

# **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 Ethos

- 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

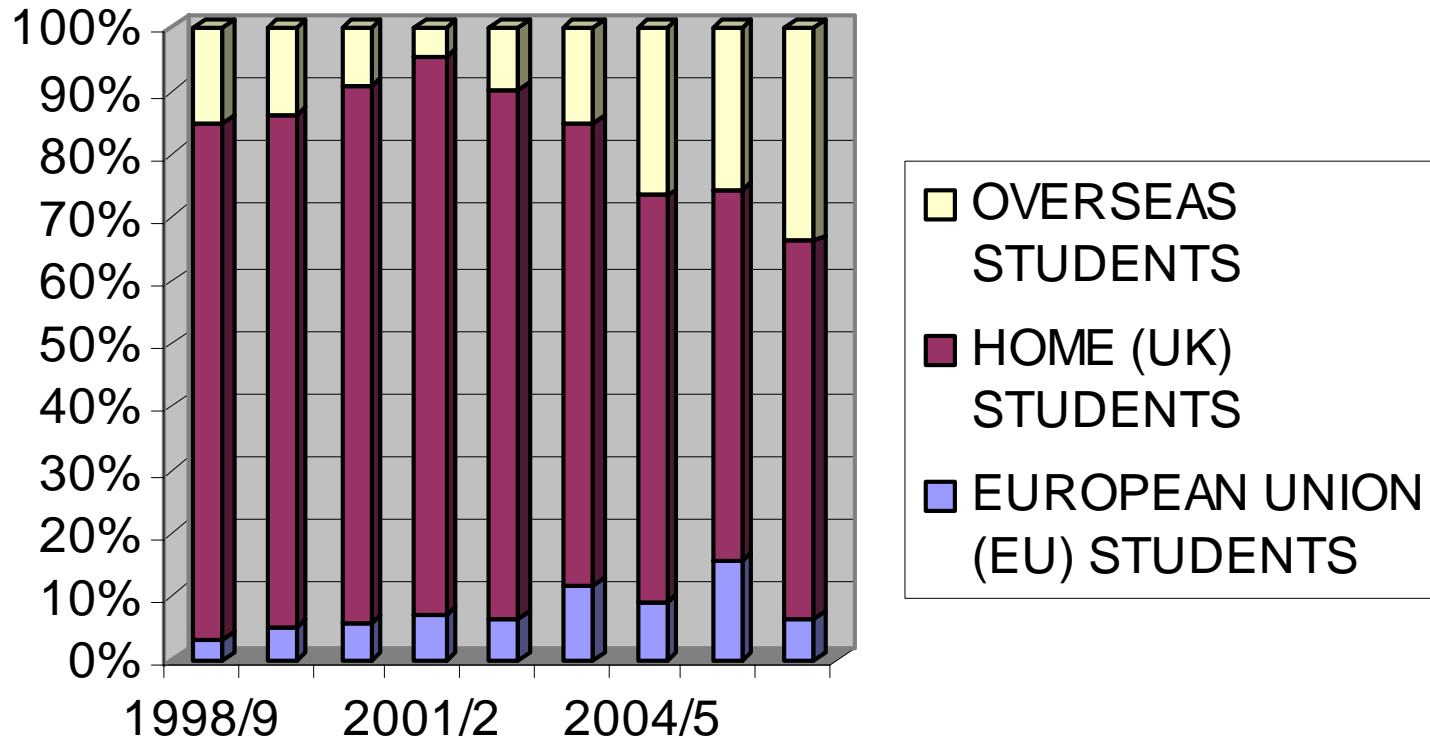
- Choice of three programmes:

**BSc (Hons)  
Business  
Administration  
(BBA)**

**BSc (Hons)  
Accounting  
and Finance  
(BAF)**

**BSc (Hons)  
International  
Management  
and Modern  
Languages  
(IMML)**

# International Student Body



# 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**  
*Option to study abroad*

Semester 2

**Courses and Assessment**



UNIVERSITY OF  
**BATH**  
SCHOOL OF MANAGEMENT

# 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**



# Placements: Benefits for the student

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](http://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.

LEHMAN BROTHERS  
*Where vision gets built.®*



# Placement Case Study

LEHMAN BROTHERS

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- **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 *prepare* students for placement and project activity.
  - students are not “oven-ready”.
  - international students can be hard to place.

Questions?