INTERNATIONAL MANAGEMENT WITH EUROPEAN LANGUAGES AND SOCIETY

BA Hons

ARE YOU STIRLING?
WHY STUDY INTERNATIONAL MANAGEMENT?
Growing global integration has created a greater than ever need for graduates with integrated business, marketing and high-level language skills.

Our International Management with European Languages and Society course enables you to combine key aspects of international business and marketing with the study of either French or Spanish, as well as spending at least one semester on Study Abroad as an integral part of the course.

THE COURSE
This course is distinctive because it enables you to study three subjects simultaneously for the full duration of the degree. There are two compulsory pathways, namely a language (either French or Spanish) and a Management pathway with students specialising in either Business or Marketing in the second half of the degree. In addition, a third pathway is selected from the following options: a second language (French or Spanish), Politics, Finance, Law or Economics. Each pathway contains modules with an increasingly international and/or European focus as the degree progresses.

On this course, all students also spend Semester 6 on Study Abroad at one of our wide range of partner institutions across France and the wider French-speaking world or in Spain or Latin America. For students who choose to take two languages, one of these may be studied from Beginners’ level through intensive language learning modules that allow Beginners to merge into the Advanced stream in Year 2.

“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
BA (Hons) International Management with European Languages and Society
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 institutions in France, Spain, Quebec, Morocco, Switzerland or Latin America.

Students taking two languages who fulfil the British Council’s criteria may opt to apply for an English Language Assistantship. If successful, this would enable them to take a year out between Year 2 and Year 3 during which they would work as an English Language Assistant in France or another Francophone country, or in Spain or Latin America. They would then spend Semester 6 in the country of the second language. In this way, the degree offers the possibility of two significant periods in a country where each language is spoken.

Dual language students on this course who choose not to apply for an Assistantship or who are not eligible will be required to fulfil the course’s minimum residence requirement for the second language, details of which can be obtained from the Course Director.

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.

Recent International 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.
Semesters 1 – 4
You will take the following subjects: French or Spanish and Management/Business.

One language may be taken from Beginners’ level in which case the first year of the course will focus on intensive language learning. Students on the Advanced language stream will study written and spoken language alongside aspects of the culture (film, literature, politics, etc) of France and the Francophone world or Spain and the Hispanophone world.

Modules in the Management/Business stream will include The Global Business Environment and The Management Challenge. Students will begin to specialise more in Business or Marketing over the course of Year 2.

You will also take one of: a second language, Accountancy, Economics, Finance, 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.

Students should consult with the Course Director and the relevant Study Abroad Advisor about the minimum residence requirement.