

## INFORMATION SHEET INTERNATIONAL BUSINESS



# International Business

## Conducting Business in the Global Village

“International Business introduced me to business fundamentals such as accounting, finance, management, marketing, economics and statistics, while also focussing on the international aspects of cross-border and cross-culture business. My BCom had literally equipped me with the knowledge to successfully conduct international business.”

**FLORIAN STROEHLE** BCom MBus  
Communications Manager, Winscribe, Auckland

International Business recognises that business is being conducted in a dynamic, global environment and that organisations, both in New Zealand and throughout the world, need individuals who can work across the traditional functional boundaries as well as across national borders.

You'll study a combination of business, language and culture subjects giving you an excellent knowledge base to work internationally. Plus, you'll have the chance to travel overseas while you complete your degree with Otago's renowned international student exchange programme.

### YOUR PLACE IN THE WORLD

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## Why Study International Business?

The world has never been more connected. Technology advances with the internet, Smartphones, email and social media mean that we can now conduct business from wherever we are in the world – not just from our home offices. International Business is concerned with strategies for doing business in this global environment.

Studying International Business at Otago will provide you with an understanding of how people from different cultures do business. It will teach you how to deal with different cultures, languages, laws, institutions, companies and communities around the world.

## Background required

There are no formal prerequisites for studying International Business at Otago except a desire to learn about other cultures and the way business is conducted in other countries. English and statistics are nonetheless recommended. While the course features a language and culture component, you do not need to have studied a language at school. There are two 100-level papers offered for each language at Otago, one for absolute beginners and the other for those with some knowledge of the language.

## Career opportunities

A degree in International Business opens up a world of opportunities! Our graduates are well prepared to assess and solve business issues at the global level across sectors and industries – from financial markets to management to trade to marketing. And as you learn a language as part of the degree your options open up further – French is spoken in 47 countries, German is used for business across central and Eastern Europe, Spanish is the first language for more than 300 million people, not to mention Japanese and Chinese!

Examples of areas you could work in include:

- Finance
- Human Resource Management
- Foreign Economic Relations
- International Trade and Investments
- International Marketing and Business Strategy
- Management Consulting or Operations
- Government Departments, such as the Ministry of Foreign Affairs and Trade

## International Business at Otago

International Business is a major of the Bachelor of Commerce (BCom), a three-year degree programme.

Within the degree you will study a range of business papers covering the fundamentals of accounting, business statistics, economics, finance, information and communication technology, management and marketing.

In addition, you will study six language and culture papers. You can choose one language from Chinese, French, German, Japanese and Spanish. Combined, the business and language papers will teach you the principles of international business and how to work in the international arena.

## Course Structure

International Business is comprised of 252 points (equivalent to 14 papers) in Commerce and 108 points (equivalent to six papers) in additional language and/or cultural papers. Thus the total number of points for your degree is 360 minimum. The International Business degree is quite structured, so you should plan your degree carefully. Take the time to 'map out' which papers you will be taking from one year to the next by using the latest 'Guide to Enrolment'. If in doubt, email the Programme Director – [intbusiness@otago.ac.nz](mailto:intbusiness@otago.ac.nz)

## Teaching style

Papers are generally taught as lectures and tutorials but some of the language papers also include video and internet-based learning. Assessment will vary depending on the paper but may include essays and reports, oral presentations, and exams.

## Double major/degree options

International Business is a valuable general business degree and goes well with a range of other majors and degrees offered at Otago. Popular combinations include Languages, Law, Management, Marketing, Economics, Finance, Computer Science, Political Science, and Tourism.

## Minor Option or Diploma in Language and Culture

Taking a minor or a Diploma in Language and Culture in addition to your BCom in International Business is possible, and is highly encouraged. For more information on how to minor in a language, consult the Department of Languages and Culture.

Email: [languages@otago.ac.nz](mailto:languages@otago.ac.nz)

## Student Exchange

The University of Otago has exchange agreements with more than 70 institutions in over 30 countries. If your marks average B or better, you may qualify to attend one of these institutions for one semester or for a year. You pay only your New Zealand fees and complete your qualification within the same timeframe as if you'd never been away. International Business students are also encouraged to participate in one of the more than 40 specific business exchanges the Business School offers. The Business School also offers excellent Travel Scholarships for students travelling on exchange.

## PROFILE

**Zoe Eagle** BCom  
Category Manager, Health Purchasing, Victoria

After initially studying and working part-time, Zoe decided to work full-time until she really knew where her career might lead. She worked as a barista, office administrator, camp counsellor and even naval reservist. When she returned to study, her interest in current affairs, the business world, and languages and travel was perfectly matched to Otago's International Business (IB) degree.

"IB offered so much variety – the business fields focused on contemporary issues plus I was able to study Spanish language and culture, which was fun and a refreshing change."

"I really enjoyed learning about international management, marketing, economics and business in society, plus completing in-depth projects such as designing an international expansion plan for a local SME and analysing the pros/cons of emissions trading schemes."

After graduating Zoe moved to Melbourne to apply for graduate programmes and full-time positions.

"I believe my IB degree helped differentiate me from other job candidates, because I could demonstrate knowledge and skills across multiple disciplines. I also felt I had a greater variety of potential career paths."

Zoe accepted a position as a Tenders and Contracts Assistant with Health Purchasing Victoria, an Independent Statutory Authority based in Melbourne. One year later Zoe was promoted to Category Manager and is responsible for a portfolio of tenders and contracts, including office products, trauma implants, operating room consumables and pathology services.

"I work with an excellent group of people, committed to improving procurement in public health and achieving best value supply chain outcomes for the state"

Zoe reckons IB is an incredibly interesting and enjoyable degree. Her advice:

"Apply yourself and this degree will open so many doors for your future."



For questions about  
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[www.otago.ac.nz/internationalbusiness](http://www.otago.ac.nz/internationalbusiness)

