

## Programme Description

### STUDY ABROAD

**Name of the programme:** Year 3 International Business

**Key information:**

Dates: 23 January to 17 April 2025 (exams included)

Duration: 12 weeks (holidays: 8-16 March)

Level: Level 6 (Undergraduate Year 3)

Total number of teaching hours: 151

ECTS: 25

Prerequisites: Completion of Level 5/Undergraduate Year 2 of Business studies

Pathways: Finance / Marketing\*\*

Examination Board Date: 20 May 2025\*

Resit Exams Dates: 16 to 20 June 2025 (online)\*

Resit Examination Board Date: 3 July 2025\*

*\*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:** Caline Anouti

**Programme Advisor Name, Title and Institution:** Elodie Anderson, Programme Director, INSEEC BBA

### **Aims of the Programme:**

This semester, Year 3 Undergraduate students will focus on International Business, primarily on developing the student abilities to provide in-depth work and lead with advanced tools and techniques in a multinational business or international start-up. It will provide an advanced level in business and management principles from a British and international perspective, as well as analysing and evaluating contemporary issues related to internationalisation and globalisation.

### **Programme Benefits:**

This programme offers students:

- Employability skills - students learn about and develop a wide range of skills that employers value, such as teamwork, communication, critical and creative thinking, intellectual curiosity, and project management.
- A strong focus on management and entrepreneurship, including sustainability and soft skills - students are required to critically reflect and perform on financial diagnostics, branding, innovation, strategy, and ethics.
- An in-depth study of international relations to critically apply this knowledge into a constantly changing world.
- A distinctive broad curriculum and the opportunity to choose between Finance or Marketing.
- Experiential, experimental and collaborative learning through a variety of appropriate modules.
- Students will demonstrate their analytical and implementation skills by working on an immersive technology project in the UK and being continually challenged by seasoned international professionals.
- 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 broad and in-depth knowledge of current theory and techniques of the major business disciplines.

#### **Skills**

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

2. Exhibit examples of leadership and teamwork skills for business decision making, including the consideration of ethical and sustainability implications for businesses.
3. Demonstrate the ability to effectively communicate complex ideas orally and in writing by engaging in challenging discussion, debates, and presentations.
4. Apply critical thinking skills in a broad range of areas.
5. Engage with and critique different global perspectives and in particular the UK ones.

#### **Values**

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

6. Recognising, respecting, and applying the five values of OELS.

**Programme Structure:**

<b>ACADEMIC PROGRAMME</b> <i>(subject to change)</i>	<b>Pathways**</b>	<b>Hours</b>	<b>ECTS</b>
<b>Finance</b>			
Financial Diagnostics		18	3
Introduction to International Finance**	**Finance	24	4
<b>Marketing</b>			
International Marketing & Brand Management		18	3
Advanced Event Management**	**Marketing	24	4
<b>Management</b>			
Business Ethics & Corporate Strategy		12	2
International Project Management		12.5	2
Business & Sustainability		12	2
<b>Entrepreneurship &amp; Innovation</b>			
Tech City 4.0: VR & Immersive Technology		12	2
<b>Geopolitics</b>			
Geopolitics & International Relations		12	2
<b>Language &amp; Communication</b>			
Advanced Intercultural Communication		18	3
Public Speaking & Key Soft Skills		12	2

**\*\*Programme Pathways:** 2 pathways:

- Finance
- Marketing

**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 apply serious critical and creative thinking to drive their own learning journey, spending time in independent study and immersing themselves in each subject via articles, books, podcasts, videos and other materials.