

Programme Description

STUDY ABROAD

Name of the programme: Year 2 International Business

Key information:

Dates: 6 January to 4 April 2025 (exams included)

Duration: 13 weeks (holidays: 14-22 February 2025)

Level: Level 5 (Undergraduate Year 2)

Total number of teaching hours: 185

ECTS: 30

Prerequisites: Completion of Level 4/Undergraduate Year 1 of Business studies

Examination Board Date: 20 May 2025*

Resit Exams Dates: 16 to 20 June 2025 (online)* (apart for ESCE PGE students, they will take place in their home school in France at a later date)

Resit Examination Board Date: 3 July 2025* (apart for ESCE PGE students, it will take place in their home school in France at a later date)

**The forecasted dates of the Examination Boards and the Resit Exams are indicated in your programme description, although they are subject to change based on circumstances*

Programme Lead Name: Christina Bartholomew

Programme Advisor Name, Title and Institution: Helene Cerf, Pedagogic Director, INSEEC Bachelor / Mary de Gendre, Programme Director, ESCE Paris

Aims of the Programme:

This semester, Year 2 Undergraduate students will focus on International Business, primarily on developing student abilities to work and lead in multinational businesses or international start-ups. It will provide a foundation in business and management principles from a British perspective. It will also address contemporary issues concerning internationalisation and globalisation.

Programme Benefits:

This programme offers students:

- Enhanced employability skills - students cultivate a wide range of relevant skills including teamwork, communication, critical analysis, intellectual curiosity, or project management.
- Perspective and experience - students relate the learning to global developments and to both London and UK perspectives.
- A focus on ethics and sustainability - students consider the wider responsibilities that business has to society and the environment, particularly via the potential to obtain a UN Sustainable Development Goals certificate for those who achieve Distinction in their Purposeful Business module.
- An opportunity for team-based learning, bespoke mentoring and presentation development through our International Week where students compete across multiple OMNES Education campuses on a sustainable business challenge in the sporting sector.
- A distinctive broad curriculum - students engage in experiential, experimental, and collaborative learning through a variety of modules in preparation for an organisational environment.
- A valuable study-abroad experience - students develop their autonomy by living independently in a foreign country.

Learning Outcomes:

Knowledge

By the end of this programme, students will have demonstrated:

1. A foundational knowledge of current theories and techniques of the major business disciplines.

Skills

By the end of this programme, students will be able to:

2. Recognise the leadership and teamwork skills required for business decision making, including the consideration of ethical and sustainability implications for businesses.
3. Demonstrate the ability to clearly communicate orally and in writing.
4. Apply examples of critical thinking skills.
5. Show an understanding of global perspectives with a particular focus on the UK view.

Values

By the end of this programme, students will have demonstrated a commitment to:

6. Recognising and respecting the five values of OELS.

Programme Structure:

ACADEMIC PROGRAMME (<i>subject to change</i>)	Hours	ECTS
International Trade & Innovation		
Management Theory & Leadership	13.5	2
Purposeful Business	13.5	2
Sales Techniques & Negotiation Skills	18	3
International Week	12	2
Finance & Economics		
Managerial Accounting	19.5	3
Financial Markets & Crises	18	3
Marketing & Luxury		
London Luxury Experience	12	2
Marketing & Trendspotting	12.5	2
Event Management	12	2
Language & Communication		
Intensive English Expression	24	4
Business English & Professional Writing	18	3
Public Speaking Success	12	2

Approach to Learning:

Modules are taught using a variety of approaches that are tailored to the subject material and the skills being developed. Students are expected to attend all classes, workshops and activities in their schedule and to work both alone and in collaboration with other students to complete the formative and summative assessments. Students are encouraged to take every opportunity to develop their English language skills by actively participating in one-on-one and group discussions. Additionally, and of critical importance, students are expected to be responsible for driving their own learning journey, spending time in independent study and immersing themselves in each subject via articles, books, podcasts, videos and other materials.