

# International Management & Modern Languages Student Placements – Guide for Employers



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[www.bath-imml.com](http://www.bath-imml.com)

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IMML Spanish



## Welcome to the Bath Advantage.

The School of Management is consistently rated as one of the best-performing business schools in the country. We are currently ranked 1st in the UK for Business Studies (*The Times & Sunday Times University Guide 2016*).

The Department of Politics, Languages & International Studies is one of the largest at the University of Bath and teaches undergraduate programmes combining politics, languages, international relations, economics and management.

➲ Our competitive undergraduate course, the BSc in International Management and Modern Languages, attracts some of the highest-achieving students, who are highly sought-after by employers.

Our students begin their career as soon as they start learning with us. We not only teach them in the classrooms, but we also provide opportunities for them to gain work experience through our extensive placements programme.

Work placements are not just beneficial for our students: employers see the enormous value in them too. Working with our students can be beneficial to your company in a number of ways: they can undertake a special project, provide a fresh viewpoint or boost your resources. Whatever your requirements, you can be assured you will be working with some of the best UK and international students.

In addition to our corporate links at undergraduate level, we are actively involved with external organisations in many other areas including: collaborative research, recruitment of some of the

UK's top graduates, tailored executive development, and sponsored MBA places and projects.

We hope you will find this brochure useful in finding out more about what we can offer you.

We look forward to working with you.



Professor Veronica Hope Hailey  
Dean of the School of Management

Professor David Galbreath  
Dean of Faculty of Humanities & Social Sciences

# Why choose a student from International Management & Modern Languages (IMML)?

**⦿ The IMML degree combines management education with the study of a language set against its social, economic and political background. It is offered jointly by the School of Management and the Department of Politics, Languages & International Studies at the University of Bath.**

## Special features of the degree

Foreign language skills and experience of international business culture are as essential for successful professionals as economic expertise. In a carefully developed curriculum, IMML has been preparing students for the international business market for 20 years. Its aim is to develop managers of the future and to prepare them for careers in a global economic environment.

The high quality of courses, the rigorous entry requirements and our successful research profile

have created a reputation for quality and excellence. Specially designed seminars combine management and language, focusing on the French, German, Spanish or Latin American business environments. Half of the modules are taught in the relevant language so that students gain a high level of linguistic competence.

### The Year Abroad

The theoretical foundations laid during the first two years of study are extended by a year abroad. Students complete a placement of 9-12 months that prepares them for a career in an international company. Shorter placements of 4-6 months after a study semester

at one of our partner universities/business schools are also possible.

### Our Partner Companies

Examples of companies that offer placements include:

- Airbus, Germany
- BMW, Germany
- BNP Paribas, France
- British Chamber of Commerce, Spain & Chile
- BusinessHub, Chile
- CEN CENELEC, Belgium
- CBRE, Spain
- Danone, France
- DDB, Chile
- Deloitte, Chile, Spain & Germany
- Eclor, France
- Ecovadis, France
- Edelman, Germany
- Electrolux, Germany
- Franco British Chamber of Commerce & Industry, France
- General Electric, France
- Grupo Transatlantica, Argentina
- HSBC, France
- iris, Germany
- Jones Lang Lasalle, France
- Kaefer, Germany
- KPMG, Luxembourg
- Morgan Stanley, Germany
- OMD, France
- PwC, Chile & Germany
- Rohde & Schwarz, Germany
- Royalties, France
- tesa SE, Germany
- Thales, France
- Willis Towers Watson, France
- Warner Brothers, Spain
- Wavestone, France

### Our partner universities

The international orientation has led to productive partnerships with prestigious universities/business schools. Our IMML Exchange Partners are currently:

#### For IMML French

ESCP Europe, HEC Montréal, EM Strasbourg Business School, ISC Paris School of Management, ICN Nancy, ESSEC (EPSCI), Paris.

#### For IMML Spanish

ICADE, Deusto and Alicante in Spain, San Andres and AUSTRAL in Argentina; PUC in Chile and ORT in Uruguay; TEC MONTERREY in Mexico.

