

International Business Foundation

Overview

The International Business Foundation is a pre-university programme students can take in 3 terms (Standard programme) or in 2 terms (Accelerated programme).

It will set you up for success in your business degree.

And will give you the practical business experience you need to succeed in business on the world stage.

This course is for:

- Students who want a recognised, stand-alone business qualification, or to progress to a degree focused on business or management.
- Students who have completed 11 - 12 years of high school

Depending on the language level of the student, we will recommend a Standard study plan, an Accelerated one or an Extended programme, which include additional intensive English for academic study.

Key Facts

Start Dates:

- 6 September 2021 (Standard programme, 3 terms)
- 3 January 2022 (Accelerated 2-term programme or Standard 3-term only in Bournemouth)

Colleges:

- Bournemouth
- Brighton
- London

Entry level:

- Academic: Completed 11-12 years of schooling
- English: IELTS 4.5 or equivalent for Standard September starters (an extended version of the programme is available for students who have lower language levels); IELTS 5.0 (5.0 in Writing and Reading) for Standard January starters in Bournemouth only; IELTS 5.5 (5.5 in Writing and Reading) for Accelerated programme

Minimum age:

- 16.5

Length:

- 1 Academic Year (3 terms) or 2 terms for the 2-term January start
- Extended programme: 1-2 Academic Years (4-7 terms)

Lessons:

- Average 21 hours per week (plus homework and private study)

Class size:

- 8-12

Learning outcomes

- Raise academic qualifications to UK university entrance level
- Raise English to university level, if it is not your first language
- Understand sales and marketing, finance, operations and product development

Why choose the International Business Foundation?

Expert and specialist preparation

The International Business Foundation is an intensive Level 3 Course. The syllabus is written in conjunction with business departments at UK universities to ensure students benefit from the ideal preparation for business-related degrees.

Taught in conjunction with CTH

The course is taught in partnership with the Confederation of Tourism and Hospitality (CTH). CTH is one of the world's leading specialist hospitality and tourism professional bodies whose core mission is to provide the highest standard of industry-focussed professional qualifications. CTH is a member of the Federation of Awarding Bodies and is approved and regulated by Ofqual.

- All assessments and exams are set and assessed by CTH.
- Students' work will be measured against the specified learning outcomes and assessment criteria of each unit.
- On successful completion all students will receive the CTH Diploma of International Business

Course content and structure

The course provides a minimum of 450 hours of tuition over 2 terms and 650 hours of tuition over 3 terms.

As well as specialist Business modules, students on the 3-term course also follow modules which include English language development, IELTS skills and specialist English for Business. They will also have the

opportunity to complete a Communication and Research Skills module, moderated by CTH.

Course structure and content

Specialist language development

- Students who complete the full 3-term course will complete the following modules: General English language development, IELTS preparation, Specialist English for Business, Communication and Research Skills, EAP
- These modules will prepare students either to work in the sector or progress to academic courses relating to business and management.
- This qualification is designed to equip international students with the language skills and vocabulary required in their professional careers and will bring their linguistic skills up to an upper intermediate level.
- Although language-based, the course is practical in approach, with industry-related case-studies and exercises which allow students to gain insights into business. This will improve confidence when dealing with correspondence, customers, colleagues and external parties.

Business modules

- In terms 2 and 3 (from January to June), all students will complete the CTH Diploma in International Business supplemented by additional IELTS preparation, iGCSE Maths and study skills sessions.
- This section of the course is taught at NVQ Level 3 (equivalent to A-level). Students who successfully complete the course will be able to join an undergraduate degree course the following September.
- The CTH Diploma of International Business consists of four academic modules. Each module requires a minimum of 120 study hours and also requires students to complete various assignments and presentations involving extensive private study and research.

Business modules

Purpose and function of international business

- This unit aims to provide students with an introduction to international business in general.
- The student will understand the aims and objectives of business, the economic background to international business and trade and business functions within international organisations.
- Assessment method: Closed book written examination

Entrepreneurship

- This unit aims to introduce students to the analysis of the challenges faced by entrepreneurs, how to raise finance for a new business venture and the identification and management of business risk.
- Assessment method: Assignment and presentation

Essentials of international marketing and finance

- This unit aims to introduce students to marketing theories in the context of international business, the principals of selling, the concept of customer care in an international context and international customer relationships.

- This unit also covers the role of finance in an international organisation and the principles of business planning in a global context.
- Assessment method: Closed book written examination.

International business communication

- This unit aims to introduce students to international organisational structures, the concept of international business communication, the principles of global e-commerce and international stakeholder relationships.
- Assessment method: Assignment

Academic enrichment

- The applied nature of the International Business Foundation means that **practical, hands-on experience** is fundamental to the course.
- This includes presentations and lectures from **representatives of multi-national companies**, plus leading entrepreneurs and business award winners, giving the opportunity to hear first-hand business experiences.
- Students also have talks on management, branding and franchising from **local business leaders**.
- There are also **visits to global companies**, other locally based businesses and growing business enterprises to gain information for specific research projects.
- Students will have the opportunity to complete short **work shadowing placements** within local businesses and to become involved in business enterprises, in order to gain full understanding and primary knowledge that will be used for their research projects.
- Students will be given a range of options from different companies that we work closely with in providing valuable and reliable work experience opportunities.
- All students will also automatically join the Kings Enterprise scheme, as part of the course, setting up their own company to create products or services for a profit.

Progression

Recent alumni

Below are some of the recent students who took the International Business Foundation, including information about the university they progressed to and the degree course they are doing.

Guillaume Duchene

- International Business
- University of Essex

Binh Duong Duong

- Global Business Management
- Coventry University

Boris Surov

- Politics with Business Management
- Queen Mary University of London

Htet Han Thar

- Global Business Management
- Coventry University

Victoria Orr Llado

- Politics and International Relations
- University of Aberdeen

Kevin Carvalho

- Business Management with Marketing
- Bournemouth University