

International Business with Communications BSc

The BSc International Business course will appeal to students who are considering a future career in international management. Today's business is increasingly international in scope and there are obvious advantages in combining knowledge of modern business with the experience of another culture.

If you are considering a future in global business management, public relations, marketing communications or in the media sector, but do not wish to study a language to degree level, then this programme is for you.

- 89% student satisfaction i.e. students satisfied with the overall quality of this course
- 85% of our graduates go on to work or undertake further study
- 85% of those graduates going into professional or managerial careers



<http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx#CourseDetailsTab>

Study here and find out why the University of Birmingham was awarded The Times and The Sunday Times University of the Year 2013-14
<http://www.birmingham.ac.uk/news/latest/2013/09/20-sep-Birmingham-announced-as-University-of-the-Year.aspx>

Course fact file

UCAS code: NP19

Duration: 4 years

Places Available: 186 (all International Business programmes)

Applications in 2013: 1613

Typical Offer: AAB (**More detailed entry requirements and the international qualifications accepted can be found in the course details (? OpenSection=EntryRequirements)**)

Start date: September

Related courses

[Business Management with Communications BSc \(/undergraduate/courses/business/business-mgmt-comms.aspx\)](/undergraduate/courses/business/business-mgmt-comms.aspx)

[Business Management BSc \(/undergraduate/courses/business/business-management.aspx\)](/undergraduate/courses/business/business-management.aspx)

[International Business with Language BSc \(/undergraduate/courses/business/international-business-lang.aspx\)](/undergraduate/courses/business/international-business-lang.aspx)

Contact

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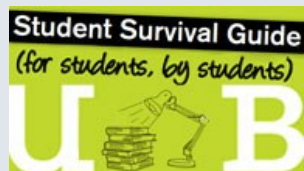
Email: ugadmissions-business@bham.ac.uk (<mailto:ugadmissions-business@bham.ac.uk>)

ALUMNI CAREER PROFILES



[\(/schools/business/alumni/alumni-profiles/index.aspx\)](/schools/business/alumni/alumni-profiles/index.aspx)

Visit Birmingham Business School Alumni to view the latest **graduate career profiles** (</schools/business/alumni/alumni-profiles/index.aspx>).



[\(/Documents/welcome/Student-Survival-Guide-Final-\(WEB\)-AW.pdf\)](/Documents/welcome/Student-Survival-Guide-Final-(WEB)-AW.pdf)

Get the best out of university life by checking out our **Student Survival Guide (PDF)**

[\(/Documents/welcome/Student-Survival-Guide-Final-\(WEB\)-AW.pdf\)](/Documents/welcome/Student-Survival-Guide-Final-(WEB)-AW.pdf)

Links

[Birmingham Business School \(/schools/business/index.aspx\)](/schools/business/index.aspx)

[Management at Birmingham Business School \(/schools/business/departments/management/index.aspx\)](/schools/business/departments/management/index.aspx)

[Follow us on Twitter \(http://twitter.com/UoB_Business\)](http://twitter.com/UoB_Business)

[Contact us on Facebook \(http://facebook.com/birminghambusinessschool\)](http://facebook.com/birminghambusinessschool)

Details

Quick links: [Why study this course \(http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=WhyStudyThisCourse\)](http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=WhyStudyThisCourse) |

[Modules \(http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=Modules\)](http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=Modules) |

[Fees and Funding \(http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=FeesAndFunding\)](http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=FeesAndFunding) |

[Entry Requirements \(http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=EntryRequirements\)](http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=EntryRequirements) |

[How to apply \(http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=HowToApply\)](http://www.birmingham.ac.uk/undergraduate/courses/business/international-business-comms.aspx?OpenSection=HowToApply)



A University of Birmingham student discusses her year abroad working in Brazil.

The programme is global in its outlook with specialist modules in business communications, from crisis communications to social networking for business. A series of workshops develop a range of communications skills for business, supporting theoretical study, with the overall programme producing graduates who're skilled communicators.

