



A real international experience

BA (Hons) **Global Business** Top-up

The global business environment is complicated with constant pressure for businesses to globalise, overcome cultural barriers and accept high levels of risk in some markets.

This course aims to provide students with an understanding of the challenges of international business including the areas of finance, marketing and human resources and of the strategic issues facing global organisations.

Why choose this course?

If you choose this course you could benefit from:

- A diploma fully accredited by Coventry University, “the UK best modern University 2014”
- A BA recognized worldwide and by the French ministry of National Education - equivalent to a L3 (180 ECTS). It will enable you to apply to any Master degree or “Ecole de Commerce” in France or all over the world
- A team of English speaking lecturers/tutors from the professional business world
- A permanent interactive link with Coventry University through the latest Information Technology
- Small classes led by academics with extensive industry experience
- An English Graduation ceremony in London*.

L’environnement commercial mondial est complexe et les entreprises doivent aujourd’hui affronter la mondialisation, surmonter les barrières culturelles et accepter parfois de prendre de gros risques sur certains marchés.

Cette formation a pour objectif de donner aux étudiants les moyens de comprendre les défis du commerce international dans les domaines de la finance, du marketing et des ressources humaines, et d’appréhender les questions stratégiques auxquelles doivent faire face les groupes internationaux.

Pourquoi choisir cette formation?

En choisissant cette formation, vous bénéficierez :

- D’un diplôme délivré par Coventry University, the UK “ best modern University 2014”
- D’un diplôme reconnu dans l’Espace Européen de l’enseignement Supérieur (L3-180 ECTS), vous permettant ainsi de poursuivre en Master et Grandes Ecoles en France et ailleurs
- De cours dispensés par des enseignants anglophones en lien avec le monde professionnel
- Des ressources pédagogiques de Coventry University via les dernières technologies web
- D’un enseignement en groupe de taille humaine pour vous permettre d’être accompagné dans vos projets personnels et professionnels
- D’une pédagogie dynamique et innovante basée sur des études de cas et un système de “ coaching ”
- D’une remise de diplôme officielle à Londres*.

Modules include

<p>Term 1 30 ECTS</p>	<p>Developing Business skills</p> <p><i>The aim of this module is to ensure students have a clear understanding of the requirements of the final year of undergraduate study and provides them with a range of skills that will enable them to navigate their programme of study with the greatest chance of success.</i></p>	<p>Business Research Methods</p> <p><i>This module gives students the methods and a methodology for undertaking a piece of research in the business or management fields.</i></p>	<p>International Business Strategy</p> <p><i>This module aims to provide students with an understanding of the challenges of international business and of the strategic issues facing businesses.</i></p>	<p>International Marketing Strategy</p> <p><i>Students are introduced to the various aspects of international marketing with the principal objective of developing the skills to identify, analyse and solve problems encountered in the development of international marketing strategies.</i></p>
<p>Term 2 30 ECTS</p>	<p>Work-based Project</p> <p><i>We encourage all students to apply for workplace projects which are relevant to their studies and, if possible, match their career aspirations.</i></p>	<p>International Human Resource Management</p> <p><i>This module provides students with an overview of Human Resource Management and how they can apply the key concepts in their own work contexts and the contingencies affecting it. They will be equipped with a critical understanding of the key human resource management processes, including the recruitment and selection of staff, their training and development, and the ways in which their performance can be assessed and rewarded.</i></p>	<p>International Investment Analysis</p> <p><i>Students will identify the opportunities and risks arising from foreign market exposure of companies. They will be introduced to a number of theoretical concepts and analytical tools to enable them to make an informed decision about an investment in a foreign business venture. They will also explore the issues, risks and uncertainties with which international business managers struggle.</i></p>	

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Durée de la formation

30 semaines réparties en 2 semestres

Début de la formation

Octobre

Conditions d'admission

Titulaires d'un BAC+2 — 120 ECTS
(DUT, BTS, CPGE, Universités...)
Bon niveau d'anglais.



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*Additional fees