

# DIPLOMA OF INTERNATIONAL BUSINESS BSB50815

- Develop managerial skills to apply to an international business context
- Gain the skills to analyse data, research, and identify business opportunities

CRICOS Code: 087346K

## Campus

Brisbane, Sydney, Melbourne

## Program Length

**Maximum 64 weeks\* (20 hours/week)**

Includes 6 hours/week online study +

14 hours/week in class study

*\*24 weeks study + up to 10 weeks scheduled breaks.*

*Optional internships available for an additional fee.*

*Length of the program may vary from 60 to 64 weeks depending on the start date.*

*Internship hours vary depending on schedule.*

*Internships are unpaid work hours.*

## 2019 Start Dates

Jan 7, Feb 18, Apr 22, Jun 3, Aug 5,

Sep 16, Nov 18

### SCHEDULE BREAKS

Dec 18 – Jan 4

Apr 1 – Apr 19

Jul 15 - Aug 2

Oct 28 - Nov 15

Dec 23 – Jan 3

## 2019 Fees

Registration fee:	\$230
Material fees:	\$280
Tuition:	\$12,000*
Optional Internship:	\$850

## Entry Requirement

- An overall equivalent of Australia's Year 10. A prior working knowledge and experience of a business environment would be useful.
- International students must meet a minimum language requirement of IELTS 5.5 with a minimum band score of 5.0. TOEIC 650 with a minimum reading score of 350. Direct entry is available through ILSC Intermediate 3 and above
- Students must be at least 18 at the commencement of studies.
- Minimum entry requirements

## Program Description

The Diploma of International Business is a management level course focusing on international business. It will develop your management knowledge and skills in international contexts including preparing and supporting you to work in various roles across different industry sectors.

## Study Schedule/Delivery Mode

In all of our programs, you will build a timetable which combines 6 hours per week of online study and 14 hours per week of in-class study. The online study component includes exercises, discussion forums, and resources to help with assignments and to provide foundational academic and learning skills. In-class study schedules combine the core lecture with foundation skills and PASS classes.

## Weekday Schedule – Sample\*

HOURS	MONDAY	TUESDAY
1:15 PM-3:15 PM	Foundation Skills	PASS
3:30 PM-5:30 PM	PASS	Foundation Skills
6:00 PM-9:00 PM	Lecture	Lecture

*\*Schedules may vary. Optional internship must be scheduled outside of class time.*



## Unit Descriptions

COURSE NAME	DESCRIPTION
<b>BUILD INTERNATIONAL BUSINESS NETWORKS (BSBREL502)</b>	Learn how to build international business networks. This course gives students the managerial skills necessary for setting up, maintaining and reviewing participation in international business networks in order to benefit a business and its clients in a culturally appropriate way.
<b>MANAGE BUDGETS AND FINANCIAL PLANS (BSBFIM501)</b>	Learn how to plan and implement financial management approaches, monitor and control finances, review and evaluate financial management processes according to the financial objectives of the work team and the organisation, and support team members involved in financial operations.
<b>PROFILE INTERNATIONAL MARKETS (BSBMKG516)</b>	Learn how to select and confirm successful international markets by identifying the target market, profiling the target market and developing a positioning strategy.
<b>ANALYSE CONSUMER BEHAVIOUR FOR SPECIFIC INTERNATIONAL MARKETS (BSBMKG517)</b>	Learn how to analyse consumer behaviour for specific international markets. This will involve identifying the target market, assessing the current level of consumer interest, and developing and documenting recommended marketing strategies.
<b>FORECAST INTERNATIONAL MARKET AND BUSINESS NEEDS (BSBMKG512)</b>	Gain skills for documenting how a business can meet the current and emerging needs of a target market. This course will involve forecasting trends, collecting and evaluating market intelligence, as well as reviewing business performance and capabilities.
<b>PROMOTE PRODUCTS AND SERVICES TO INTERNATIONAL MARKETS (BSBMKG513)</b>	Learn how to promote products and/or services to specified international markets. Discover how to plan, coordinate, review and report on promotional activities.
<b>ANALYSE DATA FROM INTERNATIONAL MARKETS (BSBMKG517)</b>	Learn how to analyse data from international markets, interpret international trends and market developments, interpret competitor market performance and report on market data.
<b>IDENTIFY AND EVALUATE MARKETING OPPORTUNITIES (BSBMKG501)</b>	Learn how to identify, evaluate and take advantage of marketing opportunities by analysing market data, distinguishing the characteristics of different markets and assessing the viability of making changes to operations.

## ILSC Training Facilities

ILSC campuses are fully equipped with all the resources and facilities required to successfully undertake this program including computer labs, relevant software, free WIFI, photocopiers, charging stations and student lounge. It is highly recommended that you bring your own laptop (device) to enhance your campus experience.

## Assessments

All units studied in this qualification will be assessed in at least 3 different ways. Assessments will consist of a mix of quizzes, projects, case studies, presentations, and questions.

## Course Completion

Students obtaining a 'Competent' result for all units studied will be issued a 'Qualification' – Diploma of International Business BSB50815. Should a student not complete the full qualification, a 'Statement of Attainment' will be issued for the units which the student is deemed 'Competent'.

## Recognition of Prior Learning and Credit Transfer

RPL and Credit Transfer can be applied for at the time of enrolment or during the orientation. Please refer to ILSC Business College website or VET Student Handbook for more information.

## Course Resources

The Online Course Resource Library provides students with informative links and information. Resources are easily searched by course unit or topic, and make your learning easier. On the Online Learning Management System (LMS), all class assessments, student work books, and extra resources that support class delivery are available for download. Test and assessment results are posted in student files. Students can use the LMS to message other students in their classes or their trainer if they have questions or want to connect.

ILSC Brisbane Pty Ltd partners with local and global agents to engage with prospective students.