If you are looking for an international career in business management and recognize the importance communication will have in your future role, then this programme is for you.

First year

This year lays the foundation for the study of business and management and public relations. You study the same programme as students on the [BSc Business Management with Communications \(/undergraduate/courses/business/business-mgmt-comms.aspx\)](#), including key message delivery and crisis communications, including key message delivery and crisis communications.

Second year

In your second year you will have some choice within the themed structure of the programme. The modules offered will change from time to time, as they are developed to reflect the ever-changing world of business. During the second year you also prepare for your study abroad. If at the end of your second year you decide you do not want to take up the year abroad you can choose to transfer to the three year programme.

Third year

After two years at Birmingham Business School, you will spend your third year abroad at one of our partner institutions, all of which are highly regarded. This year enables you to improve your understanding of the cultural context of business management and communications in another country.



As the number of places at each institution varies from year to year, you'll need to be flexible about where you go. The exact subjects you study will depend on where you go but are compatible with the Business Management and the Business Communications degrees.

Please note that your year abroad is conditional upon a good performance in the first and second year exams, please see [International Business with Language BSc \(/undergraduate/courses/business/international-business-lang.aspx\)](#) for more information.

You can also arrange an exchange through the [Universitas 21 programme \(http://www.universitas21.com/\)](http://www.universitas21.com/) (a list of partners is available on their site) or other partners in the wider University. For students who take a Universitas 21 place, there is the possibility of a University bursary. European exchanges are part of the EU's Erasmus programme and you will be eligible for a small EU grant.

Your year abroad is taught in English, although many students benefit from the opportunity to learn their host country's language. It may also be possible to undertake a work-based placement, boosting your practical experience.

Fourth year

In the final year there is the opportunity to undertake a placement with a local media institution.

Why study this course

This course scored highly with our students in the 2013 National Student Survey:

- 89% student satisfaction i.e. students satisfied with the overall quality of this course
- 91% of our students felt that they could contact staff whenever they needed to
- 90% of our students felt their communication skills had improved as a result of this course

This programme ranks highly in the top 20 in the Guardian League Tables, positioned 14th out of 114.

Our undergraduate business degree programmes develop in response to the changing economic, commercial and financial environment, to ensure that they are directly relevant to the needs of industry as well as students.

Working with industry

Our strong links with industry mean that rigorous undergraduate academic study is combined with a real practical focus –and they also lead to excellent job opportunities for our students.

An international approach

We offer undergraduate modules on the international aspects of business – from international accounting through to understanding the impacts of globalisation – and we currently have students from over 35 countries on our undergraduate programmes. We also welcome students who want to come to Birmingham on the

Modules

First Year

Core modules

- [Managing Organisations \(/students/courses/undergraduate/business/management-ug/first-year/managing-organisations.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/managing-organisations.aspx)
- [Principles of Marketing \(/students/courses/undergraduate/business/management-ug/first-year/principles-marketing.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/principles-marketing.aspx)
- [Understanding Organisations \(/students/courses/undergraduate/business/management-ug/first-year/Understanding-Organisations.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/Understanding-Organisations.aspx)
- General Principles of English Law
- [Introduction to Financial Reporting \(/students/courses/undergraduate/business/management-ug/first-year/introduction-to-financial-reporting.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/introduction-to-financial-reporting.aspx)
- [Introduction to Supply Chain Management \(/students/courses/undergraduate/business/management-ug/first-year/introduction-to-supply-chain-management.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/introduction-to-supply-chain-management.aspx)
- [Contemporary British History \(http://cis67.bham.ac.uk:7782/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=09&pgCrse=18234\)](http://cis67.bham.ac.uk:7782/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=09&pgCrse=18234)
- [Economics for Business \(/students/courses/undergraduate/business/management-ug/first-year/economics-for-business.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/economics-for-business.aspx)
- [Personal Skills \(/students/courses/undergraduate/business/management-ug/first-year/personal-skills.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/personal-skills.aspx)

Optional modules - choose from:

