UWE Bristol | University of the West of England

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England Taylors University (Dual Award)
Teaching Institution	University of the West of England Taylors University
Delivery Location	University of the West of England National Economics University, Vietnam Taylors University
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Business & Law Taylors Business School, Taylors University
Department responsible for programme	BBS: Business and Management Taylors Business School
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA (Hons) International Business Management BBUS (Hons) International Business Managerment, Taylors Uni
Default Award Title	N/A
Interim Award Titles	BA International Business Management BBUS International Business Managerment CertHE Business and Management DipHE Business and Management
UWE Progression Route	
Mode of Delivery	Full-time,

ISIS code/s	**N12S**
	    N12S (NEU)
	    N11Y (FT)
	    N12Y12 (Dual)

For implementation from	September 2018

Part 2: Description

The BA(Hons) International Business Management offers students a current and integrated business education covering the main disciplines and operational areas of business, with a specific focus on the international dimensions of business and management. The curriculum aims to challenge students in their ways of thinking, behaving, learning, and issues of ethics and ethical decision making, sustainability and global citizenship are embedded throughout. The programme actively seeks input from the external environment and student learning is grounded in the external context wherever appropriate through, for example, external speakers; assessments that require students' opportunities to test out concepts in practice and reflections on their own experience of organizations. Student achievement is supported by a clear personal development strand to the programme designed to develop the transferable skills and 'brain habits' that facilitate the transition into higher education and underpins employability and lifelong learning.

The programme aims to enable students to:

- acquire a critical understanding of organisations, their management and the changing global environment in which they operate;
- be equipped with the employability attributes and skills necessary for international careers in business and management;
- develop an analytical and enquiring approach in the analysis of business problems so that considered and appropriate conclusions are drawn – which can be communicated effectively in a variety of forms;
- have an informed understanding of critical contemporary business issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;
- work with academic theory in practice;
- develop a strong sense of self and the life-long learning skills to make an ongoing contribution to society at large.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

An integrated business and management programme focused on developing the knowledge, skills and attributes commensurate with intercultural working and the development of an international career in business and management. The programme of study covers a broad spectrum of disciplines and business functions, including marketing, human resource management and business strategy, challenges students in their ways of thinking, behaving and learning, and promotes the consideration of ethics & ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management. Graduates of this programme are equipped with a skillset relevant to a broad range of business and management functions in addition to knowledge of cross-cultural management, global markets and the challenges of conducting business across borders.

Regulations

Delete one of the following statements as appropriate

Approved to University Regulations and Procedures

Dual Award:
Approved variant to University Academic Regulations and Procedures
Assessment is governed by the UWE/Taylors Dual Awards Academic Regulatory Framework approved as a variant to the University's Academic Regulations and Procedures.

Part 3: Learning Outcomes of the Programme

	Enterprise and Innovation	Introduction to Business and Management	Contemporary Business Issues	Understanding the Business & Economic Environment	Understanding the Principles of Marketing	Business Decision Making	Understanding Organisations and People	Understanding Business and Financial Information	Research Methods for Business	Management Skills	Managing People	Managing Business Processes	Accounting Information for Business	International Business	Introductory Research Project	Managing Organisational Change	Final Year Projects	Strategic Management	Integrated Business Simulation	Multinationals in the Domestic and Global Context
The global business environment		√	√	√	√	√	√				√	√		√				√	√	√
The nature of markets, customers and the role of marketing	√				√															√
Customer Expectations, service and orientation					√															
Marketing management principles in a global context					√															√
The use of accounting and the sources, uses and management of finance	√							√				√	√						√	
Information systems for managerial applications	√	√				√		√				√	√						√	
The management of financial, information and human resources and operations and their impact on organisational performance	√	√		√		√					√							√	√	
Organisations, People and Management																				

