
Internationalising **Business Management** courses: the benefits of study tours

Area of Focus

Two NBS courses are forging links and capturing the value of study tours at course and module level. Case examples from BA (Hons) Business Management and Entrepreneurship tours to Burgundy School of Business, Dijon and BA (Hons) Business Management (in-Company) tours to ESIC Madrid to illuminate links and outcomes.

The curriculum refresh identifies the importance of facilitating international mobility and collaboration and creating opportunities for embedding and facilitating international experiences, perspectives and exemplars.

International experiences on the BA (Hons) Business Management and Entrepreneurship (Course Leader Karen Slater) and BA (Hons) Business Management in-Company (Course Leader Richard Howarth) courses were previously ad hoc and limited. With the support of colleagues within NBS, both courses forged links with European partner institutions to offer embedded or added value opportunities and experiences for their students.

For Karen this involves an ECTS credited 2 week short course offered as an option to 20 Year 2 students in January at the Burgundy School of Business in Dijon, France.

For Richard it's a week long study tour for all to ESIC in Madrid which is embedded to a core module at the start of the final year.

Professor Baback Yazdani – Dean of Nottingham Business School – says ‘in developing world class business professionals and offering an international talent pipeline for business and industry our links with partners and providers around Europe and the globe is key. Case studies, such as those of our work with the Burgundy School of Business Dijon and ESIC, exemplify what can be and is done to support our work and both the opportunities for and outcomes of students and graduates’.

Challenges and Opportunities

It's not all plain sailing but it's worth the trip (excuse the pun!):

Key challenges include:

- Emotions and timetabling – making it fit and dealing with a sense of missing things (when not fully embedded in a module or in the timetable)
- Quality challenges – matching the level of delivery (students from other countries study with NBS students in Dijon) and ensuring appropriateness (especially when connected to final year and NBS assessment)
- Getting there and language – content is taught in English but much of the ‘experience’ is in the ‘real world’ (where English may not be spoken!) and logistics can be a challenge depending on partner location

Benefits are:

- Experiences and outcomes are wider than what is taught in the sessions and on the course – it can be a challenge but the wider experience is of great value
- Great discussion point for students to add to their CV and when talking to prospective employers, company partners and accreditation bodies etc
- Provides a great feed for students in modules and experiences which come later