#### For IMML German

TUM Munich, University Mannheim, WHU,



1 Ben Ward, BNP Paribas, Paris

2 Gaspard Hambückers, BUNGE, Argentina

# Degree structure

• Mix managerial skills and knowledge with fluency in a second language – a powerful combination in today's global economy.

First and second year

The first two years lay the foundations in business management, and develop the linguistic competence and understanding of the international business world.

## Third year – the Year Abroad

**Third year – the Year Abroad**  
9-12 months in a French, German or Spanish-speaking country, working and/or studying.

Fourth year

**Year 4 you**  
Students choose from more specialised management courses based on interests developed during their year abroad.



## Programme structure

Year 1

**Core Management:** Quantitative Methods and Data Analysis, Business Economics, The UK Macroeconomic Environment, Accounting for Managers

**Interface:** The Economic and Industrial Environment (France/Germany/Spain), The National Business Environment of the UK – Legal Aspects, The Legal Environment (France/Germany/Spain)

**Core Language:** Written and Spoken Language (French/German/Spanish), Politics and Society (French/German/Spanish)

Year 2

**Core Management:** Individuals and Organisations, Principles of Marketing,  
**Choose one unit from a selection:** Company Law, Managing Enterprise Information Systems, Operations Management, Accounting for Managers in an International Context, Corporate Finance and Investment Appraisal, Human Resource Management, People and Innovation, Economics of Strategy, Supply Management, Corporate Responsibility: Principles and Perspectives

**Interface:** Comparative Employee Relations (France/Germany/Spain), The European Business Environment: European Integration and Legal Structure, Contemporary Politics and Society (France/Germany/Spain)

**Core Language:** Written and Oral Communication in the Business Context (French/German/Spanish)

Year 3

Choice from three options:

- Choose from three options:

  1. Work placement in French- German- or Spanish-speaking country;
  - or 2. One academic year in a French, German, Spanish or South American business school; or 3. Combination of study at business school and work placement.

Final year

**Core Management:** Four options from a wide range of subjects

**Interface:** The Internationalisation of Business, France/Germany/Spain in the Global Economy

**Core Language:** Written and Oral Communication in the International Business Context (French/German/Spanish) National options (French/German/Spanish)

# The placement – advantages for your company

**“**We have had IMML students from the University of Bath on placements for years and value them as a true asset to our company. We can wholeheartedly recommend the partnership with Bath.**”**

Manager, Rohde & Schwarz, Munich

## Our students are:

- highly motivated
- flexible and proactive
- quick, ambitious and fast learners
- bilingual (some trilingual)
- IT-competent
- comfortable in a multi-cultural environment
- aware of today's global challenges
- punctual and dedicated with excellent time management skills
- keen to develop a high level of professional skills
- with the company long enough to take on projects
- young and bring a fresh perspective to the company
- your link with the University of Bath for graduate recruitment

## The Placements Team

IMML Placements Officers prepare the students for the Year Abroad and work closely with companies throughout the recruitment process and the duration of the placement. They establish good two-way communication between the University and companies at an early stage to ensure that all three parties receive maximum benefit from the placement experience.

## Preparation for the placement

Students attend workshops, briefings and presentations at the University. They receive handbooks with important information and sign a code of conduct.

### Typical tasks for IMML placement students:

- Daily routine work in finance and accounting; market research; export/sales; human resources
- Coordinating, managing and participating in trade fairs
- Research, input and analysis of data of market and competitor trends
- Benchmarking development
- Translations and corrections of product and marketing material
- Reports and presentation preparation
- Creation and support of web and intranet pages
- Support on consulting projects

1 Ben Thompson,  
British-Chilean Chamber of  
Commerce, Chile

2 Tom Goodyear, tesa,  
Hamburg

3 Manager, Ecovadis Paris,  
with two IMML placement  
students



4 Ben was one of the most outstanding students of this year's generation. He is a top talent and showed interest in everything he did. Lots of enthusiasm, drive and initiative. He was also very well-liked by both peers, supervisors and clients. **”**

