



UNIVERSITY OF
LIMERICK
OLLSCOIL LUIMNIGH

**Kemmy
Business School**



LM056

Bachelor of Arts in International Business (BAIB)

NFQ Level 8 Major Award Honours Bachelor Degree

Are you a highly motivated self-starter?

Do you want to:

- Discover a distinctive undergraduate experience?
- Design your own business degree programme?
- Study and work abroad?
- Enjoy a programme that puts business in an international framework?
- Be prepared for rewarding graduate-level employment?

If so, then the BA in International Business (BAIB) might be for you.

The BA in International Business (BAIB) will provide you with a distinctive and challenging undergraduate experience. The programme is structured around a broad and flexible curriculum, with subject choices that will help you to understand how business decisions are undertaken in a globalised world shaped by political, social and legal issues.

BAIB students can pick from over 100 modules based on their interests and aptitudes. Choice and flexibility are central to the BA in International Business. Students can “build” their own degree, selecting each semester from a range of business modules:

- Accounting
- Economics
- Marketing
- Human Resources Management
- Risk and Insurance

You can also select modules from:
Politics, Sociology, History, Law

As part of your degree, you may also take a language option, if you so wish, from the following suite:

- French
- German
- Spanish (Beginners and Advanced)
- Japanese (Beginners)

You may wish to choose from the complete range of modules available to you, or you may wish to focus on a particular discipline (for example, you could choose all of the accounting related-modules so as to avail of professional accountancy examination exemptions). Whatever you decide, it is all about picking the right modules that suit you and your career aspirations.

An international study and work placement over a full academic year (year 3) is a core part of the programme. Students spend a semester abroad in one of our 80 international partners across Europe, Asia and Australasia. Students can select destinations like France, Slovenia, Singapore and New Zealand to name but a few. Immediately after this, students will undertake our Co-operative Education work placement programme in an international location. This really gives students the edge in comparison to their peers.

BA in International Business graduates have strong language skills, have specialised business knowledge, have foreign work and study experience, and are high calibre students. These attributes and experiences are highly sought after by graduate employers, as they can attest to “the edge” these students have over domestically focused students. Graduates of the BAIB programme have been offered positions in companies such as Accenture, KPMG, PwC, Google, Davy Stockbrokers, EY, Intel, Deloitte, Kerry Group, and Jameson, which is testament to the high calibre of the degree.

ul.ie/business

Course Info:

CAO Points: Refer to www.ul.ie/courses/

Course Length: 4 years

Course Contact: Michelle Cunningham

For further info please contact: Undergraduate Admissions

Telephone: +353 61202015

Enquiries: www.ul.ie/admissions-askus

Website: www.ul.ie/admissions

Entry Requirements:

Applicants are required to hold at the time of enrolment the established Leaving Certificate (or an approved equivalent) with a minimum of six subjects, which must include: Two H5 (Higher Level) grades and Four O6 (Ordinary Level) grades or Four H7 (Higher Level) grades. Subjects must include Mathematics, Irish or another language, and English.

In addition, applicants must hold at least an O4/H7 grade in Mathematics

Students wishing to take a language option must have a H4 in that language, with the exception of Japanese or Beginners Spanish where a H4 in a language other than English is required.

We welcome applications from mature students. Mature applicants must apply through the Central Applications Office (CAO) by 1 February.

LM056 BA in International Business Note: All Students must register for 5 modules per semester

Year 1 Semester 1

CORE

Principles of International Business

ELECTIVE A

Choose Min 2 Max 4

Principles of Accounting

Microeconomics

Principles of Risk Management

Management Principles

Business Information Management

Communications

ELECTIVE B

Choose Min 0 Max 2

Principles of Law

Introduction to Politics and International Relations¹

Introduction to Sociology

Doing History; Past, Present and Practice

ELECTIVE C

Choose Min 0 Max 1

French for Business 1A

German for Business 1A

Japanese for Business 1

Spanish for Business 1 (Beginners)

Spanish for Business 1

Semester 2

ELECTIVE A

Choose Min 3 Max 4

Managerial Accounting

Macroeconomics

Insurance Law & Claims

Entrepreneurship and Innovation

Principles of Organisational Behaviour

Marketing

ELECTIVE B

Choose Min 0 Max 2

Comparative Legal Systems

Introduction to Politics and International Relations 2

Global Political Economy

Broadening Module

ELECTIVE C

Choose Min 0 Max 1

French for Business 2A

German for Business 2A

Japanese for Business 2

Spanish for Business 2 (Beginners)

Spanish for Business 2

Year 2 Semester 3

ELECTIVE A

Choose Min 3 Max 4

Financial Information Analysis

Economics for Business

Finance

Risk and Insurance

Principles of Human Resource Management

International Management

Applied Business Mathematics

Semester 4

ELECTIVE A

Choose Min 3 Max 4

Auditing & Accounting Frameworks

Financial Accounting and Reporting

Life Insurance

Marketing Communications

Employment Relations

Applied Organisational Behaviour

Applied Business Statistics

ELECTIVE B
Choose Min 0 Max 2
Sociology of Work
Comparative European
Politics
Commercial Law
Psychology and Everyday Life

