

BA (Hons) International Business

INTNLBS

Duration: 3 years full-time
Award: BA (Hons) 360 credits

Level 4

Core:	Candidates are required to take:		
BMM 4432	Operations Management	Sem 2	20 credits
BMM 4412	Management & Organisational Behaviour	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
BMM 4402	Business Economics	Sem 2	20 credits
BMM 4442	Management & Financial Accounting	Sem 1	20 credits
BMM 4452	Professional Development & Placement 1	Sem 1 & 2	20 credits
BMM 4000	Programme Level Assessment		

Level 5

Progression requirements: 120 credits from Level 4.

Core:	Candidates are required to take:		
BMM 5402	Professional Development and Placement 2	Sem 1 & 2	20 credits
BMM 5412	Financial Management	Sem 1	20 credits
BMM 5312	Principles of International Business	Sem 1	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5582	Business Research	Sem 2	20 credits
BMM 5552	People Management	Sem 2	20 credits

Level 6

Progression requirements: 120 credits from Level 4 plus 120 credits from Level 5.

Candidates are required to take:			
BMM 6472	International Marketing	Sem 2	20 credits
BMM 6582	e-business and e-marketing	Sem 1	20 credits
BMM 6422	Business and Management Strategy	Sem 1	20 credits
BMM 6502	International Marketing	Sem 2	20 credits

and are required to choose 20 credits from:

BMM 6442	Research Project (International Business)	Sem 1 & 2	20 credits
BMM 6452	Professional Learning through Work	Sem 1 & 2	20 credits

and are required to choose 20 credits from:

BMM 6422	Business Ethics	Sem 2	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits