



Manchester  
Metropolitan  
University

**Business School**

## **BA (Hons) International Business**

Full-time and Sandwich  
2012 Entry



**Today's businesses operate in a global market place. This degree combines business knowledge with cross-cultural management skills and develops your ability to assess and respond to changes in the European and international trading environments.**

Most companies engage in international business. For example, they may source products or parts from a European supplier, have offices or retail outlets in different continents and recruit staff from different countries and cultures. Their business practices and where and with whom they trade are also influenced by global issues such as changing consumer attitudes about fair trade and ethical business practices, fluctuations in world currency markets, and political changes that can open up (or close down) markets.

This degree provides you with the opportunity to analyse global issues. Case studies of UK, European and international companies are integrated into units that cover the core business skills of: strategy and cross-cultural management; marketing; international accounting and

finance; global business and politics; international and European trading relations; human resource management; and international marketing and operations. You can also choose to include a language as part of your course – Arabic, Chinese, English as a Foreign Language (for students whose first language is not English), French, German, Italian, Japanese and Spanish are currently available.

### **Special Features**

- The sandwich route provides the opportunity to work for a year, applying your studies to real-life business situations and 'testing' possible career paths. You will also be encouraged to identify a work-based issue that you can explore and develop into a research project in your final year. Our students

have undertaken placements for Johnson and Johnson in Tokyo, Hellman Worldwide Logistics in the USA, Warner Bros in London and Lloyds TSB in Manchester.

- There are opportunities to work for a UK company with international contacts or to work outside the UK, when opting for the sandwich route
- The exchange route enables you to spend a year studying abroad at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Czech Republic, Cyprus, Lithuania or Holland.
- This degree uses innovative teaching methods which are supported by Moodle, podcasting and video links.

## Fact File

### Full/Part-time:

Full-time

### UCAS Codes and Duration:

N121 – 3 year full-time programme

N120 – 4 year sandwich programme

N123 – 4 year exchange programme

### Institution Code:

M40

## Course Content and Structure

We are in the process of confirming the optional units and information will be posted to the University's eProspectus when it is ready, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

<b>Year 1</b>			
Global Business and Politics	Understanding and Managing People	International Accounting and Finance	Optional Unit
<b>Year 2</b>			
International Business Theory and Practice	The European and Global Economy	International Marketing and Business Operations	Optional Unit
<b>Exchange and Placement</b> (if you take the sandwich or exchange routes only)			
<b>Final Year</b>			
International Business Strategy	Economics and Business of the Asia-Pacific Region	Core Optional Unit	Optional Unit

You can use the optional units in the Final Year to focus your interest in a particular business discipline.

*We regularly check the content of our courses and adapt them to ensure they prepare our students for graduate careers. Consequently, the information provided here and throughout this brochure is indicative and may change.*

## Exchange

If you choose the exchange route you will spend a year studying at one of our partner universities in the USA, Australia, Canada, China (Hong Kong), France, Germany, The Netherlands, Denmark, Italy, Spain, Cyprus, Lithuania or Holland. For certain European countries (France, Germany, Italy and Spain) it is advisable that you have some basic knowledge of the language before you travel although language lessons are provided by our partner institutions.

There are many benefits to the exchange route including broadening your cultural

understanding, studying at another university, having the opportunity to travel in your chosen country before or after the academic year, and developing your language and communication skills.

If you choose to study in a European country you are likely to be eligible\* for Erasmus funding and no fees are payable for the study abroad year.

*\*Students (classed as International for tuition fee purposes) undertaking any part of their academic year abroad under the Erasmus scheme will be charged full fees as stated in the University fees list.*

## Sandwich Placements

A course with a sandwich route provides the opportunity to work for an organisation as part of your degree. This work experience is commonly referred to as a placement and you are usually paid a salary by your placement employer. The placement must be a minimum of 36 weeks but will usually last for 12 months and takes place after your second year of study.

If you choose the sandwich route, our Placement Office will help you find your placement. Our dedicated team has over 25 years' experience of matching students with employers and has been rated by students as one of the top four placement services in the UK (National Placement and Internship Awards 2010 and 2011).

The services they provide include:

- Organising an annual placement and career development fair where you can meet employers who have placement opportunities and graduate vacancies.
- Advertising over 1,000 vacancies from local, national and international employers each year.
- Delivering CV workshops that provide advice and tips about what to include in a CV and how to present yourself to your best advantage.
- Providing one-to-one advice about writing cover letters, CVs and application forms for the jobs you are interested in.
- Conducting mock interviews so that you can practice your interview technique and receive feedback on your performance.

It is your responsibility to be pro-active and apply for placement opportunities. The placement jobs market is competitive and we recommend that you start researching companies and opportunities during your first year and apply for positions from the start of your second year.

“International Business helped me to understand international markets, business environments and political systems and the effects that they can truly have on even smaller independent companies in competitive markets. It allowed me to be more prepared and focussed to capitalise on the business strategy within my current role as Marketing/Programme Manager at Lowri Beck Service.”

Laura Edwards – BA (Hons) International Business graduate

When you are on placement, one of our tutors will keep in contact with you and will liaise with your employer. The placement is not formally assessed but it must be satisfactorily completed.

Research indicates that students who undertake a sandwich year as part of their studies are more employable. In 2010, 93% of Business School graduates who had completed a placement and were in employment were in graduate occupations.

