

International Business

BA (Hons)

First Year (Level 4)

Semester A	International Environment of Business 1: Economics	Principles of Marketing	People and Organisations	Language
Semester B	International Environment of Business 2: Law, Ethics and Culture	Accounting for Business	Quantitative Methods for Management	Language

Second Year (Level 5)

Semester A	European Consumer Markets: Issues and Trends	Economics of European Integration	HRM in Europe	Language or Option from List A
Semester B	International Supply Chain Management in Europe	Finance for Global Business	Enterprise	Language or Option from List B

List A	List B
Geopolitics	Project Planning and Control
Digital Marketing in Practice	European Employment Relations
Enhancing Employability	Aspects of European Law
Organisational Psychology	

NB If students take Level 5 at a partner institution abroad their modules must match the above as closely as possible.

Third Year (Placement)

12-month work placement or Two semesters study abroad or One semester study abroad and 6-month work placement. Examples of placement companies include: Walt Disney, BMW, Porsche, BodyShop, Microsoft, Toyota, Ford, Noah's Ark, BSKyB, House of Commons and West Ham United Football Club.

Final Year (Level 6)

Semester A	International Strategic Management	Language or option from List A or AB	Option from List A or AB	Option from List A or AB
Semester B	Contemporary Issues in Ethics, Business and Sustainability	Language or option from List B or AB	Option from List B or AB	Option from List B or AB

Optional Subjects

List A	List B
Social Networking and Enterprise	Islamic Banking and Finance
International Production and Governance	International Financial Management

Issues in International Relations	Global Marketing, Ethics and Culture
Information Systems and Knowledge Management	Issues in the Global Economy
International HRM in Practice	
List AB (two semesters)	
Marketing Communications	
Small Business and Entrepreneurship	
Contemporary Developments in HRD	
Dissertation (including Research Methods)	

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level.

Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) International Business with Spanish

© **University of Hertfordshire 2017**. Please note that this course content is indicative. It is believed to be accurate at the time of publishing and is subject to update from time to time.