



Anglia Ruskin  
University

**London**

# International Business Management

BSc (Hons)

## Quick Facts

**Campus:** London

**Duration:** 3 Years or 4 years with foundation year

**Available Starts:** September, January

**UCAS Code:** N102 - 3 years, N101 - 4 years with foundation year

**Tariff Points:** 104 UCAS tariff points

**Institution code:** L63

# In today's international market, businesses need employees who understand globalisation.

In an increasingly interconnected world, studying business from an international perspective makes sense for all those that seek a management career within business; whether it is a start-up microenterprise or a 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 its 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, the 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 degree programme and combine them with current academic research that will further develop your professional expertise and career prospects.



## Skills & development

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.

Managing International Business.

Develop your knowledge on contemporary global trends; globalisation, intercultural awareness, sustainability, and ethics.

## You will benefit from

You will study business from a practical as well as from an academic perspective.

The third-year major project allows students to utilise all the skills and knowledge gained throughout the course and combine them in a piece of original real-world research that will help to further develop their professional skills and future career prospects.

During your studies there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.

## Associated 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 definitely enhance your employability. On successful completion of this degree, you might choose to move onto our postgraduate studies, such as our MBA - International or our MSc - International Project Management.

## Assessment

We'll assess your progress through a variety of methods from coursework, group assignments, activity-based assignments and exams. You can expect to partake in on-going problem-solving activities, projects and presentations. You'll also be able to access support material through our ARU Virtual Learning Environment (VLE).

All assignments are designed with your career progression in mind and give you opportunities to develop and improve transferable skills employers look for.

## Module Guide

### 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

### Year 3

- Operational and Project Management
- Business Strategy
- Managing International Business
- Major Project