- [Analytical Techniques for Business and IT A \(/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-a.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-a.aspx)
- [Analytical Techniques for Business and IT B \(/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-b.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-b.aspx)
- [Analytical Techniques for Business and IT C \(/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-c.aspx\)](/students/courses/undergraduate/business/management-ug/first-year/analytical-techniques-for-business-and-it-c.aspx)

Second Year

Core modules

- [Business Accounting \(BCom\) \(/students/courses/undergraduate/business/management-ug/second-year/business-accounting-bcom.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/business-accounting-bcom.aspx)
- [Managerial Finance \(/students/courses/undergraduate/business/management-ug/second-year/managerial-finance.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/managerial-finance.aspx)
- [Research Skills \(/students/courses/undergraduate/business/management-ug/second-year/research-skills.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/research-skills.aspx)
- [Fundamentals and Leadership \(/students/courses/undergraduate/business/management-ug/second-year/fundamentals-and-leadership.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/fundamentals-and-leadership.aspx)

Optional modules - choose from:

- [Business Law \(/students/courses/undergraduate/business/management-ug/second-year/business-law.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/business-law.aspx)
- [Consumer Behaviour \(/students/courses/undergraduate/business/management-ug/second-year/consumer-behaviour.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/consumer-behaviour.aspx)
- [Market Research \(/students/courses/undergraduate/business/management-ug/second-year/market-research.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/market-research.aspx)
- [Service and Relationship Marketing \(/students/courses/undergraduate/business/management-ug/second-year/service-and-relationship-marketing.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/service-and-relationship-marketing.aspx)
- [International and Business to Business Marketing \(/students/courses/undergraduate/business/management-ug/second-year/international-and-business-to-business-marketing.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/international-and-business-to-business-marketing.aspx)
- [Critical Organization Theory \(/students/courses/undergraduate/business/management-ug/second-year/critical-organization-theory.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/critical-organization-theory.aspx)
- [Managing in B2B Markets: Negotiation and Conflict \(/students/courses/undergraduate/business/management-ug/second-year/managing-in-b2b-markets-negotiation-and-conflict.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/managing-in-b2b-markets-negotiation-and-conflict.aspx)
- [Human Resource Management \(/students/courses/undergraduate/business/management-ug/second-year/human-resource-management.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/human-resource-management.aspx)
- [Project and Event Management \(/students/courses/undergraduate/business/management-ug/second-year/project-and-event-management.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/project-and-event-management.aspx)
- [Intermediate Business Economics \(/students/courses/undergraduate/business/management-ug/second-year/intermediate-business-economics.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/intermediate-business-economics.aspx)
- [Urban and Regional Economy \(/students/courses/undergraduate/business/management-ug/second-year/urban-and-regional-economy.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/urban-and-regional-economy.aspx)
- [Regenerating Urban Communities \(/students/courses/undergraduate/business/management-ug/second-year/regenerating-urban-communities.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/regenerating-urban-communities.aspx)
- [Understanding Neighbourhood Poverty \(/students/courses/undergraduate/business/management-ug/second-year/understanding-neighbourhood-poverty.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/understanding-neighbourhood-poverty.aspx)
- [Managing European Cities and Regions \(/students/courses/undergraduate/business/management-ug/second-year/managing-european-cities-and-regions.aspx\)](/students/courses/undergraduate/business/management-ug/second-year/managing-european-cities-and-regions.aspx)
- Public Relations

Third year

- Year abroad

Fourth Year

Core modules

- [Dissertation \(http://cis67.bham.ac.uk:7782/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=22689\)](http://cis67.bham.ac.uk:7782/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=22689)

Optional modules - choose from:

[Brand Marketing \(/students/courses/undergraduate/business/management-ug/third-year/brand-marketing.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/brand-marketing.aspx)

