

BA(Hons) in Business with International Business

Aims and Rationale of the Programme

The BA in Business with International Business is part of the last generation programme that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. Apart from dealing with business processes, which encapsulate the full range of managerial activities, the successful candidate will gain a complete view and an holistic perspective of the aspects of International Business with special regard to in-depth understanding of International Trade concepts, Multinational Business Management, and all knowledge necessary to excel in the highly competitive and ever-expanding business world.

Structure of the Programme

The BA in Business with International Business is a 3-years full-time course, taught exclusively in the English language. Courses are offered within a two term period, with two exam periods in May and August. All courses are delivered during the weekday evenings to accommodate the needs of working students.

Course Outline

YEAR 1

Personal and Professional Development
Introduction to Business Processes
Business Planning and Development
Context and Regulatory Framework of Business
Managing the Performance of Individuals

YEAR 2

Career Development
Creativity and Business Decision Making
Value Chain Management
Management and Information Systems
Internationalisation, Trade and Markets
Multinational Business in the Growth Economies

YEAR 3

Dissertation
Business Strategy
International Business Management

Entry Requirements

- High School Certificate
- A minimum of TOEFL score of 213 (computer based test), IELTS 6.0, or a recognized equivalent (for example, successful completion of a programme of studies at HE of FE taught in English).

Careers

The internationalisation of organisations and business today calls for the integration of business skills with the focus to International Business as addressed in the programme. Graduates will enjoy a wide variety of opportunities available in a range of areas in international and multinational business development and management and international trade.

Indicative Course Descriptions

Introduction to Business Processes

This course teaches you a system approach to understand the core concepts in Marketing, Operations by placing business processes on centre stage. The aim of this course is to introduce to the students the principles of process management in all sectors of industry and commerce within a common conceptual framework.

Personal & Professional Development

The aim of the course is to induct and support students in using the university's systems and processes effectively and to increase student ability to benefit from the academic process.

Context and Regulatory Framework of Business

The purpose of this course is to introduce students to the various components of this analytical tool, with the objective of situating business in its broader context. The course will be international in outlook, under the unifying theme of current and recent global trends. Transitional & developing economies as well as the advanced economies will be covered.

Value Chain Management

This course is designed to reveal more about the interdependent nature of real world business, and the increasing attention given to cross-functional decision making in a digitally enabled global market. The student will be offered current academic concepts and trends in modern business philosophy that signify a need for reassessing the changing nature of internal and external relationships in business.

Management of Information Systems

This course covers a broad topic which consists of two main areas: (1) the use and relevance of information systems to managers and enterprises and (2) the management of information systems projects. Rather than providing an in depth technological treatment of information systems, the course prepares students, as future managers, to critically assess the impact of information systems on the enterprise. It also introduces those skills required in order to manage information systems projects.

Internationalisation, Trade and Markets

The course aims to give students a clear insight into the impact of globalisation on trade and markets. It will also provide an understanding of various business functions in an international context at both a conceptual and a practical level. Issues such as FDI and the internationalisation of trade, government intervention and its impacts, foreign market channels and global logistics are addressed in depth.

Multinational Business in the Growth Economies

According to United Nations figures, international investment by multinational enterprises has now displaced trade as the most important mechanism for global economic integration. This course provides an overview of the development and contemporary vicissitudes of these key players on the international economic stage, concentrating on their operations in growth economies.

Dissertation

Aim: The Dissertation is a key element of the degree. It is the point where knowledge and understanding acquired through the earlier taught courses is synthesised and applied to a substantial management problem of importance in International Business. Students reaching this level of study will have successfully completed the taught unit concerned with research methods and design. The course is designed to build on that experience and provide a supported learning environment in which students can plan a more thorough-going research enquiry of their own choosing. The key outcome of the course is the report of an investigation into an issue of importance.