application of knowledge of the region to a business issue.
Equivalent: IBN404 Credit points: 12 Teaching period: 2010 SEM-1

MGN445 BUSINESS IN EUROPE
This unit enables a more intensive study of business and markets in Europe. The development of the major industries will be examined, together with intra-regional patterns of trade, commerce and finance. A particular focus will be on the development of a single European market and its international implications. Significant economic, political and social factors determining developments will be focussed upon, as well as regulatory restraints governing market access. The student will be required to undertake a project which requires the application of knowledge of the region to a business issue.
Equivalent: IBN403 Credit points: 12 Teaching period: 2010 SEM-1 and 2010 SEM-2

MGN446 BUSINESS IN AUSTRALIA
This unit introduces students to the business environment in Australia. Students examine the geographical, historical, socio-cultural, political, regulatory, demographic, economic, legal, locational and other factors that have influenced, or still impinge upon, doing business in Australia in the current international environment. Learning activities include factory visits and industry analysis.
Equivalent: MIN435 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

MGN447 MANAGING IN A GLOBALISED ECONOMY
This core unit explores the forces of globalisation, the diversity of international environments and their impact on business functions at the operational level. It examines the processes and challenges of internationalising the business operation as firms strive to compete successfully in the global marketplaces. Areas of study include the growth of international business and globalisation, international business motives and forms, the nature and challenges of the diversity of environments, and managing and controlling business operations. An international business simulation game is used to facilitate the understanding of business as a system of integrated operations and environments.
Equivalent: BSN408 Credit points: 12 Campus: Gardens Point Teaching period: 2010 SEM-2

MGN448 NEGOTIATING ACROSS BORDERS
This unit develops students' skills in negotiating intra- and inter-culturally. It provides students with a tool-box of negotiation skills and then explores the relationship between...
cultural value dimensions and negotiating behaviours. Students practise their negotiating skills with members of their own culture, in cross-cultural dyads and in multi-cultural teams to build confidence and capability in negotiating and influencing.

Antirequisites: GSN462  
Equivalents: IBN409  
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2010 SEM-1 and 2010 SEM-2