

# Bachelor in International Business (BIB)

London  
School of Business  
& Finance



## ENTRY REQUIREMENTS

- 240 UCAS tariff points or equivalent international qualifications
- IELTS 6.5, PTE Academic 63, TOEFL 94 (or equivalent)

*Students who do not satisfy the academic or English Language requirements can apply for our Accelerated Foundation Programme or International Foundation Programme to prepare for enrolment on the next available intake.*

## CAMPUS AVAILABLE

- London

## COURSE DURATION

- 3 years, full-time
- 4 years, full-time with optional work placement

## Bachelor in International Business (BIB)

Providing vital management theory and business acumen, this course will equip you with knowledge of foreign languages and cultures. You can choose what you want to study, selecting the pathway that most closely matches your interests and career aspirations: Global Management, Finance and Accounting, Marketing and Advertising or Fashion and Design (studying closely with our academic partner, School of Fashion & Design London). Study for 3 or 4 years, undertaking an optional work placement (between year 2 and 3) to give you invaluable industry experience.

The BIB is awarded by Grenoble Graduate School of Business (GGSB), one of just 1% of business schools to be triple accredited.

## Your future, your career

Your career prospects are excellent with LSBF. We have an extensive network of corporate partners, so we know what today's successful companies look for when filling graduate positions. We offer the skills and knowledge that meets these needs, as well as networking and work placement opportunities to bring the job of your dreams closer.

Our excellent Careers Service will also provide invaluable guidance every step of the way, helping you with everything from presentation skills to interview techniques, resumés to negotiating.

## At LSBF you can benefit from:

- Work placement opportunities across different industries
- Class sizes capped at 40 to ensure maximum student support and individual attention
- The opportunity to undertake our innovative Undergraduate Trium Programme
- Regularly reviewed, career relevant syllabus
- Faculty with years of industry experience
- The opportunity to network with students from across the globe



Contact us: [www.LSBF.org.uk/UNDERGRADUATE](http://www.LSBF.org.uk/UNDERGRADUATE)  
+44 (0) 203 005 6202 (London)



SCHOOL OF  
FASHION &  
DESIGN  
LONDON

# Course Structure

## YEAR 1

### Semester 1

- Information Technology Skills
- Effective Communication
- Quantitative Methods
- Introduction to Economics
- Principles of Management
- Psychology for Business
- Career Development
- Foreign Language (French, Spanish, Chinese)

### Semester 2

- Principles of Marketing
- Introduction to Business Law
- Introduction to Accounting
- Organisational Behaviour
- Digital Media for Business
- Management of Information Systems
- Foreign Language (French, Spanish, Chinese)
- Internship (12 weeks)

## YEAR 2

### Semester 1

- Managerial and Financial Accounting
- Consumer Behaviour
- Economics: Micro & Macroeconomic
- Introduction to Technology Management
- Operations & Supply Chain Management
- Sales Management
- Purchasing
- Foreign Language (French, Spanish, Chinese)

### Semester 2

- Introduction to Human Resource Management
- Market Research
- Corporate Finance
- Geopolitics
- Introduction to Negotiation
- Foreign Language (French, Spanish, Chinese)
- Internship (8 weeks)

**This programme includes a 1 year optional work placement between year 2 and 3.**

## YEAR 3

### Semester 1

- International Marketing
- Introduction to Global Strategy
- Ethical Dimensions of International Business
- Innovation Management

- Intercultural Business Skills
- Entrepreneurship
- Foreign Language (French, Spanish, Chinese)

### Semester 2

- Specialisations
- Cap Stone Module
- Foreign Language (French, Spanish, Chinese)

## SPECIALISATIONS

### Global Management

- International Finance
- European Business Environment
- Contemporary International Issues
- Business Development in Emerging Economies
- International Business Law

### Finance & Accounting

- International Finance
- Financial Markets & Instruments
- International Accounting & Financial Analysis
- Budgeting & Reporting
- International Business Law

### Marketing & Advertising

- International Advertising & Public Relations
- Brand Management
- Digital Marketing
- Sport Marketing & Events Management
- Sustainable Marketing

### Fashion & Design

- Fashion Management (includes Supply Chain in Fashion Management)
- Brand Management
- Sustainable Development in the Fashion and Design Industry
- Design Management
- Legal Context of Fashion & Design Industry
- Retail Management



# Undergraduate Trium Programme

## Undergraduate Degrees

- BIB (Global Management)
- BIB (Finance and Accounting)
- BIB (Marketing and Advertising)
- BIB (Fashion and Design)

## Professional Qualifications

- ACCA
- CFA®
- CIM
- CIMA

## Graduate Development Programme

- Accounting
- Financial Services
- Marketing
- International Business

# LSBF Trium Programme

The Bachelor in International Business (BIB) can be combined with a professional qualification and our innovative Graduate Development Programme. This forms our **Undergraduate Trium Programme**.

**Unique to LSBF**, Trium matches detailed theoretical knowledge with both practical and interpersonal skills - enabling you to stand out from the crowd when you graduate.

## LSBF JOB OFFER GUARANTEE\*

We are so confident that our unique Undergraduate Trium Programme will bring you career success, that LSBF will guarantee\* you a job offer within 6 months of graduation.

### CORPORATE LINKS

We regularly welcome leaders from our extensive network of corporate partners to LSBF networking events, giving you the best possible business connections.

### CAREER SERVICES

Our dedicated careers team will source lucrative job opportunities, offer help with CVs and fine-tune your interview techniques. They also develop the soft skills that help set you apart.

### PROFESSIONAL QUALIFICATION

A globally recognised professional qualification, supplying you with the vital practical and technical skills you need to join and thrive within the world's best organisations.

### UNDERGRADUATE DEGREE

This highly regarded degree programme creates the strongest possible foundation on which to build your career in business and finance.

### GRADUATE DEVELOPMENT PROGRAMME

Designed to develop both fundamental business and interpersonal skills, our Graduate Development Programme leaves you fully prepared to embark on your exceptional career.

\*Terms and conditions apply. Some students may not qualify for the job offer guarantee scheme. The job offer guarantee is solely provided by London School of Business and Finance (LSBF), and has no connection with any other academic partner. Please note that the offer guarantee does not assure a particular role, employer, salary or location. The offer will be in the area studied by the student but there is no guarantee that it will be in the UK. Therefore, the job offer can be either in the UK or overseas, depending on visa restrictions. Please visit our website for more information.





## **GRENOBLE GRADUATE SCHOOL OF BUSINESS**

- Triple accreditation is an honour shared by less than 1% of the world's elite business schools.
- AMBA (Association of MBAs) – UK accreditation body
- EQUIS (European Quality Improvement System) – EU accreditation body
- AACSB (Association to Advance Collegiate Schools of Business) – USA accreditation body

### **Contact us at:**

[www.LSBF.org.uk/undergraduate](http://www.LSBF.org.uk/undergraduate)

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