For more information about our Placement Office please see [www.business.mmu.ac.uk/placements](http://www.business.mmu.ac.uk/placements)

### Assessment

The focus in Year 1 is on assessment that will provide feedback for you on your progress. The marks from the assessments in Year 2 and the Final Year will go towards determining the final classification of your degree from Manchester Metropolitan University.

Assessments will take the form of exams, written course work and oral presentations. Some assessment will be individual and others will be in teams to help you learn more about your fellow students as well as developing your understanding of how teams operate.

### Students' Experiences

“I went on exchange because I wanted to gain some practical experience from my degree and it also breaks up the three years nicely. The Erasmus grant was also a big factor. If you have reached a plateau in learning a language, go to the country and learn everything they don't teach in a text book, such as the accent. It's also a great opportunity to meet like minded people from very dissimilar cultures and backgrounds.”

**Tom Simpson**, final year BA (Hons) International Business student who spent a year on exchange at Université de Savoie, France

“The placement in particular offered me an amazing opportunity. I have had the freedom and flexibility to work in many different departments to gain as wide an experience as possible. The American business culture differs so much from what I have experienced in the UK and the analytical methods I have picked up working on many different projects will be very beneficial in my final year of university and in my career afterwards.”

**Sophie Beauman** – BA (Hons) International Business (Sandwich), placement at Foodbuy, USA

“Working for Vauxhall comes with a lot of responsibilities; updating reports in order to broadcast processes, attending meetings and also working on an undergraduate's project. I have enjoyed every minute so far on my placement. Being viewed as a full time employee rather than a student makes me feel much more involved and significant within the company; having real responsibilities shows that I am really part of the team.”

**Theo Asare**  
BA (Hons) International Business  
Placement year at Vauxhall/General Motors

### Career Development Opportunities

Many graduates from this degree enter graduate training schemes with international companies such as IBM, Credit Suisse and BMW. Those with good language skills have often chosen to develop their career outside the UK and now live and work in Europe, Asia or South America.

Some of our graduates choose to continue their studies so that they can specialise further in their chosen business discipline and the Business School offers a range of suitable MSc programmes including International Human Resource Management, International Public Relations and International Creative Advertising.

### Tuition Fees and Financial Support 2012 Entry

We passionately believe that going to university is a real investment in your future. If you wish to follow a professional or vocational career and benefit from all the opportunities and rewards that this can offer, then going to university remains the best and most direct way of achieving this

#### UK/EU students

Tuition fees have increased for 2012 entry because government funding for higher education has been cut. However, the existing system of loans and grants has also been extended and improved to assist students in going to university. Your fees can be paid for by applying for a tuition fee loan and you will not have to pay any fees upfront. You do not have to start making repayments on student loans until the April after you graduate and only then if you are earning over £21,000.

The tuition fee for this programme for 2012 entry will be £8,000. If you are following the sandwich route, the cost of your placement year in 2014/15 is still to be determined. As a guide, the placement fee was £680 in 2012/13, and has



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Please telephone +44 (0) 161 247 6472.

historically increased by around 2.5% each year. This is subject to change, so please check out our website

[www.finance.mmu.ac.uk/students](http://www.finance.mmu.ac.uk/students) to determine the exact fee before you start your sandwich year.

Further information about fees, funding support and the University's £3,000 student support package for first year, full-time, first degree undergraduates whose household income is up to and including £25,000 is available from

[www.mmu.ac.uk/fees](http://www.mmu.ac.uk/fees)

#### International students

The tuition fees for students who do not qualify for UK or European Union (EU) status is £10,000 (2012 entry).

There are a number of organisations that award scholarships to international students. Many of these scholarships are awarded a year in advance so you are advised to start your research at least 18 months before you plan to start your course. In addition, the University has a limited number of partial scholarships which are made through the Vice-Chancellor International Scholarships scheme. Please see

[www.mmu.ac.uk/international/scholarships](http://www.mmu.ac.uk/international/scholarships) for more information.

#### Typical Entry Requirements

##### UCAS tariff points

280 at A2 or an acceptable alternative such as BTEC National at Level 3

##### Non tariffed qualifications

A relevant Access to HE Diploma will be considered for entry to this course

##### International Baccalaureate

28 points

##### Specific subjects required

##### Level 2 (eg GCSE)

GCSE grade C, or acceptable alternatives, in English language and mathematics.

##### International students

Country-specific information about many international qualifications is available on our website at

[www.mmu.ac.uk/international](http://www.mmu.ac.uk/international)

##### English language requirements

International students must achieve IELTS 6.0 with a minimum score of 5.5 in each unit (or an equivalent standard in an acceptable alternative such as TOEFL).

#### How to Apply

Application for all of our full-time undergraduate programmes is through UCAS. Please submit your application online at [www.ucas.com](http://www.ucas.com).

Please contact UCAS' applicant helpline on **0871 468 0 468** if you have any queries or problems using the online application system.

#### Further Information

For information about our staff and the £75 million Business School in which you will be studying, please see [www.business.mmu.ac.uk](http://www.business.mmu.ac.uk)

Additional course and study information is available on our eProspectus, [www.mmu.ac.uk/study](http://www.mmu.ac.uk/study)

Full contact details for our Course Enquiries team, including telephone numbers and email addresses, are available from [www.mmu.ac.uk/study/undergraduate/contact](http://www.mmu.ac.uk/study/undergraduate/contact)

This information is correct at the time of going to press. For terms and conditions applicable to the provision of the University's Educational Services please refer to the prospectus. January 2012.