- [Business to Business Marketing \(/students/courses/undergraduate/business/management-ug/third-year/business-to-business-marketing.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/business-to-business-marketing.aspx)
- [Marketing Ethics \(/students/courses/undergraduate/business/management-ug/third-year/marketing-ethics.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/marketing-ethics.aspx)
- [eMarketing \(/students/courses/undergraduate/business/management-ug/third-year/emarketing.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/emarketing.aspx)
- [Entrepreneurship \(/students/courses/undergraduate/business/management-ug/third-year/entrepreneurship.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/entrepreneurship.aspx)
- [International Business Management \(/students/courses/undergraduate/business/management-ug/third-year/international-business-management.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/international-business-management.aspx)
- [International Human Resource Management \(/students/courses/undergraduate/business/management-ug/third-year/international-human-resource-management.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/international-human-resource-management.aspx)
- [The Russian Economy: From Plan to Market A \(/students/courses/undergraduate/business/management-ug/third-year/the-russian-economy-from-plan-to-market-a.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/the-russian-economy-from-plan-to-market-a.aspx)
- [The Russian Economy: From Plan to Market B \(/students/courses/undergraduate/business/management-ug/third-year/the-russian-economy-from-plan-to-market-b.aspx\)](/students/courses/undergraduate/business/management-ug/third-year/the-russian-economy-from-plan-to-market-b.aspx)

- [Economics of Labour Markets \(/students/courses/undergraduate/business/management-ug/third-year/economics-of-labour-markets.aspx\)](#)
- [Strategic Management \(/students/courses/undergraduate/business/management-ug/third-year/strategic-management.aspx\)](#)
- [LH Special Topics in Finance \(/students/courses/undergraduate/business/management-ug/third-year/special-topics-in-finance.aspx\)](#)
- [Service learning for Business Management Students \(/students/courses/undergraduate/business/management-ug/third-year/service-learning-for-business-management-students.aspx\)](#)
- [Advanced Business Economics \(/students/courses/undergraduate/business/management-ug/third-year/advanced-business-economics.aspx\)](#)
- [Marketing Communications \(/students/courses/undergraduate/business/management-ug/third-year/marketing-communications.aspx\)](#)
- Retailing
- [Advertising \(/students/courses/undergraduate/business/management-ug/third-year/advertising.aspx\)](#)
- [Employee Relations \(/students/courses/undergraduate/business/management-ug/third-year/employee-relations.aspx\)](#)
- [Regional Development, Policy and Governance in the EU \(/students/courses/undergraduate/business/management-ug/third-year/regional-development-policy-and-governance-in-the-eu.aspx\)](#)
- Aspects of Contemporary Planning Theory and Practice

Fees and funding

Standard fees (<http://www.birmingham.ac.uk/undergraduate/fees/fees.aspx>) apply.

Learn more about **fees and funding** (<http://www.birmingham.ac.uk/undergraduate/fees/index.aspx>).

Home/EU students

Fee Band	Full-time	Part-time
Undergraduate (<i>registered during or after 2012-13 AY</i>)	£9,000	£4,500
Undergraduate (<i>registered before 2012-13 AY</i>)	£3,465	£1,725

Overseas students entering in 2015-16

Fee Band (Undergraduate)	Full-time
Band D (Classroom)	£13,195
Birmingham Foundation Academy	£13,500

Scholarships

At Birmingham we ensure that fears about finance do not constrain prospective students from considering university and that excellence is rewarded.

The University offers a range of additional financial support for students studying at Birmingham in the form of bursaries, grants and scholarships.

Learn more about our **scholarships and awards**. (<http://www.birmingham.ac.uk/undergraduate/fees/funding/index.aspx>)

Entry requirements

Number of A levels required: 3

Typical offer: AAB

Required subjects and grades: GCSE Mathematics at grade B if not offered at AS or A2 level; GCSE English at grade B if not offered at AS or A2 level.

General Studies: not accepted as one of three A2s, but a good performance may be taken into account if you fail to meet the conditions of the offer and have General Studies as a fourth A2

Additional information:

Other qualifications are considered – learn more about **entry requirements** (<http://www.birmingham.ac.uk/students/ug/requirements>)

The year abroad is conditional upon an acceptable level of performance in your first-year examinations. If you do not achieve this, you will be transferred to the **BSc Business Management with Communications** (</undergraduate/courses/business/business-mgmt-comms.aspx>).

