

Birmingham Business School
Study Abroad Programme

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We want to view our business graduates as big players in the international marketplace.

*Victor Murinde,
Deputy Dean (Academic), Birmingham University*

Challenge what you know.

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...creating business leaders with global vision.

Birmingham Business School welcomes students from the USA to come and study a variety of business modules, covering the broad areas of marketing, economics, the business environment, management and finance. You can stay for one full academic year or just for one semester.

Why choose Birmingham Business school?

- **Reputation.** Birmingham Business School has been teaching business for over 100 years. Many of our staff are internationally renowned in their fields and our leading research contributes to academic debates worldwide. We are part of the University of Birmingham, one of the largest and most prestigious universities in Britain.
- **Strong Industry links.** We enjoy active and close links with industry and the financial community. Many of our courses have input from large organisations such as P&G, Deloitte and Accenture.
- **Global community.** Our programmes recruit from over 60 countries, so you will make friends and study with many nationalities, as well as British students.
- **Student support.** You will benefit from a team of careers advisors dedicated to business students.
- **Facilities.** University House, home of Birmingham Business School, combines the original 1908 building with a modern, multi-million pound state-of-the-art teaching and learning complex. The University itself is set in 230 acres of parkland campus and offers a safe, friendly environment with plentiful facilities.
- **Location.** Birmingham is the UK's second largest city, just 90 minutes by train from London. Home to Europe's largest city retail development and host to world class events for industry, the arts and sports, it is an exciting and cosmopolitan city.

Most of the modules you will study come from our successful BSc Business Management programme. This is a generalist degree for students who wish for a comprehensive understanding of all aspects of business.

If you visit for a full academic year you will study 120 credits like our British students. You have a choice of 10 credit modules which last for one term only, or 20 credit modules which run from October until Easter.

If you are only able to come for one semester, you make up your 60 credits from a variety of 10 credit modules.



Semester One Exchange (October to December)

Theme	Module	Prerequisite
Marketing	Principles of Marketing	Introductory marketing module
	Consumer Behaviour	
	International Marketing	
	Marketing Ethics	
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	Brand marketing	
Economics and Business Environment	Introduction to Economics	Introductory economics module
	Employee Relations	
	Globalisation, Transnationals and Economic Policy	
Management	Understanding Organisations	
	Personnel Management	
	International HRM	
Finance	Introduction to financial analysis	Introductory accounting module
	Auditing and taxation	
	Advanced Financial Statement Analysis	
	Business Accounting	

Semester One modules will be assessed by coursework only.

Semester Two Exchange (January to May)

Theme	Module	Prerequisite
Marketing	Market research	Introductory marketing module
	Services marketing	
	B2B marketing	
	Retailing	
	Global Marketing Management	
	Advertising	
Economics and Business Environment	Introduction to Economics	Introductory economics module
	International Economy	
	Globalisation, Transnationals and Economic Policy	
Management	*Entrepreneurship	
	International Business Management	
Finance	Introduction to Accounting	Introductory finance module
	Managerial Finance	
	Principles of Risk Management and Insurance	

* this is a 20 credit module. The material taught in term one will all be available electronically.

Semester Two modules will be assessed by a mixture of coursework and examination. Teaching formally ends the week before Easter. There is a three week break, after which there are two weeks of revision classes, followed by an examination period of three weeks in early May.

Whether you stay for a year or just a semester, there is also a wide variety of non business modules that you will be able to take.

Learn more
www.business.bham.ac.uk
 or email Barbara Armstrong on
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www.bham.ac.uk

This leaflet was written several months in advance of the start of the academic year. It is intended to provide prospective students with a general picture of the programmes and courses offered by the School. Please note that not all programmes or all courses are offered every year. Also, because our research is constantly exploring new areas and directions of study some courses may be dropped and new ones offered in their place.