BUSINESS WITH A GLOBAL PERSPECTIVE

Bachelor of Commerce (Majoring in International Business)

International Business can be studied as a single major within the Bachelor of Commerce or in conjunction with one of 9 other majors as part of a double major. This degree would particularly appeal to anyone contemplating a career with multinational corporations, large, internationally oriented NGOs (non-governmental organisations) or public sector organisations involved in international business. Many public sector organisations do business overseas and some students have joined government posts. The BCom (IntBus) degree gives students the flexibility to tailor their study pattern according to their particular interests. Some may prefer to focus on strictly ‘business relevant’ courses, while others may be interested in courses that relate to the wider political, economic and/or cultural context within which international business activities are embedded.

Prescribed units for the International Business major include:

- Marketing Fundamentals
- The International Business Environment*
- International Business Operations*
- International Business Policy*
- Global Business, Society and Environment*
- International Business Project
- Cross Cultural Management
- International Marketing

*Students also have the option to take units in a foreign language either as part of a single major or as part of a double major degree.

How much can you earn?

Graduates in International Business earn approximately $45,000, depending on the size of the company. The scale of multinational organisations allow for quality training and room for promotion.

Luisa Cheong
International Business Student

International Business aims to give students an understanding of how business operates within Australia and also places great focus on other countries around the world. In this degree, I was given the freedom to choose two elective modules which I was interested in and could study this in depth, in addition to the core international business subjects. I chose marketing and economics because I believed these two subjects are important in business environments. This degree has helped me to develop the important skills need through group and individual projects and presentations, and also meet great people along the way who have become great friends! I believe I have thoroughly enjoyed this course as I've been able to gain broader knowledge in an international context. You could go really “international” in this degree by also applying for an exchange with one of Macquarie’s affiliated universities overseas too!