



Diploma of International Business

This course develops the skills and knowledge to effectively manage international business and marketing. Through the profiling, identification and analysis of international markets, and the development of business networking skills, participants create a plan to grow their business internationally over the duration of the course.

Designed for

- Busy managers, directors and business owners wishing to start and/or to develop the operations of their companies overseas.
- Private consultants and government advisers wishing to assist their clients in expanding their businesses internationally.
- Motivated individuals wishing to formalise their knowledge & professional experience through an accredited course in order to go further with their careers.

Course outcomes & benefits

- Knowledge of International Business principles, processes and mechanisms.
- Operational training in conducting marketing & business development activities overseas, with the use of examples and case work from over 30 countries.
- Expert advice and suggestions with regards to the international growth of your own company that can be used as a case study & project work throughout the course.

Course content

- Profile international markets.
- Analyse data from international markets.
- Forecast international market & business needs.
- Analyse consumer behaviour for specific markets.
- Build international business networks.
- Build international client relationships.
- Promote products and services to international markets.
- Manage international marketing programs.

Duration & course dates

8 days 18, 25 Mar; 01, 08, 29 Apr; 06, 13 and 20 May
08, 15, 22, 29 Sept; 20, 27 Oct; 03 and 10 Nov

Investment

\$4,680

Assessment

Assessment events occur during training days and in the form of additional assessment tasks to be completed at home or in the workplace. The cost of assessment is included in the course fee. You may be able to obtain credit towards some units of competency through Recognition of Prior Learning (RPL) or mutual recognition of study you have successfully completed with another RTO. For more information regarding RPL, contact us on 1800 727 640.

Location

UNSW Global, 12-22 Rothschild Avenue, Rosebery, NSW 2018 or any other location for groups of 6 & more.

Program code BSB50807

LEARN4LIFE

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