

BSc

International Business

Key Features

- To explore key concepts in areas such as people management, business law, marketing, operational and strategic management, and more.
- Take the opportunity to undertake a major project in your final year that allows you to explore an area of professional interest in greater depth.
- Learn from highly experienced and enthusiastic lecturers who have worked in a wide range of businesses ranging from multinational organisations to SMEs.

Duration: 3 years or 4 years with foundation year

Full course info: manchester.bolton.ac.uk/our-courses

Fees: £9,250 per annum 2024-25
£9,535 per annum 2025-26

Location: Manchester

About this course

The BSc (Hons) in International Business Management offered by UoBM provides a strong foundation in business management with an international perspective on contemporary strategic concerns. You can develop your understanding of global business and management while experiencing life in the multicultural heart of Manchester.

You'll develop a thorough understanding of key topics in international business management, such as market analysis, the role of emerging markets in today's economy, and intercultural business environments and competition. We'll coach you in building confidence in navigating people, finances and projects in a cross-cultural context and developing sought-after skills such as communication, data analysis, time management, teamwork and problem-solving. We'll also emphasise the global need for responsible and sustainable entrepreneurship.

The degree is expertly structured to combine both academic and practical areas of business management, giving you the tools to navigate global companies and international markets successfully.

Careers

This BSc (Hons) in International Business Management provides a broad understanding of business functions in the business and commercial world. The course offers a route into general management and specialist areas, such as business accounting and finance, enterprise, human resource management, business law, marketing, retail or supply chain management.

Graduates with a broad understanding of how businesses and managers operate have a competitive advantage when entering employment or self-employment. As a graduate of this degree, you'll be attractive to employers from the public, private and voluntary sectors for a wide range of business

Modules

Year One

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

Year Two

- Managing Human Resources
- Principles and Practice of Marketing
- Legal Aspects of Business
- Business Information Systems

Year Three

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

Career routes

- Business development manager
- Data scientist
- External auditor
- Financial trader
- Human resources officer
- Marketing Executive
- Sales Executive
- Supply chain manager
- Digital marketer