



Middlesex
University



**INTERNATIONAL BUSINESS AT
MIDDLESEX UNIVERSITY, LONDON**
UNDERGRADUATE COURSES

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INTERNATIONAL BUSINESS AT MIDDLESEX UNIVERSITY, LONDON

The overall mission of our Business courses is to develop professionals who can manage ethically, sensitively and holistically in a range of organisations in an increasingly global and rapidly changing environment. Our graduates can be found in almost all walks of business, industrial, community and professional life.

Middlesex has one of the most diverse student bodies of any UK university with more than ten per cent of our students coming from countries in Africa, Asia, Europe and the Americas. Our British students mainly come from London and the surrounding area and reflect London's cosmopolitan nature and ethnic diversity. Wherever you are from, you can find your place at our university.

DEDICATED UNDERGRADUATE INTERNATIONAL BUSINESS COURSES:

BA Honours International Business Administration (two year or final year course)

BA Honours International Business

BA Honours International Business and a Language (Arabic/Mandarin/Spanish)

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BA HONOURS INTERNATIONAL BUSINESS ADMINISTRATION (TWO YEAR OR FINAL YEAR COURSE)

Programme leader: Paul Merricks

September or January start. (The two year course, and the final year pathways and option choices are only available for the September start. For the January start, only a general final year programme with no option choice is offered.)

These courses enable you to develop effective business skills, realise the interrelationship of business functions, build essential business skills, and be proficient in addressing current international business issues and situations.

WHO IS THE COURSE FOR?

It is for those who have a broad background in business studies from the UK and overseas. This includes students:

- With business foundation degrees and HNDs
- Who have completed one or two years of an honours degree in business at another institution
- With two-year diplomas or other qualifications from outside the UK

WHY ARE THESE COURSES SPECIAL?

- A one or two year course is ideal for anyone wanting to follow an international business career encompassing different cultures
- Designed to build on the knowledge that you have already developed in your studies
- These courses draw together key business areas in an international context

The course has a flexible design enabling students to follow a general course or subject specific pathway: Finance, Human Resource Management, Marketing, or Management. This enables you to tailor your programme to suit your interests and career aspirations.

These courses have been designed specifically for students joining Middlesex

University at advanced level. A key part of this course is the embedded learning support offered to enable students to maximise their potential.

The embedded support will include workshops on how to:

- Use English efficiently in your studies
- Develop effective business writing skills
- Communicate more proficiently in both speech and writing
- Learn independently

MODULES

Students studying the two year course will take the following modules in their first year:

- Managerial Finance and Accounting
- Human Resource Management
- Marketing

You will then choose an option from

- Operations Management
- Business Information Systems

Students on the two year course also have the option of a work placement, completing their course in a further year

- Organisational Placement
The primary aim of the placement year is to build on your academic learning by providing you with the opportunity to undertake a period of work experience for which you are paid and will give you the opportunity to apply and further develop work-related knowledge, skills and capabilities, together with the aptitude to learn from experience.

All students will take the following modules in their final year:

- Global Business Strategy
- Managing Across Borders

You will then choose two modules from the following comprehensive list that covers all of the Business disciplines:

All options will be available to those on the general BA International Business Administration course. Those wishing to qualify for a named exit award must successfully complete two modules from the specific pathway.

Final year pathways and options:

Finance pathway

- International Corporate Finance
- Business Finance

Marketing pathway

- International Marketing
- Creative Advertising and Promotion

Management pathway

- International Operations Management
- Philosophy of Management
- Management and Leadership
- Business Game

Human Resource Management pathway

- Managing Individual and Organisational Change
- Management and Leadership

General options

- All pathway options will be available to those studying on the general programme in addition to Consulting in Organisations.



BA HONOURS INTERNATIONAL BUSINESS

Programme leader: Val Lencioni

September or January start

The BA Honours International Business degree will help you gain a thorough understanding of how international firms operate and an appreciation of how differing cultures affect business life. The course explores a variety of international business issues and you will also learn the fundamentals of marketing, human resource management, economics, operations management and accounting.

COURSE OVERVIEW

In the first year the course provides you with an introduction to key business disciplines. The second year focuses on the business environment, international human resource management, and managerial finance. In the final year you will focus on the skills needed to follow an international business career.

MODULES

Year 1

- Economics for Business and Management
- Principles of Marketing
- Quantitative Methods and Applications for Business
- Understanding People in Organisations

Year 2

- HRM in a Global Context
- Managerial Finance and Accounting
- Strategic Business Environment

You will then choose one module from the list below:


- European Single Market
- Marketing Research
- Operations Management
- Trade and International Business

Year 3

- Cross Cultural Management
- International Marketing
- International Business Strategy

You will then choose one option from the following:

- International Finance
- Business and Society
- Contemporary Issues in Business
- International Operations Management



Since graduating from Middlesex University with an International Business degree, Nadja Schwichtenberg has gone on to secure employment with one of the world's leading financial service providers, Deutsche Bank. Nadja is currently employed on their Mountbatten Internship programme as a Junior Project Manager at their Wall Street branch in New York. Her current role involves hands-on assignments, dealing with deadlines and multi-tasking.

