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UCAS Codes:

N122 – 4-Year
[placement year]

Requirements

112 UCAS Tariff Points,
GCSE Maths and English
at Grade C/4 or above

Access to HE Diploma
Welcome

Assessment

A wide variety of
methods including case
studies, market profile
research projects, reports,
presentations, business
simulations and
examinations.

Your Career

The international focus of
this course enhances your
career opportunities.

Many jobs in the
international business
involves sales and
marketing working for an
international corporation,
initially as a management
trainee. You will also find
opportunities to work in
international trade,
international finance,
importing and exporting,
transportation and
logistics, travel,
international aid and
foreign affairs.

Application Enquiries

Tel +44(0)1905 855111

Email:
admissions@worc.ac.uk

Admissions Tutor:
Isabel Clarke

Email:
i.clarke@worc.ac.uk

Business Course Leader

Rowena Simmons

r.simmons@worc.ac.uk

Rebecca Jarrett

r.jarrett@worc.ac.uk

International Business Management BA (Hons)

What makes International Business Management at Worcester special?

Begin an exciting journey towards a fulfilling career in international business management.

You will spend a year abroad in either study or work placement. You have the option to study in one of our partner universities in Australia, Canada, Europe, New Zealand or the USA. You can opt to study foreign languages and take a one-year paid overseas placement. Our network of academic staff, business coaches, worldwide partner universities and the Chartered Management Institute (CMI) will support you as you launch your international career.

With its focus on innovation, creativity and contemporary issues (such as global globalisation, emerging markets, protectionism, demographic changes, more rapid global communications and environmental sustainability), this flexible degree will signal that you are well networked, culturally aware and commercially focused graduate. You will be able to demonstrate that you have the knowledge of international business, the intercultural awareness, management capabilities and language skills that employers most value.



Key Features of International Business Management BA (Hons)

- Experience international cultures, learn a language and develop a global mindset through a period of study abroad
- Gain an insight into international business management and explore the latest thinking in accountancy, advertising, economics, and entrepreneurship, finance, human resources, law, leadership, marketing, project management, public relations and sustainability
- Enhancement employability through internships, a one-year paid placement (potentially overseas) and integrated coaching from experienced business leaders
- What with academics having extensive experience of international business management, consultancy or running their own business
- Gain associate membership with the Chartered Management Institute (CMI)

Worcester Business School: Transforming individuals to thrive in the 21st Century

- Through a flexible, work-related curriculum that develops knowledge, skills, the ability to continually learn, think critically, reflect, innovate, act responsibly, and adapt to volatile, ambiguous, and complex situations
- Through applied learning that empowers individuals to optimise their potential
- Through meaningful engagement with business to develop professional behaviours
- Through a focus on creativity, innovation and promoting entrepreneurial thinking
- Through exposure to intercultural and international contexts to develop a global mind-set
- Through applying contemporary research, scholarship, and the latest thinking
- Through a supportive and collaborative learning community
- Through accessible learning resources and purpose-built facilities

International Business Management BA (Hons) Course Structure

Level 4				
Introduction to Business Management	Customer Insight & Marketing	Responsible AI	Data Driven Decisions (or LANG*)	
Fundamentals of Personal Effectiveness		Inclusive Practise	Financial Management	
Level 5				
Leadership Theory and Practice	Limited 30-Credit Option*	Option	Option	
Management in Organisational Contexts		Option	Option	
Mandatory: Third Year Abroad or Work Placement or Overseas Work Placement				
Level 6				
Intercultural Business Perspectives	International Business Strategy	Option	Option	
		Option	Option	

International Business Management BA (Hons) Options

Year	Core	Options
1	<ul style="list-style-type: none"> Customer Insight and Marketing (Double) Responsible AI Inclusive Practise Fundamentals of Personal Effectiveness Introduction to Business Management Financial Management Data Drive Decisions, Introduction to tutoring or optional modules from the Centre for Academic English and Skills 	All first-year modules are mandatory. This enables you to acquire the core knowledge and skills that you need and identify specialist topics which you will want to select in Years 2 and 3. It also means that you can switch to a different course at the end of Year 1.
2	<ul style="list-style-type: none"> Leadership Theory and Practice Management and Organisational Contexts 	A wide range of optional modules are available, including: <ul style="list-style-type: none"> *Responsible Business *Consultancy & Research Methods *Fundamentals of Management Accounting (Double) *Integrated Marketing Communications (Double) Market Insight Digital Content Systems and E-Commerce Managing Successful Projects The Global Economy: Institutions, Trade, And FDI (Double) Creating a High-Performance Workforce Essential PR Lifestyle Marketing
3	<ul style="list-style-type: none"> Intercultural Business Perspectives (Double) International Business Strategy (Double) 	A wide range of option modules are available, including: <ul style="list-style-type: none"> Brand Management Strategic Challenges for HRM (Double) Digital Business International Banking and Finance (Double) Digital & Social Media Marketing Research Project (Double) The Next Big Thing

*Limited option choice, select one from four options

Regular updates mean that exact module titles may differ. For a complete list of available modules, please visit our website: www.worcester.ac.uk