

AK3693 Bachelor of Business

Graduate Profile for the **Bachelor of Business, International Business and Strategy major**

In addition to achieving the broader outcomes of the Bachelor of Business, a graduate of the **International Business and Strategy major** will be able to:

- a. Critically apply relevant theory to frame and address complex questions of strategy and international business, and engage in critical discussion of complex problems in the wider international business and strategy contexts (*Knowledge & Understanding; Skills & Application*)
- b. Demonstrate understanding of international business and trade, demonstrate understanding of the processes of strategic management and analysis, and demonstrate an understanding of the appropriate data needed to support decision-making in an international business and strategy context (*Knowledge & Understanding; Skills & Application*)
- c. Demonstrate understanding of the competitive landscape and business environments (macro global, institutional, regional, national, industry) and understand the way in which these environments interact and change, demonstrate understanding of national differences in business culture, and exercise judgement considering the role of ethics in business strategy and international business (*Knowledge & Understanding; Ethical & Professional Dispositions*)
- d. Demonstrate understanding of the process of competitive advantage and value creation process in business, and wider organisational and societal contexts, analyse and synthesise information to find solutions to strategic management issues, and identify opportunities for new business models, products and services for existing and new markets (product markets/international markets) (*Knowledge & Understanding; Inquiry, Research & Creativity*)
- e. Work effectively in cross-cultural teams; work in teams across business functions; encourage leadership practice into seminar group learning experiences; and develop interpersonal skills through interaction with others (*Personal & Intellectual Autonomy; Skills & Application*)
- f. Deliver professional business reports and presentations integrating information and clear recommendations to relevant stakeholders (*Communication*)