Internationalisation and Employment: experiences in a British University

The School of Management
University of Bath

Dr Richard Kamm: Director of Studies for BSc Business Administration
The School’s mission places internationalism at its heart. It aims to:

- “excel as a research-led, internationally respected School of Management”

Undergraduate programmes aim to link:

- academic education.
- practical experience.
- the international dimension of management.
Our Undergraduate programmes

• Choice of three programmes:

- BSc (Hons) Business Administration (BBA)
- BSc (Hons) Accounting and Finance (BAF)
- BSc (Hons) International Management and Modern Languages (IMML)
BSc Business Administration

- Our flagship programme- running for over 30 years
- A general business degree with option to specialise from a wide range of subjects after year one
- 4-year programme
- Two six-month work placements in years 2 and 3
- Development of practical skills and self-development through action learning
- Opportunity for academic exchange programmes at top business schools around the world
- Strong links with over 150 international companies,
Course Structure

Year 1
- Semester 1: Courses and Assessment
- Semester 2: Courses and Assessment

Year 2
- Semester 1: 6 month placement
- Semester 2: Courses and Assessment

Year 3
- Semester 1: Courses and Assessment
- Semester 2: 6 month placement

Year 4
- Semester 1: Courses and Assessment
- Semester 2: Courses and Assessment
BSc International Management with Modern Languages

- Combines language proficiency and business knowledge.
- Includes modules which set business in international context.
- Language options: German, Spanish, French.
- Placement in third year at an organisation or business school
- Whereas some UK Universities offer modern language degrees that include a period spent abroad, few integrate this with international business experience.
# Course Structure

## Year 1
- **Semester 1**: Courses and Assessment
- **Semester 2**: Courses and Assessment

## Year 2
- **Semester 1**: Courses and Assessment
- **Semester 2**: Courses and Assessment

## Year 3
- Placement Year

## Year 3/4
- **Semester 1**: Courses and Assessment
- **Semester 2**: Courses and Assessment
Work placements give students some distinct advantages:

- Allow students to relate theory to practice
- Help students make a better informed choice of course options when they return from placement and can help them in making future career choices
- CV development
- Placements MUST offer responsibility and learning opportunities.
Standard UK expectations of placements

• Universities should ensure that
  – required learning opportunities are met by the placement.
  – employers and students are aware of their responsibilities.
  – students are properly guided during and after the placement.

Quality Assurance Agency Code of Practice
Placement Learning – www.qaa.ac.uk
Links with Firms

The School has placements overseas with various firms. Some examples include:

- Lehman Brothers, Mumbai
- PwC, Hong Kong
- Kraft Foods, Greece
- Burberry’s, Hong Kong
- Risk Services, Florida
- Yaeger, New York

The Placements Office and International Relations Committee are working together to expand these offerings.
Placement Case Study

Name: Karan Puri
Programme: BSc Business Administration
Company: Lehman Brothers (Mumbai & London)

“I have been involved in various procedures. Working with different teams such as Payroll, Accounts Payable, General Ledger and other parts of the Finance department has helped me gain a solid understanding of an organisation and its internal functions, especially those in a multinational investment consultancy such as Lehman Brothers”
This year at Lehman’s

• Adam Thompson
  – “what really enhances the need for assertive yet respectful communication is the difference of cultures.”
  – “employees can share knowledge and experience and the employer gains advanced team-working skills.”

• Christopher Smith
  – “I have been lucky enough to see first hand how processes are migrated to India and the difficulties faced along the way.”
Group Projects (BBA)

• Years 2-3: small scale projects.
  – current business perspective on an academic topic.
  – organising an event or producing a product.

• Year 4: large-scale project for a defined client.
  – Clients are usually external companies.
  – The project must be well-conducted and also properly-researched.
  – The project may have an international dimension.
Issues

• Assessment of the placement needs to be academic
  – a poor placement experience may not be the fault of the student.
  – learning is the important outcome for the student.
• Employers need to understand that students’ primary responsibility is to complete their degrees.
• Universities need to \textit{prepare} students for placement and project activity.
  – students are not “oven-ready”.
  – international students can be hard to place.
Questions?