

BA(Hons) in Business Studies with International Business

Aims and Rationale of the Programme

This programme has been developed to meet the growing demand for skilled and resourceful managers in the new globalized environment. The programme allows students to obtain a broad foundation in business skills and all key business areas and to develop specialist knowledge and practical experience in the field of International Business.

Structure of the Programme

The BA in Business with International Business is a 3-year full-time programme, 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.

Courses

Year 1

Personal and Professional Development
Introduction to Business Processes
Business Planning and Development
Introduction to Economics for Business
Discover Project Management

Year 2

Personal and Professional Development 2
Creativity and Decision Making in Business
Operations Management
Project Planning and Management
Internationalisation, Trade and Market
Doing Business in Emerging Economies

Year 3

Personal and Professional Development 3
Managing Strategy
International Business Management
Small Business Development

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 or FE taught in English).

Careers

Employment in general management with international firms, functional management (e.g. finance, operations, or personnel), international management consultancy firms, NGOs (non-governmental organizations), multinational Small Business Enterprises, banks and organizations.

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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.

Introduction to Economics for Business

The aims of this course are to provide students with a basic grounding in the principles of economic theory and economic ideas and to introduce them to key debates in economics. Students will understand and have essential factual knowledge of the key factors in the modern world economy, including management of national economics, supranational institutions, world trade and investment, growth and development and the nature of the business cycle.

Operations 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.

Project Planning and Management

The aim of this course is to produce professional business managers capable of making effective and efficient project management decisions. The course provides a range of academic knowledge, business understanding, and project management techniques and seeks to develop within students the ability to integrate these with an appreciation of the usefulness of appropriate project management software. On completion of the course, students will have the core knowledge needed to work successfully within a project team or as a project manager on small projects in an environment constrained by time, cost and quality.

Internationalization, Trade and Market

The aim of this course is to give students a clear insight into the impact of globalisation on trade and markets and to provide an understanding of various business functions in an international context at both a conceptual and a practical level. Foreign direct investment, international trade theory, trading system, and the foreign exchange market are some of key themes included within a vast range of subject areas that this course covers.

Doing Business in Emerging 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. The course aims to give students a clear insight into the goals, activities and strategies of multinationals and the benefits and difficulties of Foreign Direct Investment, as well as to provide an understanding of the gains and drawbacks of multinational activity to host countries.

International Business Management

This course aims to give students a clear insight into the major external environmental factors governing international business management. In addition the course provides students with an understanding of various management functions in an international context at both a conceptual and a practical level.

Personal and Professional Development 3

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 in the Logistics area. 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.