Manager, British-Chilean Chamber of Commerce, Chile

# Company experiences

“ IMML students from the University of Bath are very well educated and bring a general international understanding with them. They have a different perspective from ours, which benefits the tesa teams. ”

Günter Kern, tesa, Hamburg



“ Throughout her placement, Bronagh impressed me with her professionalism and intelligence. She helped change my company for the better with her ideas and carved out a role for herself that we simply cannot replace. That is something I did not expect from an intern. ”

Jake Moskowitz, Manager, LatamBuses, Chile

“ Mariya truly exceeded our expectations with her positive can do attitude taking on new challenges and managing them very independently. She was an excellent intern and our positive experience with Mariya led us to taking on two placement students from IMML Bath this year. ”

Manager, iris Germany, Munich

“ Charlie has been great! Not only has she been a top performer for the team, but also someone trusted by management to take more and more training and coaching to the other team members.... What I always find extraordinary about IMML students is their capacity to go beyond what is expected. ”

Manager, Ecovadis, Paris

Once companies experience the advantages of having an IMML student on placement, they usually continue working with us. For example, Rohde&Schwarz and Electrolux in Germany have offered new placements to our students since 1990.

# The placement – advantages for the student

“Without a placement, I don’t think I would have received a job offer. The fact that I undertook a business placement in a foreign country and language impressed the managers at interview.”

Natalie Martyn, IMML graduate



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## Practical experience in a multi-lingual business context

The experience of living and working in another country is an essential component for today's multi-lingual students. To integrate and prove themselves in a foreign work environment equips them further for an international career.

Placement students apply and build on the theoretical knowledge gained in the first two years of study by:

### 1 developing their personal skills in:

- Communication (verbal/written)
- Organisation and planning
- Problem-solving and analysis
- Teamwork and response to leadership
- Creativity and initiative
- Decision-making

### 2 developing their business skills in:

- IT systems
- Presentation
- Business correspondence
- Project management

### 3 developing their language skills through in-depth personal experience of the culture of the country

1 Neil Salata, Carl Zeiss AG, Germany

2 Manager with IMML students, KPMG, Luxembourg

“Experiencing the busy life of a leading German company was exciting; through wide-ranging activities I became immersed in the business, and I was pleased to contribute and drive forward ideas from my own initiative. The value of languages was evident in the communications department and I was happy to utilise my skills. I truly appreciate my time spent working in Germany; the experience has encouraged both professional and personal growth beyond my expectations.”

Neil Salata, Carl Zeiss AG, Germany

“This placement has given me a vision for the future of what I want to do, and all of this is thanks to my brilliant managers, Performance Manager and Seniors. I am now definitely considering returning to KPMG after my graduation.”

Desislava Georgiva – IMML French, KPMG Luxembourg

# Student experiences

“ From a personal development perspective, my placements were revolutionary. Working in an all French environment clearly improved my French language skills. However, where I noticed the greatest difference is in my levels of self-confidence.”

Timothy Higgs, Thales, Paris

Students are encouraged to benefit from the Year Abroad professionally, culturally and socially.

“ My placement with BusinessHub has been very valuable to me. I was given a high level of support and completely included in the team throughout my time here and have truly enjoyed the insight that this role has given me into Latin America and its economies, business and international trade.”

Izzy Cummins, BusinessHub, Chile

“ I did not spend a day without learning something new at Edelman. I was consistently offered opportunities to stretch my knowledge and understanding, and build up my skills. I acquired a massive amount of knowledge from the company’s global network.”

Isabel Cochrane Edelman, Frankfurt

“ I really enjoyed working in such an international team. There was a great atmosphere and I made lots of friends. My role was very interesting and I learnt a lot about marketing, having a high level of responsibility from day one.”