Part 3: Learning Outcomes of the Programme

Learning Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
The nature of work and organisations		√	√				√			√	√				√	√	√		
Management Theory		√	√	√		√	√			√	√	√			√	√	√		
The management and development of people		√	√				√			√	√	√			√	√	√		
Managing Diversity		√	√				√				√				√	√			
Business innovation, creativity and enterprise development	√	√	√		√						√				√	√	√	√	
The management of information systems	√	√				√		√				√							
Use of communication and information technology	√	√				√													√
Digital Business management	√	√	√		√														
Business Statistics and decision making				√		√		√				√							
Business policy and strategy	√	√				√				√	√	√	√				√	√	
Ethics and ethical decision making		√	√			√							√		√		√	√	√
Sustainability and sustainable development		√	√	√		√							√		√		√	√	√
Global Citizenship		√	√			√				√			√	√	√		√	√	√
Corporate Social Responsibility		√	√	√		√							√		√		√	√	√
Business and Management Research;																	√		
Relevant qualitative and quantitative research methods			√			√			√					√				√	

4

Part 3: Learning Outcomes of the Programme

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
The diverse nature of enterprise and entrepreneurs	√	√	√																√	
The role of enterprise in society	√	√	√																√	√
A personal awareness of the personal value of enterprise	√	√	√																√	
Information Literacy: gather and critically evaluate information and information from a range of sources.		√	√	√	√	√	√		√		√	√		√	√	√	√	√		√
Creativity and inventiveness in approaches to problem solving and an entrepreneurial mindset	√	√			√				√		√				√	√	√		√	
Assimilate new knowledge through effective synthesizing		√	√		√			√	√		√				√	√	√	√		
Make informed evidence-based decisions	√	√	√		√			√	√		√	√			√	√	√	√	√	
Ability to solve a range of complex problems in unpredictable contexts	√	√	√	√	√				√		√				√	√	√	√	√	
Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems		√	√				√		√		√				√	√	√		√	
Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.	√		√	√					√			√			√	√	√	√		√
Implement, verify and review decisions, recommendations, solutions and arguments of self and others						√			√						√	√	√		√	
Evaluate and analyse primary data, both qualitative and quantitative.			√			√			√						√		√			
The ability to manage a range of financial controls in an organizational context.	√							√				√							√	
The ability to evaluate and manage the performance of self and others										√									√	
The ability to select appropriate leadership styles for varying contexts.																√			√	

Part 3: Learning Outcomes of the Programme															
The ability to design and implement effective training interventions								√							
The ability to effectively select appropriate candidates in a resourcing context								√							
The ability to conduct appropriately designed ethical research into business and management issues			√				√			√			√		√
The ability to express evidence-based ideas and solutions to problems fluently through a range media including reports, essays, presentations etc. appropriate for a diverse audience.	√	√	√	√	√								√	√	√
Effective use of a range of ICT tools	√	√	√	√	√	√		√		√			√	√	√
The ability to effectively negotiate, persuade and influence others in a group setting			√		√			√						√	√
The ability to work effectively to achieve as a member of a team to achieve goals within time constraints; utilizing the contributions of individual group members.	√	√	√					√	√		√			√	√
Ability to recognize and address a range of business related ethical dilemmas, applying the principles of ethical management to a range of situations and choices.			√					√					√	√	
The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context									√						
High personal effectiveness								√	√		√	√	√	√	
Critical self-awareness, self-reflection and self-management			√			√		√				√	√		
Time management and workload management	√	√	√					√				√	√	√	
Resilience	√	√	√					√				√	√		

Part 3: Learning Outcomes of the Programme																						
Life-long learning and clear professional identity		√	√				√			√	√							√	√			
Adaptability and flexibility	√	√	√								√								√	√		√	
Work effectively alone and as a team member	√	√	√		√							√		√							√	√
Effective leadership		√					√																
Socially Responsible		√	√									√							√				
Numerical and Statistical skills	√		√	√		√		√	√			√		√		√		√		√			
Vision, responsiveness to opportunity, and ambition for business growth; an entrepreneurial capability and confidence	√							√						√		√		√		√			

N.B. Transferable skills are developed through an integrated programme of learning which is built into all core modules at levels 1, 2 and 3 and the work placement.

Part 4: Programme Structure
This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including: • level and credit requirements • interim award requirements • module diet, including compulsory and optional modules **Taylor's University: Internship:** **Internship: APPLICABLE TO STUDENTS AT Taylor's University ONLY** Students who are completing their Dual Award BBus(Hons) International Business Programme at Taylor's must complete a compulsory internship programme for duration of no less than 10 weeks. Within the Dual Award Framework, as part of mapping the UWE and Taylor's awards programme teams will ensure that it is clear how the internship has been mapped against the learning outcomes required to achieve the UWE award.