International students:

International Baccalaureate Diploma: 35–36 points

Standard English language requirements apply

Learn more about **international entry requirements** (<http://www.birmingham.ac.uk/students/ug/requirements/international>)

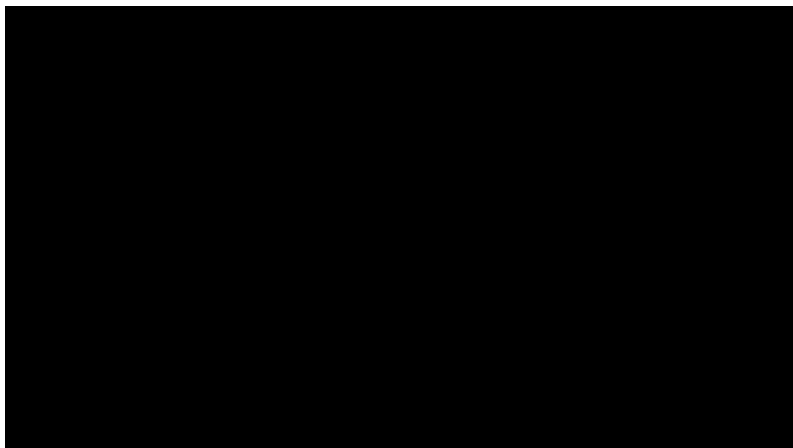
Depending on your chosen course of study, you may also be interested in the Birmingham Foundation Academy, a specially structured programme for international students whose qualifications are not accepted for direct entry to UK universities. Further details can be found on the **foundation academy web pages** (<http://www.birmingham.ac.uk/students/foundation-academy/Pathways/index.aspx>).

How to apply

Apply through the **UCAS website** (<http://www.ucas.com/>) using code **NP19**.

The below video is a step-by-step guide on applying through the UCAS process.

UCAS (Universities and Colleges Admissions Service) is a UK organisation responsible for managing applications to university and college.



View further advice on ['How to apply for undergraduate courses \(/undergraduate/courses/apply/how-to-apply-for-ug-courses.aspx\)'](http://unstats.direct.gov.uk/undergraduate/courses/apply/how-to-apply-for-ug-courses.aspx), including advice for UK, EU and overseas applicants.

Key Information Set (KIS)

Key Information Sets (KIS) are comparable sets of information about full- or part-time undergraduate courses and are designed to meet the information needs of prospective students.

All KIS information has been published on the Unistats website and can also be accessed via the small advert, or 'widget', below. On the [Unistats website \(http://unstats.direct.gov.uk\)](http://unstats.direct.gov.uk) you are able to compare all the KIS data for each course with data for other courses.

The development of Key Information Sets (KIS) formed part of HEFCE's work to enhance the information that is available about higher education. They give you access to reliable and comparable information in order to help you make informed decisions about what and where to study.

The KIS contains information which prospective students have identified as useful, such as student satisfaction, graduate outcomes, learning and teaching activities, assessment methods, tuition fees and student finance, accommodation and professional accreditation.

Learning and teaching

As a Birmingham student you are part of an academic elite and will learn from world-leading experts. At Birmingham we advocate an enquiry based learning approach, from the outset you will be encouraged to become an independent and self-motivated learner, qualities that are highly sought after by employers. We want you to be challenged and will encourage you to think for yourself.

How will I be taught?



During your time at the Business School you will experience teaching through a mixture of lectures and tutorials. Small-group tutorials/personal tutorials run alongside our lectures, addressing any individual problems you may have and allowing you to consolidate lecture material, as well as test your understanding through problem-solving exercises.

Self study is an essential part of the programme and requires self motivation and enthusiasm for your subject and allows you to pursue your own lines of enquiry and become an independent thinker.

