



International Business – 1st and 2nd Year Career Management Workshop

International Business involves understanding the global business environment and of markets in which different activities take place.

Provides students with unique set of business skills and international focus





International Business – skill sets

Innovative program provides students with a unique combination of skills:

- **High level conceptual skills**
- **High level of business analytical skills**
- **Strategy business decision-making**
- **Strong understanding of global business environment**
- **Develop skills in core business functions**





International Business Core Courses:

- **International Relations and World Politics**
- **Macroeconomics**
- **International Economics**
- **International Business Law** (replaces Finance and Investment in 2009)
- **International Currency and Banking Markets**
- **Governance and Regulation**
- **Competitive Strategy**
- **Forecasting and Business Analysis**
- **Applied Business Econometrics**





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International Business skill sets and core courses

Set of business skill sets required by business learnt
in an academic university environment

Conceptual:

- **Microeconomics**
- **Macroeconomics**
- **International Economics**

Modelling and conceptualising complexity of economic
activity and economic decision-making behaviour of
billions of individual actors

Through conceptualising, abstraction, modelling able to
simplify and bring order to complexity into a meaningful
way.

A way of thinking about complexity





International Business skill sets and core courses

Analytical:

- **International Currency and Banking Markets**
- **Forecasting and Business Analysis**
- **Applied Business Econometrics**

The ability to undertake business analysis.

Using business data to in decision making.

Need to understand how to use data, understand its limitations and apply techniques

Used for forecasting and econometric modelling – understand relationship between variables and overtime

Add grunt – not ‘wishy washy’ soft/vague/descriptive

Prove to employer – can handle data in highly technical capacity





International Business skill sets and core courses

Strategy and Decision-making:

- **International business law**
- **Governance and regulation**
- **Competitive Strategy**

Understanding techniques used by business in:

- **optimising their objective function given constraints they face. I.e tactical decision-making**
- **How firms optimise strategic decision-making in a dynamic and changing global environment.**





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International Business skill sets and core courses

Above skill sets in context of global business environment

Note Also:

DBIB students also able to cluster electives around functional areas

For 2009 – First years must do either international Marketing or International HRM or a level 3 approved by PD.

DBIL students have focus on languages, international relations, politics and cultural focus. Note there are some minor changes in 2009.





Employment Outcomes

Any industry sector requiring business graduates with good skills grounding.

Government – Treasury; Health Dept; Finance; trade and development

Business – large multinational or local with international focus

Combine - strong analytical, strategic and conceptual skills with functional areas (ie Marketing, HRM or other approved etc.) with international business environment.

(Refer to sample job ads)

