

# BSC (HONS) INTERNATIONAL BUSINESS MANAGEMENT WITH FOUNDATION YEAR

Awarding Institution: **ANGLIA RUSKIN UNIVERSITY**

Awarded Degree: **BSC (HONS) INTERNATIONAL BUSINESS MANAGEMENT WITH FOUNDATION YEAR**

Duration: **4 YEARS**

## COURSE OVERVIEW

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, you'll examine and develop an understanding of the cultural, ethical and interpersonal challenges in today's multicultural global business environment.

It touches on SMEs and how they compete on a global level; ethics and social responsibility; and technology and how organisations use information to support global operations and deliver competitive advantage.

In your final year, the Undergraduate Major Project is an opportunity to use the skills and knowledge you've learnt to produce a piece of individual research work. In doing so, you'll develop your professional expertise and career prospects.



## MODULES

### YEAR 0 (FOUNDATION)

- Research Skills 1
- Professional Communications
- Data Skills
- Personal Development in Professional Settings
- Research Skills 2
- Global Debates
- The Pitch Project

### YEAR 1

- Sustainable Business in the Contemporary Environment
- Academic and Professional Skills
- Economics for Business
- Business Finance

### YEAR 2

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



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## YEAR 3

- Critical Perspectives on Cross-Border Business
- Managing Business Operations
- Executing Business Strategy
- Undergraduate Major Project Leadership

## JOB PROSPECTS

- Business Analyst
- Business development manager
- Business project manager
- Customer manager
- Customer services manager
- Project manager
- Sales manager
- Service manager
- Social media manager
- Human Resource Officer
- Business Development Executive
- Marketing & Sales director



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