Sam Leveridge, FloraQueen, Barcelona



1 IMML German student at purefood team event, Germany

2 Francesca Wilson, CBRE, Madrid

# How to recruit an IMML student

**➲ Suitable placements are advertised to the students through the Placements Office. Applications and selection procedures comply with the company's instructions.**



➲ IMML student attending an interview

## The selection process

### Advertising placements

The Placements Officer is the intermediary between students and companies providing advice to both sides. From November/December placements are advertised through our Placements Office. Companies send us details of the placement such as job description, candidate profile, the duration of employment, payment, working hours and other important information.

### The application

All required application documents from the candidates are submitted to the company subject to instructions.

### The interview

Candidates are interviewed, either in person at the University of Bath, by telephone, video/skype or at the company's location. For in-house interviews we would expect that the company reimburses travel expenses.

## Practical details

- **The contract/agreement**  
Before the placement can begin a contract must be signed.

- **Remuneration**  
It is expected that placement students receive a reasonable allowance based on local living costs.

- **Holidays**  
As our students normally work full-time over a period of at least six months, they should be entitled to appropriate holiday.

- **Accommodation**  
Students must find their own accommodation for the duration of their placement. Any help that the company can offer is very welcome as the accommodation search from abroad is often difficult.

- **Health and safety**  
Students are required to have medical and travel insurance. The company must abide by the Health and Safety regulations relevant to the country.

	Recruitment Period	Start of Placement	End of Placement
9-12 month placements	October-April	July/August/ August/September	June/July August/September
5-6 month placements	All year round	from June/July from January/February	December/January June/July

# During the placement

“ This placement taught me about the importance of developing good communication skills and networking. I was invited to meetings with the CPO and British associates with whom I will be in contact after graduation. I learnt a lot from my supervisor and other senior staff. Those who remembered what it was like to start at the bottom were the best teachers. ”

Elizabeth Fox, NH, Madrid

## Introduction, training and supervision during the placement

A company induction is important and facilitates integration into the new team. Many companies arrange a handover period with the previous placement student. Students should receive an induction at the beginning of the placement, which covers:

- Use of office equipment, communication tools, etc.
- An overview of the organisation and its personnel, as well as the company's information and communication procedures
- Working hours, lunch breaks, procedures for holidays, illness and absenteeism
- Health and safety in the workplace
- Assessment and feedback procedure
- Company activities, courses and discounts available

Training courses contribute to the success of a placement. In many companies, in-house training for new employees is open to placement students. Attending such courses helps them to feel part of the company. Ideally, the student should be given the opportunity to gain an understanding of the company structure. Visits to other departments, attending meetings and conferences provide important learning experiences and help the student understand the bigger picture.



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### Supervision of students by the Company and University

Each placement student should be allocated a supervisor to monitor progress and to ensure that both parties benefit. Regular feedback meetings are important for assessing and improving the student's performance. The supervisor is the direct contact person for the University.

The IMML Placements Officers maintain contact with the students and their supervisors throughout the placement. Students are requested to submit written progress reports to the University.

1 Elizabeth Fox and Manager, NH, Madrid

2 Rachel Whitford and Manager, Eclor, Paris

# The placement visit

**Placements Officers visit students and managers in the company during the first half of the placement. This permits three-way communication to monitor student progress and develop professional co-operation.**



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## Advantages of the visit

### For the placement student:

- to receive feedback on his/her performance
- to ensure that the placement offers enough variety, learning opportunities and responsibility
- to ensure that the student is fully integrated into the team and speaks the foreign language in- and outside the workplace
- to identify opportunities for personal and professional learning
- to identify difficulties and find solutions
- to discuss future projects
- to link the placement with the degree and career
- to discuss cultural integration

### For the company:

- Provides the opportunity to discuss:
- the student's performance and commitment
  - the student's integration into the team and company
  - the student's motivation to monitor his own personal, professional and linguistic progress
  - further projects for the student
  - the company's expectations
  - any problems and possible solutions
  - future placement opportunities in the company



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The supervisor and the student are asked to provide initial feedback and indicate any specific areas of concern in preparation for the meetings. It is important to us that all parties benefit from the placement visit.

