BA (Hons) International Business Communication (IBC) 2018-19

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| MANDATORY IBC MODULES (for Full Year students only) | | |
| EB3006 International Business Communication | 40 | Full Year |
| EB3803 Managing International Businesses for IBC | 20 | Full Year |
| EB3991 Research Methods for IBC | 20 | Full Year |

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| OPTIONAL IBC MODULES BY PATHWAY | | |
| **PATHWAY** | **AUTUMN** | **SPRING** |
| Finance & Accounting | **EB3501** International Accounting for IBC | **EB3502** International Finance Practices for IBC |
| Human Resources | **EB3701** Principles of HRM for IBC | **EB3702** Principles of HRD for IBC |
| Marketing | **EB3309** The Changing World of Marketing Communication | **EB3209** Advertising Around the World for IBC |
| Corporate Communication | **EB3102** Culture and Business in International Corporate Communication | **EB3101** International Corporate Communication for Global Business |
| Asia Pacific Studies | **AI3000** Development Change in the Asia Pacific Region | **AI3001** Asia Pacific International Relations |
| Tourism & Events (1) | **EB3037** Events Management for International Business Communication | **EB3038** Issues in International Tourism: Cross Cultural Aspects |
| Tourism & Events (2) | **EB3037** Events Management for International Business Communication | **WP3001** Cultural Events Management in Practice (limited availability) |

Students joining the full year programme must list the three mandatory modules and choose two “optional” modules. When choosing your “optional” modules, you must choose one pathway from the list above.

Those studying at UCLan for one semester can choose three “optional” modules from the relevant semester i.e. Autumn **or** Spring. The mandatory modules are not an option for semester-only students.

Credits: Optional modules are worth 20 credits each. Full year students must enrol on 120 credits. Semester-only students must enrol on 60 credits.

For any questions regarding the IBC programme, please contact [studyabroad@uclan.ac.uk](mailto:studyabroad@uclan.ac.uk)