

Transnational Mobility in Bachelor and Master Programmes**BA (Hons) International Business Management**

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**What is International Business Management?**

An option-rich business degree designed for an international career, offering a combination of generalist business skills and specialised knowledge of the global market place. Available as either a Bachelor or Honours degree (3 or 4 years in duration, with 30 ECTS studied per semester). International Business Management offers two intakes per year and has a compulsory period abroad in semester 6, which can be extended to a complete year (semesters 5 & 6). Students enjoy mobility with, among others, U.E. Krakow, Fachhochschule Aachen, IPAG Nice, Hochschule Munich, ESC Saint Etienne.

Our goal is...

... to promote study within an international environment, exposing the student to diverse business challenges and cultures, providing the individual with a global perspective

Benefits to the students

- Broad choice of partner destinations with an English track
- Students integrated within different cultures
- Establishment of valuable international networking contacts
- Potential for future employment and networking opportunities

Programme Structure**Year 1**

Students follow a prescribed first year in line with our generalist degree programmes including the Intercultural and Organisational Management module.

Year 2

In preparation for their mobility placement, Business and Management Challenges will be studied, plus modules from the International Business option pool.

Year 3

Either taught modules, International Business, Strategic Management in a Global Context plus an option choice with semester 6 studied abroad or, a complete year with a partner institution.

Year 4

Dissertation (completed on a topic related to International Business), Leadership and Innovation, International Business Strategy, plus a choice of modules from the International Business Modules option pool.

We make mobility aspirational...so students strive to be international...