Contact hours

As well as time with your lecturers and personal tutor, academic and professional services staff (like our dedicated [Careers Network \(/undergraduate/careers/careers-network.aspx\)](http://unstats.direct.gov.uk/undergraduate/careers/careers-network.aspx) team) will be available to offer individual and group support throughout your time here at Birmingham.

Learning Settings

Your learning will take place in a range of different settings, from scheduled teaching in lectures and small group tutorials, to self-study and peer group learning (for example preparing and delivering presentations with your classmates).

You'll find academic and professional staff involved in the delivery of your BSc International Business with Communications degree here at Birmingham located in University House. Set in landscaped gardens this multi-million pound home to Birmingham Business School is equipped with the latest facilities and technology to ensure your studies are inspired by their surroundings, with lectures and teaching taking place in a variety of versatile lecture theatres and breakout rooms.

If you can see this message rather than a virtual tour then please [click here to install the adobe flash player](#).

If you are still unable to view the virtual tour then you may need to enable javascript in your browser ([click here for instructions](#)).

If you are still experiencing problems then please email Revolution Viewing at support@revolutionviewing.com

Click and drag in the image above to take a virtual tour of our lecture theatre .

Support

To begin with you may find this way of working challenging, but rest assured that we'll enable you to make this transition. You will have access to a comprehensive support system that will assist and encourage you, including personal tutors and welfare tutors who can help with both academic and welfare issues, and a **formal transition review** (<https://intranet.birmingham.ac.uk/student/transitionreview/index.aspx>) during your first year to check on your progress and offer you help for any particular areas where you need support.

Our Academic Skills Centre also offers you support with your learning. The centre is a place where you can develop your mathematical, academic writing and general academic skills. It is the centre's aim to help you to become a more effective and independent learner through the use of a range of high-quality and appropriate learning support services. These range from drop-in sessions with support with mathematics and statistics based problems provided by experienced mathematicians, to workshops on a range of topics including note taking, reading, writing and presentation skills.

Virtual and enquiry based learning

Virtual Learning Environment (VLE) is an excellent tool for supporting our academic courses, allowing you to share thoughts on assignments with other students via the discussion group facilities, and even submit your work electronically.

Enquiry Based Learning (EBL) is a group activity which requires you to work in a team, with a variety of assessment methods; in either a group or individually, by written reports and sometimes as a presentation. Based on techniques used in research-led organisations like the University of Birmingham, EBL gives you a research-orientated approach to a problem and helps you to gain essential skills that are highly valued by employers.

Assessment methods

Studying at degree-level is likely to be very different from your previous experience of learning and teaching. You will be expected to think, discuss and engage critically with the subject and find things out for yourself. We will enable you to make this transition to a new style of learning, and the way that you are assessed during your studies will help you develop the essential skills you need to make a success of your time at Birmingham.

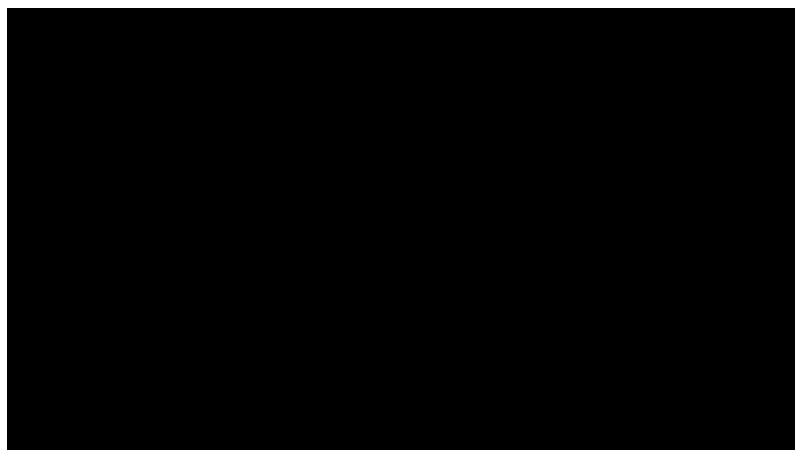
You'll be assessed in a variety of ways, and these may be different with each module that you take. You will be assessed through coursework which may take the form of essays, group and individual presentations and formal exams.

