

# BA (HONOURS) INTERNATIONAL BUSINESS AND COMMUNICATION

好消息！坎布里亚大学商学院的 International Business and Communication 本科专业，现在可以接收原本本科专业或者大专不属于商科的学生啦！该专业的重点是传授国际商务以及跨文化交际领域的知识与技能，让你具备通往国际商务职场的通行证。



## 学习哪些课程？

### 第一学期：

- Strategic Leadership, Innovation and Change Management 战略领导力, 创新与变革的管理
- Global Business Perspectives examines 全球商务前景分析
- Advanced Business English 高级商务英语

### 第二学期：

- International Strategic Marketing 国际战略营销
- International Strategic Human Resource Management 国际战略人力资源管理
- Intercultural Business Communication 跨文化商务交际

## 入学要求有哪些？

- 本课程学制为一年，向所有专业，包括原本本科专业或大专不属于商科的学生开放。申请者必须合格修完大学本科的前三年课程，或者具有 HND 证书，或者大专学历。英语水平要求达到或者相当于雅思总分 6 分，听说读写各单项不低于 5.5 分。一年课程结束之后成绩合格者，可以获得正规的英国本科学位。

## 学费多少？

- 此课程的学费是一年 £10500。提前付款提供折扣。如果你是从坎布里亚大学的合作机构，请联系我们的合作伙伴机构。

## 如何申请？

- 请在坎布里亚大学官网在线申请，链接是 [www.cumbria.ac.uk](http://www.cumbria.ac.uk)，或者线下填写国际留学生申请表。

# BA (HONOURS) INTERNATIONAL BUSINESS AND COMMUNICATION

Join our one-year Bachelor programme in International Business and Communication! This exciting programme, offered by the University of Cumbria Business School on our Lancaster campus, provides a thorough grounding in International Business, combined with advanced intercultural communication skills – knowledge and skills that are the passport to your future career in International Business.



## What will I study?

### Semester 1:

- Strategic Leadership, Innovation and Change Management
- Global Business Perspectives examines
- Advanced Business English

### Semester 2:

- International Strategic Marketing
- International Strategic Human Resource Management
- Intercultural Business Communication

## What are the entry requirements?

This programme is open to students who have successfully completed 3 years of a 4-year degree in any subject, or who hold an HND-level qualification. You should have IELTS 6 or equivalent, with 5.5 minimum in each language skill.

## How much will it cost?

The tuition fee for this programme is GBP 10,500 for the year. Early payment discounts are available. If you are studying at one of our partner universities, please ask about our partnership discounts.

## How do I apply?

Apply online at [www.cumbria.ac.uk](http://www.cumbria.ac.uk) or complete an international application form.

**Top 5**

for Business and Management  
and Marketing in the North West\*

**97%** EMPLOYABILITY RATE

**#2** in the UK for  
graduate employment\*

\*DHLE 2015