UNIVERSITY OF WOLVERHAMPTON
INTERNATIONAL STUDY CENTRE

INTERNATIONAL YEAR ONE: BUSINESS



Head of Learning & Teaching: Cate Ball

Cate Ball is Head of Learning & Teaching at the University of Wolverhampton International Study Centre, having joined Malvern International in 2025. With a background in teaching, international education, and teacher training, she has extensive experience supporting both students and educators across a range of educational settings. Cate is committed to inclusive and innovative approaches to learning and teaching that enhance the student experience and support successful academic outcomes.



Programme Leader: Yousuf Hindess

Yousuf Hindess joined the ISC at Wolverhampton in September 2025 as Programme Lead for English for Academic Purposes (EAP). Prior to that, he worked at INTO University of Exeter for 8 years as an EAP lecturer and Assistant Academic Manager. Long before reaching Wolverhampton, Yousuf worked abroad for substantial stints in Saudi Arabia and Egypt teaching both TEFL and EAP. A strong advocate of play in learning, he is an INNOPLAY Playful Champion from his time in Exeter.

Module overview:

Academic and Professional Communication

Effective communication is at the heart of successful business operations. This module develops students' ability to communicate clearly, persuasively, and professionally across a range of business contexts. Through a combination of academic and professional writing, digital communication, and collaborative tasks, students will gain essential skills in managing business interactions, producing structured business documents, and delivering impactful presentations. Students will engage in process-based, team-oriented learning, including business meetings, market research, proposal writing, and business pitching. Ethical communication, AI literacy, and critical reflection will be integrated throughout, ensuring students develop future-ready business communication competencies.

Introduction to Business Management

This module provides a comprehensive introduction to core business principles, equipping students with the knowledge, skills, and strategic mindset required for success in modern business environments. Students will explore key management functions, organisational structures, and decision-making frameworks, applying theoretical models to real-world business scenarios. The module also examines business environments and market positioning, leadership and organisational behaviour, and the role of corporate social responsibility (CSR) and business ethics in contemporary business strategy. Students will gain practical insights into entrepreneurship, innovation, and business growth, alongside essential digital business tools and employability skills. By the end of this module, students will have developed critical thinking, problem-solving, and professional communication skills, enabling them to analyse business challenges, make informed decisions, and prepare for higher-level study or careers in business, management, and related fields.

Analytical Skills for Business

This module provides a foundation in business analytics and data-driven decision-making, equipping students with skills to analyse and interpret business data. Students will explore the role of data in business strategy, learning how to collect, evaluate, and apply financial, operational, customer and market insights to support decision-making. Through practical applications, students will develop skills in data analysis, statistical techniques, business intelligence tools, and problem-solving frameworks. The module also introduces data visualisation techniques and the use of Excel and other business analytics software to present findings effectively to stakeholders.

Methods for Market Research

This module introduces students to the principles and practices of market research, equipping them with the skills to collect, analyse, and apply consumer and industry insights to business and marketing strategies. Students will explore both qualitative and quantitative research methods, learning how to design surveys, conduct interviews, analyse secondary data sources, and interpret consumer behaviour. Through practical application, students will develop the ability to gather and evaluate market intelligence, apply segmentation techniques, and use research findings to inform decision-making in marketing. In addition, the module also covers data ethics and regulatory compliance ensuring students understand the legal and ethical responsibilities of market researchers.