During your first year you will undergo a **formal 'transition' review** (<https://intranet.birmingham.ac.uk/student/transitionreview/index.aspx>) to see how you are getting on and if there are particular areas where you need support. This is in addition to the personal tutor who is based in your school or department and can help with any academic issues you encounter.

At the beginning of each module, you'll be given information on how and when you'll be assessed for that particular programme of study. You'll receive feedback on each assessment within four weeks, so that you can learn from and build on what you have done. You'll be given feedback on any exams that you take; if you should fail an exam we will ensure that particularly detailed feedback is made available to enable you to learn for the future.

Employability

Our business degrees are highly regarded by employers and our graduates are very successful in the job market. Employers tell us that they value PR and communications skills highly, and organisations such as the BBC have recruited our graduates. In addition, internal communications specialists are increasingly sought after by human resource departments.



James Eder studied BSc Business Management and went on to become Director and Co-Founder of The Beans Group.

Our students find employment in areas as diverse as retail management, financial services, accountancy, motor manufacturing, management consultancy and pharmaceuticals; some become self employed and gone on to set up their own businesses after graduation.

Work experience

Work experience provides an ideal opportunity to gain invaluable skills and knowledge that will help further your career plans. With generous support from **Alumni** ([/schools/business/alumni/index.aspx](https://schools/business/alumni/index.aspx)), undergraduate students (excluding those in their final year) can apply for funding to cover their incurred costs whilst they are working:

- **Global Challenge Bursary (apply for one of our sourced opportunities)** - up to £9000 available
- **Gateway Bursary** - up to £2000 available
- **International Bursary** - up to £800 available
- **UK professional Bursary** - up to £800 available
- **Research Experience Bursary** - up to £500 available

This funding can help you pay for accommodation costs, travel expenses and living costs.



Your Birmingham degree

Your Birmingham degree is evidence of your ability to succeed in a demanding academic environment. Employers target Birmingham students for their drive, diversity, communication and problem-solving skills, their team-working abilities and cultural awareness, and our graduate employment statistics have continued to climb at a rate well above national trends. If you make the most of the wide range of services you will be able to develop your career from the moment you arrive.

Careers Network

Preparation for your career should be one of the first things you think about as you start university. Whether you have a clear idea of where your future aspirations lie or want to consider the broad range of opportunities available once you have a Birmingham degree, our [Careers Network \(/undergraduate/careers/careers-network.aspx\)](#) can help you achieve your goal.

Our unique careers guidance service is tailored to your academic subject area, offering a specialised team (in each of the five academic colleges) who can give you expert advice. Our team source exclusive [work experience opportunities \(/undergraduate/careers/work-experience.aspx\)](#) to help you stand out amongst the competition, with [mentoring \(/generic/internships/mentoring/index.aspx\)](#), [global internships \(/generic/internships/index.aspx\)](#) and placements available to you. Once you have a career in your sights, one-to-one support with CV's and job applications will help give you the edge. In addition, our employer-endorsed award-winning [Personal Skills Award \(/undergraduate/careers/psa.aspx\)](#) (PSA) recognises your extra-curricular activities, and provides an accredited employability programme designed to improve your career prospects.



We also offer voluntary work which complements your studies by helping you gain practical experiences in occupational settings while contributing back to society. This can bring new skills that will be useful throughout your future and can make a positive impact on your learning whilst at university. Volunteering enables you to develop skills such as communication, interpersonal skills, teamwork, self-confidence and self-discipline all of which can be transferred into your studies.

Visit the University of Birmingham Careers pages for further information on how we are ['Investing in your future \(/undergraduate/careers/index.aspx\)'](#).

Professional accreditation

Depending on the options you choose, you may be able to gain partial exemption from the examinations of professional bodies such as CIM, CIMA and ACCA. This will depend on the options chosen in your second and final years.

90% Students agreed staff are good at explaining things



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Full time

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