ELECTIVE C
Choose Min 0 Max 1
French for Business 3A
German for Business 3A
Japanese for Business 3
Spanish for Business 3 (Beginners)
Spanish for Business 3

ELECTIVE B
Choose Min 0 Max 2
Sociology of Globalisation
Consumption and Consumer
Culture
Human Resource Development
International Economics

ELECTIVE C
Choose Min 0 Max 1
French for Business 4A
German for Business 4A
Japanese for Business 4
Spanish for Business 4 (Beginners)
Spanish for Business 4

Year 3 Semester 5
International Study Placement

Semester 6
Cooperative Education

Year 4 Semester 7
CORE
International Business
Confirmation Paper 1

ELECTIVE A
Choose Min 2 Max 4
Management Accounting 1
Advanced Financial Reporting
Taxation Theory and Practice
International Political Economy
Managerial Economics
Investments: Analysis and Management
Insurance Organisations and Markets
Project Management Theory and Practice
Marketing Intelligence
Strategic Brand Management
Social Psychology of Organisations

ELECTIVE B
Choose Min 0 Max 2
Governance and Risk
The European Economy
Legal Environment of Business
Enterprise Management and Growth

ELECTIVE C
Choose Min 0 Max 1
French for Business 7A
German for Business 7A
Japanese for Business 7
Spanish for Business 7

Semester 8
CORE
International Business
Confirmation Paper 2

ELECTIVE A
Choose Min 2 Max 4
Management Accounting 2
Corporate Taxation
Public Finance
Monetary Economics
Empirical Finance
Reinsurance and Alternative Markets
Strategic Management
Marketing Leadership
Marketing Relationships and Networks
Contemporary Human Resource Management:
Context and Strategy

ELECTIVE B
Choose Min 0 Max 2
Issues in World Politics
Contemporary Issues in the Global Economy
Company & Partnership Law
Management Consulting

ELECTIVE C
Choose Min 0 Max 1
French for Business 8A
German for Business 8A
Japanese for Business 8
Spanish for Business 8

Dual Degree Opportunities

The Kemmy Business School has established dual degree agreements with prestigious Business Schools in France (Kedge Business School, Audencia Business School and La Rochelle Business School), Poland (Kaminski University) and Japan (Nagoya University of Commerce and Business). These agreements involve the BA in International Business (BAIB) degree offered by the KBS and an equivalent degree offered by a partner School, which is the first of its kind to be established at the University of Limerick.

Under the agreement, BAIB students from UL spend their first two years studying in UL (as normal) and can then opt to spend their last two years studying at a partner School, as well as completing our work placement programme. Upon successful completion of the four years of studies, students will receive a degree from UL and the equivalent degree from the partner School, giving students two degrees. This provides BAIB students with an amazing opportunity to earn a second degree from some of the world's most prestigious Business Schools.

Note: This pathway is voluntary, and is open to all BAIB students, regardless of whether or not they are studying a language as part of their degree. In addition, there is no added fee implication as students will only pay the UL fees and not those of the partner School.

Built-in Erasmus / International Exchange

The KBS currently has over 80 highly ranked exchange partners in over 35 countries. Students spend one semester studying overseas, taught through English, or their chosen language of study.

Co-operative Education

A distinctive and integral part of the BAIB is the innovative Co-operative Education Programme. This programme places you in employment in an appropriate international business environment for an eight-month period in 3rd year. You will have an opportunity to apply your business education in a real work environment.



Elizabeth Keogh

BAIB Graduate 2019
Junior Auditor at EY Luxembourg

I chose the BAIB because I was very interested in being able to mix business modules with humanities modules. Throughout my time in International Business I was able to specialise in finance, economics and French while also supplementing with law and politics. This gave me a broader education that enhanced my world view in relation to major topics such as globalisation.

I had an opportunity to study on the prestigious Grande Ecole programme at Audencia Business School and undertake placement in Hamburg. This international experience was invaluable to me when interviewing in final year and no doubt was a determining factor in me receiving a position as Junior Auditor at EY Luxembourg.

In final year I undertook a research project which is unique to the BAIB. This allowed me to enhance my academic research skills and work closely alongside my professors while writing about a topic I was passionate about.

The BAIB really elevates your employability position on the international market and it is the perfect course choice for anyone who wants to study interesting modules, travel and meet new people.



Daithí Higgins

BAIB Graduate 2019

The ability to exercise discretion over my education, coupled with guaranteed international study and work placements, were the key pull factors in my decision to pursue the BAIB degree in UL. I always wanted to gain experience in all business fields and the BAIB degree afforded me this luxury.

I chose the dual-degree programme with Kedge Business School, Marseille, and fell in love with the city, and its people. During my time enrolled at UL I engaged with people from over 25 different nationalities, from a diverse range of backgrounds. The chance to study – and more importantly, to live – abroad was key in encouraging me to pursue a globally oriented career, as I have now begun to do with First Derivatives.

The highlight? My international six-month work placement, where I found myself working for Mitsubishi Fuso Truck and Bus Corporation in Kawasaki, Japan, as a parts pricing intern.

To sum up my overall degree experience: flexibility, global- focus, opportunity.



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