Nadja says: "I chose Middlesex specifically for the content of the course, its diversity and unlike other universities; it leaves job choices up to each student. I enjoyed the variety of the different modules and industry related case studies - not only 'dry theories'. Middlesex University makes sure that the learned theory is connected with actual events and companies."

BA HONOURS INTERNATIONAL BUSINESS AND A LANGUAGE (ARABIC/MANDARIN/ SPANISH)

Programme leader: Yulia Knottenbelt

September start

- These degrees are the only undergraduate degree courses in the UK that offer an integrated programme of international business and Arabic/Mandarin/for business communication and practice, and only one of a few that offer this with Spanish.
- You do not require any previous knowledge of your chosen language – the course accepts students at beginner level.
- A dedicated four-year course featuring a language immersion year which includes a work placement in a foreign language setting eg at a company or university abroad.
- Practical business modules are tailored to international issues using case studies and experiences relevant to your chosen language region.

COURSE OVERVIEW

The first year provides you with an introduction to key business disciplines and develops your written and spoken language skills. The second year focuses on the global business environment, including skills for managing people and issues internationally. You will also learn how to conduct business in your chosen language. Year three is the language immersion year, and in your fourth year you will return to University and develop advanced knowledge and skills in international business, including specialist functional areas.

MODULES

Year 1

- Business Functions
- Financial and Quantitative Aspects of Business
- Business language Written*
- Business language Spoken*

Year 2

- Global Business Environment
- Business Communication*
- Conducting Business in the Arab/Spanish/Mandarin speaking world*

You will then choose one from the following:

- Marketing Research
- HRM in a Global Context

Year 3

- Language immersion year

This is designed to advance the language skills taught in years one and two, bringing you up to fluency in Arabic/Mandarin/Spanish. This means that graduates will be able to apply for jobs in the relevant countries.

You'll spend a year abroad at one of our partner universities or will carry out a work placement. We will provide you with the opportunity to apply for the work placement abroad which best suits your abilities and future career plans. You are required to complete a project log and report during your language immersion year.

Year 4

- International Business Strategy
- Business Strategies for the Arab/Spanish/Mandarin speaking world*
- Global Business in the Arab/Spanish/Mandarin speaking world*

You will then choose one from the following:

- International Marketing
- Cross Cultural Management
- Business in Society

**these modules will be studied in your chosen language.*



CAREER OPPORTUNITIES

A business and management degree opens the door to a range of careers - usually commanding good salaries. You will have developed highly sought-after employment skills as well as those specifically associated with planning, organisation and control. These International Business degrees provide you with a powerful set of business skills and knowledge, particularly for a career that involves travel, work abroad or work for an international company.

ENTRY REQUIREMENTS

BA INTERNATIONAL BUSINESS, BA INTERNATIONAL BUSINESS AND A LANGUAGE (ARABIC/MANDARIN/ SPANISH)

We normally make offers on 220+ UCAS tariff points, plus GCSE Maths and English Language at grade C. BTEC National Diploma/International Baccalaureate/Advanced Progression Diplomas at equivalent tariff. Access to HE - Pass.

Applications from candidates without formal qualifications are welcomed. Additionally overseas students whose first language is not English will need a qualification that demonstrates competence in English, eg IELTS 6.0 or TOEFL 550 paper-based or 213 computer based. For those who are interested in the BA International Business and a Language, you do not require previous study or knowledge of your chosen language to be eligible for this course.

BA INTERNATIONAL BUSINESS ADMINISTRATION (FINAL YEAR COURSE)

We normally require a Business foundation degree or HND with a Merit or two years of degree level study in a Business Management related degree, or an overseas equivalent. At least half of your prior study will need to be in Business and Management areas, including economics, statistics, marketing, accounting and finance, management and human resources issues.

BA INTERNATIONAL BUSINESS ADMINISTRATION (TWO YEAR COURSE)

We normally require 120 credits of degree level study in a Business and Management degree or a Business HND with a Pass, or an overseas equivalent. Students from other suitable disciplines could convert to business from year two of their studies, providing they have suitable prior study in statistics and economics.

HOW TO APPLY

Applications for UK and EU students should be made to UCAS – the Universities and Colleges Admissions Service. The institution code for Middlesex is M80, and the code name is MIDDX. You also need the code for the course you wish to apply for (see below).

International students from outside the EU can make a direct application. We have a network of regional offices across the world to assist you with your application. They have worked with people from your region coming to Middlesex before and can help.
www.mdx.ac.uk/courses/international/regionaloffices

UCAS codes

BA International Business: N121

BA Honours International Business and Arabic: NT16

BA Honours International Business and Mandarin: NT11

BA Honours International Business and Spanish: NR14

BA International Business Administration (Two year/final year course): N120

FEES

Tuition fees

These fees are subject to change and do not constitute a formal offer.

2011/12

UK/EU full time £3,375 per year

International full time £10,400 per year

LOCATION

All of our International Business courses are taught at our Hendon Campus in North London.

www.mdx.ac.uk/facilities/location/hendon

STUDY MODE

BA International Business - available in September and January

BA International Business and a Language (Arabic/Mandarin/Spanish) - available in September only

BA International Business Administration year two course - available in September only

BA International Business Administration final year - available in January and September

FIND OUT MORE

If you would like to find out more about our International Business courses, please visit:
www.mdx.ac.uk/intbusiness