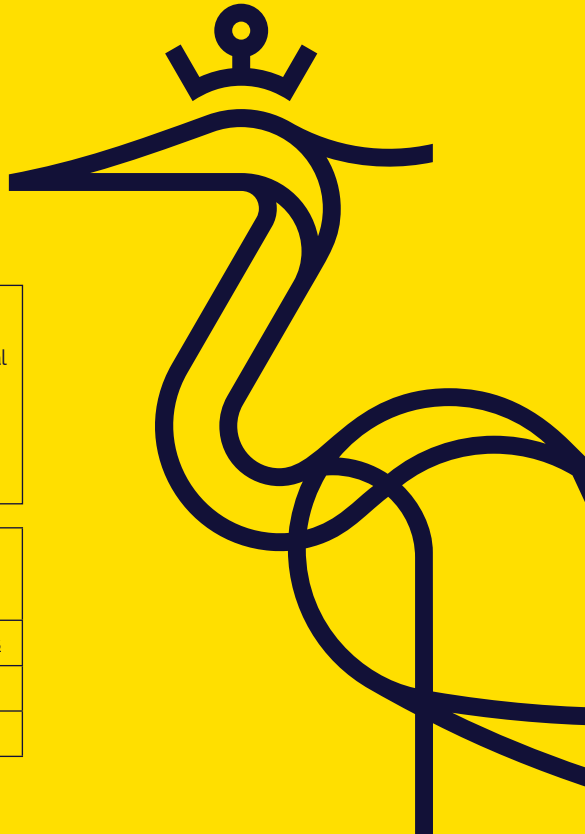


BSc (Hons)

# International Business Management



## Key Features

- Develop knowledge on contemporary global business trends
- Explore the functional sides of business, from finance to marketing
- Gain insight from real-world case studies

UCAS codes	3 years - N120 4 years foundation - N101
Full course info	<a href="https://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
Fees	£9,250 per annum
Location	London

## **About this course**

In an increasingly interconnected world, studying business from an international perspective makes sense for all those that seek a management career within a business, whether it is a start-up microenterprise or within a global multinational company.

In today's international market, businesses need employees who understand globalisation, sustainability and intercultural communication. Learn more about these complex issues and their management through real-world case studies, market researched pedagogy and a strong theoretical backbone at ARU London.

The taught modules cover all the major functional areas of business from finance and marketing to human resources and information systems. Building on this essential core knowledge, this degree examines and develops an understanding of the cultural, ethical and interpersonal challenges that arise within today's multicultural global business environment, from SMEs and how they compete on a global level; ethics and social responsibility; to technology and how organisations use information to support global operations and deliver competitive advantage.

The final year "Major Project" encourages you to utilise both the skills and knowledge learnt during the course and combine them with current academic research that will further develop your professional expertise and career prospects. This allows you to gain a broad understanding of the key areas of business which will enable you to appreciate the importance of the different functions.

## **Modules**

### **Year 1**

- Business Environment
- Academic and Professional Skills
- Economics for Business
- Business Finance

### **Year 2**

- Legal Aspects of Business
- Managing Human Resources
- Principles and Practice of Marketing
- Business Information
- Sustainability in Career Development

### **Year 3**

- Operational and Project Management
- Business Strategy
- Managing International Business
- Undergraduate Major Project (Integrated Case Study)

## **Careers**

In today's tough jobs market, graduates need to stand out from the crowd to successfully secure that all important first full-time job after university.

We believe your degree from ARU London will enhance your employability. On successful completion of this course, you might choose to move onto our postgraduate studies, such as our MBA – International or our MSc – International Project Management.

## **Career routes**

- Business Analyst
- Accountant
- Business Consultant
- Product Manager
- Project Manager
- Risk Manager