INTERNATIONAL MANAGEMENT AND INTERCULTURAL STUDIES

BA Hons
Integrated Masters
WHY STUDY INTERNATIONAL MANAGEMENT STUDIES?

Europe’s growing integration has created a greater need than ever for graduates with integrated business, marketing and language skills.

We run three degrees focusing on International Management which allow you to combine key aspects of international business and marketing with the study of a language, as well as enabling you to examine the economic, political, social and/or cultural environment in which international business is conducted.

Two of these courses are run as Integrated Masters programmes resulting in undergraduate qualifications from the University of Stirling and Master’s level qualifications from one of our prestigious partner institutions: the Ecole de Management de Strasbourg or the University of Passau.

INTERNATIONAL MANAGEMENT STUDIES WITH EUROPEAN LANGUAGES AND SOCIETY BA (HONS) – THE COURSE

All students study three subjects throughout their degree. There are two compulsory pathways, namely a language (either French or Spanish) and a Business/Marketing pathway. In addition, a third pathway is chosen from a second language, Politics, Finance, Business Law or Economics. Each pathway contains modules with an international or European content. On this course, students also spend Semester 6 on Study Abroad with one of our partner institutions.

INTERNATIONAL MANAGEMENT AND INTERCULTURAL STUDIES (IMIS) INTEGRATED MASTERS – THE COURSE

The IMIS Integrated Masters is a unique 5-year course available in partnership with either the Ecole de Management in Strasbourg, France, or the University of Passau in Bavaria, Germany (the latter is open to native or near native speakers of German only).

Both versions lead to the award of a BA Hons degree from Stirling. Students on the Passau degree will also obtain the MA in International Cultural and Business Studies from Passau, while students on the Strasbourg degree will graduate with either a Bachelor degree in European Management or a Grande Ecole Master’s degree from EMS.

The Integrated Masters versions of this course involve the study of three subjects. Students studying for the Strasbourg partnership take French, Business Studies or Marketing, and have a choice of third subject, which can be either Spanish, Economics or Politics.

Native speakers of German studying for the programme with Passau take French or Spanish, Business, and History or Politics.

REASONS TO CHOOSE THIS COURSE

1. **TOP IN SCOTLAND FOR GRADUATE EMPLOYABILITY**
   The University of Stirling is 3rd in Scotland and top-20 in the UK for graduate employability with almost 97% of our graduates in employment or further study within six months of graduating (HESA 2017).

2. **COMBINE 3 SUBJECTS TO DEGREE-LEVEL**
   Students on these programmes study Management, a language and a 3rd subject to the highest level of undergraduate study.

3. **FANTASTIC RANGE OF PARTNER INSTITUTIONS**
   Our students benefit from long-standing partnerships with prestigious universities and business schools across the French and Spanish-speaking worlds.
WHY CHOOSE STIRLING?

International Management courses at Stirling not only give you the essential theoretical background to business, marketing and languages but provide the opportunity to spend time living and working in another country. Semester 6 is spent studying at one of our partner universities in France, Spain, Quebec, Morocco, Switzerland or Latin America.

Students taking two languages may take a year out at the end of Year 2 during which they would work as a Language Assistant in France or another Francophone location, or Spain or Latin America. They will then spend Semester 6 in the country of the second language. In this way the degree offers two lengthy periods abroad in the country of each language studied.

“I am happy to say that studying this course was the best decision I have ever made. During my four years at Stirling I was not only able to broaden and increase my knowledge in business studies and get to know the culture and the structure of - to me - two new languages, I was also able to put my acquired knowledge into action by studying abroad in different countries, travelling and getting to know different educational systems. I strongly recommend this course to anyone who is looking to study business studies in a global and cultural diverse context.”

Katja Spanz
who graduated in 2016 from the BA Hons International Management with European Languages and Society programme.

CAREER OPPORTUNITIES

Students on these degree programmes will hone invaluable skills that will equip them for a career in international business or marketing. Not only will you have command of a language/languages, but your study of the management subjects will have been deliberately orientated towards the international context, with a particular focus on the EU.

Recent Stirling management graduates have gone on to a wide variety of jobs. These include advertising, marketing, banking and management.

Graduates have secured positions with leading manufacturers and retailers, communications companies, and financial institutions, as well as with a variety of small- and medium-sized businesses. Graduates from this course would also be suited to further postgraduate study across a range of subject areas from finance to marketing.

INTERNATIONAL MANAGEMENT STUDIES AND INTERCULTURAL STUDIES (IMIS) NLRO
stir.ac.uk/5b

MINIMUM REQUIREMENTS
5 YEAR INTEGRATED MASTERS
SQA Highers:
ABBB – one sitting
AABB – two sittings
GCE A-levels: BBB
IB Diploma: 32
BTEC (Level 3): DDM

OTHER QUALIFICATIONS
Scottish HNC/HND: Bs in graded units
Advanced entry
Not available.
Access courses and other UK/EU and international qualifications are also welcomed.

ADDITIONAL INFORMATION
General entrance requirements apply.

INTERNATIONAL MANAGEMENT STUDIES WITH EUROPEAN LANGUAGES AND SOCIETY N2R9
stir.ac.uk/5c

MINIMUM REQUIREMENTS
FOUR-YEAR HONOURS
SQA Higher:
ABBB - one sitting.
AABB - two sittings.
GCE A-levels: BBB
IB Diploma: 32
BTEC (Level 3): DDM

OTHER QUALIFICATIONS
Scottish HNC/HND: Bs in graded units
Advanced entry
Not available.
Access courses and other UK/EU and international qualifications are also welcomed.

ADDITIONAL INFORMATION
General entrance requirements apply.

STUDY ABROAD COMPULSORY
INTERNATIONAL MANAGEMENT AND INTERCULTURAL STUDIES

Degree structure and study abroad

The Integrated Masters programme with EM Strasbourg has a five-year course common to the degree in International Management and Intercultural Studies in Semesters 1 – 4, after which it has two variants. Students taking only one language, French, spend Semester 6 at another French business school or University, and Semesters 9 and 10 at EM Strasbourg. Students studying two languages spend Semester 6 in Spain, return to Stirling for Semesters 7 and 8, then go to EM Strasbourg to study there for two further semesters. Students graduate at the end of the full 10 semesters.

The Integrated Masters programme with Passau also has two variants. Variant A, for native or near-native speakers of German who begin their studies at the University of Stirling, involves five semesters of study in Stirling, followed by a semester studying in France or Spain and then a year studying at Passau. You then return to Stirling to complete your degree and graduate from both universities on completion of your degree at Stirling. Variant B, for students who begin their studies in Germany, involves six semesters of study at Passau or another German University, two semesters at Passau, followed by a final two semesters in Stirling.

INTERNATIONAL MANAGEMENT WITH EUROPEAN LANGUAGES AND SOCIETY

Semesters 1 – 4

You will take the following subjects: French or Spanish and Management/Business.

You will also take one of: a second language, Accountancy, Economics, Law or Politics.

Semesters 5 – 8

In Semesters 5, 7 and 8 you will follow the same pathways as in Semesters 1-4 (eg French, Business and Politics) with scope for increasing specialisation through option modules. Semester 6 is a compulsory Study Abroad semester which, for students with French as their main language, is usually spent at one of our partner business schools or Universities across France or in Quebec, Switzerland or Morocco. Students with Spanish as their main language would spend Semester 6 at a University in Spain or in Latin America.

Students taking both languages will have to fulfil our minimum residence requirement for their 2nd language.