Graduate Certificate in Business (International Business)  
(BS39)

- **Year offered:** 2013  
- **Admissions:** Yes  
- **CRICOS code:** 031769E  
- **Course duration (full-time):** 6 months  
- **Course duration (part-time):** 1 year  
- **Domestic Fees (indicative):** 2013: $10,200 (indicative) per 48 credit points

**Student Services and Amenities Fee**  

- **Start month:** February, July  
- **Deferment allowed:** No  
- **Total credit points:** 48  
- **Standard credit points per full-time semester:** 48  
- **Standard credit points per part-time semester:** 24  

- **Course coordinator:** Enquiries to Business Student Services on 3138 2050 or email bus@qut.edu.au  
- **Discipline coordinator:** Mr Bill Proud  
- **Campus:** Gardens Point  
- **Attendance:** Part-time, Full-time

**Additional Requirements:**

For the International Business specialisation the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

**Course highlights**

- Choose a multidisciplinary specialisation, which allows you to select from any discipline area to suit your personal requirements.  
- Opportunities to progress on to the Master of Business.  
- Complete in 1 semester full-time or 2 semesters part-time.

**Details:**

The specialisations you can choose in the Graduate Certificate in Business offer a targeted group of units to broaden your knowledge in your selected business discipline.

The Graduate Certificate in Business is an excellent re-introduction to tertiary learning and an opportunity to update skills or, as one-third of the Master of Business program, a pathway to higher level study.

**Course Structure**

**International Business**

Students are required to complete 4 units (48 credit points) from the following:

- MGN447 Managing in a Globalised Economy  
- Plus one unit from:  
  - MGN444 Business in Asia  
  - MGN445 Business in Europe  
  - MGN446 Business in Australia  
- Plus two units from:
  - MGN448 Negotiating Across Borders  
  - AMN430 International Logistics Management  
  - AMN431 Marketing Internationally

**Potential Careers:**

International Business Specialist.

**UNIT SYNOPTSES**

**AMN430 INTERNATIONAL LOGISTICS MANAGEMENT**

This unit introduces international logistics functions and develops 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.

- **Equivalents:** AMX430, IBN410  
- **Credit points:** 12  
- **Campus:** Gardens Point  
- **Teaching period:** 2013 SEM-1 and 2013 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.

**Antirequisites: MIN421  
Equivalents: AMX431, IBN421
Credit points: 12  
Contact hours: 3  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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.

**Antirequisites: MIN403  
Equivalents: IBN403, MGX444
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2**

**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 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.

**Antirequisites: MIN404  
Equivalents: IBN404, MGX445
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1**

**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.

**Antirequisites: MIN435  
Equivalents: IBN435, MGX446
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1, 2013 SEM-2 and 2013 SUM**

**MGN447 MANAGING IN A GLOBALISED ECONOMY**
This core unit examines 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.

**Antirequisites: BSN408  
Equivalents: IBN408, MGX447
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 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 multicultural teams to build confidence and capability in negotiating and influencing.

**Antirequisites: GSN462  
Equivalents: IBN409, MGX448
Credit points: 12  
Campus: Gardens Point  
Teaching period: 2013 SEM-1 and 2013 SEM-2**