**“It was great to talk to you. Since your visit I realise I am extremely lucky to be working here. The opportunities are vast for my professional development. Thank you for the time you spent with me and my manager.”**

**IMML Spanish student**

**1 Alice MacAskill, Thales, Paris**

**2 Carola Parenti, Placement visit at Warner Bros., Madrid**

# The end of the placement

**“ My six-month placement with the International Investment Group (IIG) at BNP Paribas Real Estate in Paris was an experience that I thoroughly enjoyed, and has put me in great stead for my future career. ”**

Helen Walker, IGG BNP Paribas, Paris

## Appraisal

At the end of the placement, the company is required to complete an appraisal form. This record is an important source of information for students, for the company and for the University to evaluate placement performance.

## Student placement report

Students must write a detailed report on their work experience, which will normally be made available to other students interested in applying for this placement.

## Written dissertation

Students completing a 9-12 month placement are required to write an academic paper. In a company-specific case study, they must demonstrate the application of relevant theory to a practical issue. Any company information mentioned in this dissertation is treated as strictly confidential.

The dissertation is assessed by two academic tutors at the University of Bath and no information on the contents of this paper is made available to any third party. The mark for the dissertation counts towards the final degree classification.

## Written project

Students completing 4-6 month placements must write a project, designed to integrate the placement experience with their academic study.

## Assessment of the dissertation

9-12 month placement: 5,000 words in the foreign language, 8% of final degree mark.



4-6 month placement: 3,000 words in English, 4% of final degree mark.

## IMML prizes

Two cash prizes, sponsored by partner companies, are awarded to the best performing placement students. The main criterion for nomination is the employer's appraisal. The winners of these prizes are announced at the Graduation Ceremony at the end of the degree course.



1 Christopher Vost, IMML graduate, receiving prize

2 Madeleine Pitt, IMML graduate, receiving prize from Lynda Porter, Director of Studies

**“ I enjoyed the whole placement experience both at work and outside of work more than I can describe. It was the most life-changing experience.... and I learnt a lot about myself. ”**

Kate Gray, Thales Aerospace, Paris

# Graduate recruitment

**➲ IMML graduates have an excellent theoretical education, multi-lingual competence and practical experience, which equips them for a successful career in international management. Employment prospects are very good, with a number of graduates being recruited by their placement companies each year.**

With diverse skills and backgrounds, IMML graduates enter a wide variety of professions in Finance, Marketing, Management, Consulting, Retail and Human Resources.

## The University of Bath Careers Service

Companies wishing to recruit a graduate from the University of Bath can benefit from the services

of our Careers Office. Graduate recruitment fairs are organised on campus, and jobs are advertised to final-year students and recent graduates.

Tel: +44 (0) 1225 386009  
Email: [careers@bath.ac.uk](mailto:careers@bath.ac.uk)

Job opportunities can also be distributed by the Placements Officers.



IMML graduates, Katrina Roebuck & Andrew Thomson

## Examples of companies that have recruited our graduates:

- Accenture
- AGA Group
- Amadeus
- Barclays Bank
- Beiersdorf
- Bloomberg
- British Council
- BP
- BT
- Burberry
- Deloitte & Touche
- Deutsche Bank
- Google
- HSBC
- IBM
- JP Morgan
- KPMG
- Kraft Foods
- L'Oréal
- Mercedes
- Morgan Stanley
- Nat West
- PwC
- Royal Bank of Canada
- Santander
- Siemens
- Symantec
- tesa SE
- Tesco
- Thales Group
- Zurich

**➲ I have been offered a position to come back and work in the team, after graduating from Bath. I have accepted this offer. It is a multinational company and gives me the opportunities to work and live abroad, not just in Germany but also all over the world. „**

**Chris Hobbs, IMML German graduate**

**➲ As Supplier Engagement Manager for the French CSR evaluation company EcoVadis, I am confronted with challenges of staff, project and product development management on a daily basis. The IMML degree with its integrated placement could not have prepared me better for my career in an international business context. The fusion of business, marketing, politics and social subjects provided me with a head start in this challenging graduate market. „**

**Richard Bourne, EcoVadis, Paris**

# Contact us

For more information about our IMML placement programme please contact:

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