

BA (Hons) International Business (Top-Up)

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| Applications: | For full-time study please apply through UCAS Institution code: B25 Course code: N121 |
| Duration: | Full time, one year. Two years top up with a Level 5 entry. |
| Location: | Curzon Building, City Centre Campus |

- Study at one of the UK's most established and respected business schools.
- 91 per cent of students were satisfied overall with Birmingham City Business School [Source: National Student Survey, 2014].
- You will be taught by industry experienced academics, that are able to bring real world knowledge to the classroom.
- With the support from your tutor you are able to build your own personal programme of study.

ENTRY REQUIREMENTS

At least 120 UK university credits or 120 ECTS credits in a business-related field with five GCSEs at grade A-C (including mathematics) or equivalent. You must also have an English Language qualification.

For further details please visit; www.bcu.ac.uk/courses/international-business.

COURSE OVERVIEW

- Module choices are adaptable, so this means you can plan your own curriculum in line with your career focus.
- You will combine your business expertise in an international context, which will allow you to advance your ability and confidence to engage, source and do business with new overseas partners and at the same time ensure growth in any business.
- During your course you will also develop your understanding of strategic management. This will be effective as it will reflect and allow you to adapt in the ever changing and increasingly internationally oriented business environment.



COURSE STRUCTURE

Modules offered on the programme may include:

- Business Operations and Systems
- Business Statistics
- Globalisation
- International Business Strategy
- International Marketing
- Making Sense of Organisations
- Managing the Leading Strategic Change

ASSESSMENT

You will encounter a wide range of innovative assessment styles according to the module being studied, including business reports, academic papers, case studies, individual and group presentations, portfolios and projects, as well as conventional examinations.

FURTHER STUDY

On completion of your degree you can progress your studies with Birmingham City Business School with a postgraduate qualification. We have a range of courses available including, MBA, Executive MBA, MSc Management and Marketing, MBA International Business, or our MSc Leadership and Organisational Performance course.

EMPLOYABILITY

There are a range of activities available for you to participate in alongside your studies that will enhance your employability skills and help make you stand out from the crowd.

- The Leadership challenge can increase and develop your teamwork and leadership capabilities. It incorporates a series of workshops and seminars on a range of topics from IT skills, how to complete application forms and CV's and gives you the opportunity to participate in events and challenges.

Find out more: www.bcu.ac.uk/leadershipchallenge.

- You can also earn while you learn with the university's 'OpportUNITY: Student Jobs on Campus' scheme. This is designed to give our students the first opportunity to undertake part-time and temporary positions within the university. This may include working at university events such as open days.

Find out more; www.bcu.ac.uk/about-us/celt/student-engagement/student-employment-opportunity.

- Depending on your chosen area of specialism, this course opens up a variety of career opportunities in business, management or marketing.

CONTACT US

Telephone 0121 331 5595 or contact us online at www.bcu.ac.uk/enquiries.

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