ENTRY		Compulsory Modules	Optional Modules	Awards
	Level 1	UMCDMW-15-1 Introduction to Business and Management UMCDMT-15-1 Enterprise and Entrepreneurship UMAD4U-15-1 Understanding Business and Financial Information (BIM) UMED8A-15-1 Understanding the Business and Economic Environment UMOD63-15-1 Understanding Organisations and People (BIM) UMKD6J-15-1 Understanding the Principles of Marketing (BIM) UMPDN6-15-1 Contemporary Business Issues UMCDN3-15-1 Business Decision Making for Management	There are no optional modules at level 1	CertHE Business and Management Credit requirements: 120 at the appropriate level

		Compulsory Modules	Optional Modules	Interim Awards
Level 2		UMPDM3-15-2 Managing People UMPDM5-15-2 Management Skills (Business and Management) UMAD5H-15-2 Accounting Information for Business UMSD7R-15-2 International Business UMCDM8-15-2 Research Methods for Business UMCDMA-15-2 Introductory Research Project UMMDNX-15-2 Operations and Supply Management	One option module (15 credits) may be selected from: *(subject to availability)* UMAD5M-15-2 Market Analysis for Private Investors UMED8P-15-2International Trade and Multinational Business UMED8U-15-2Good Business, Bad Business and Sustainability UMKD6M-15-2 Integrated Marketing Communications UMPD7E-15-2 Employment Relations OR UMPD7J-15-2 Equality Law and Diversity Management UMSD7Q-15-2 Entrepreneurship & Small Business UMMDFY-15-2 Digital Business Management UMAD5N-15-2 Credit Management: Theory and Practice	DipHE Business and Management Credit requirements: 240 at the appropriate level

		Compulsory Modules	Optional Modules	Interim Awards
Level 3		UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCDHU-30-3 Applied Business Project OR UMCDFS-30-3 Business Project (All projects must be in the field of International Business) UMSD7T-15-3 Strategic Management (BIM) UMODML-15-3 Managing Organisational Change UMSD9F-15-3 Multinationals in the Domestic and Global Context UMSDMK-15-3 Integrated Business Management Simulation	**Subject to availability and alteration**, two options should be selected up to a maximum value of 30 credits. The list below is for illustrative purposes only: UMAD5T-15-3 International Financial Management UMPD7G-15-3 International HRM UMSD7W-15-3 International Business in the Emerging Markets UMSD4T-15-3 Doing Business in Asia UMED8X-15-3 Economics of Developing Countries UMKD6Q-15-3 Global Marketing Management UMED97-15-3 Economic Issues in International Business	BA International Business Management Credit requirements: 300 at the appropriate level **HIGHEST AWARD:** BA(Hons) International Business Management Credit requirements: 360 at the appropriate level

ACADEMIC SERVICES

Part 6: Programme Structure		
BA (Hons) International Business Management	National Economics University, Vietnam	

National Economics University students enter directly onto level 3 of the BA (Hons) International Business Management. This structure diagram demonstrates the student journey from entry through to Graduation for a typical NEU student, including level and credit requirements and module diet, including compulsory and optional modules. The learning outcomes of NEU's BTEC HND (management pathway) have been mapped against levels 1 and 2 of the BA (Hons) International Business Management.

		UMCD9W-30-3 Critical Business Enquiry Project OR UMCD9Q-30-3 Enterprise Project OR UMCDHU-30-3 Applied Business Project (All projects must be in the field of International Business) UMSD7T-15-3 Strategic Management (BIM) UMODML-15-3 Managing Organisational Change UMSD9F-15-3 Multinationals in the Domestic and Global Context UMSDMK-15-3 Integrated Business Management Simulation	***Subject to availability and alteration***, two options should be selected up to a maximum value of 30 credits (*the list below is for illustrative purposes only*): UMAD5T-15-3 International Financial Management UMPD7G-15-3 International HRM UMSD7W-15-3 International Business in the Emerging Markets UMSD4T-15-3 Doing Business in Asia UMED8X-15-3 Economics of Developing Countries UMKD6Q-15-3 Global Marketing Management UMED97-15-3 Economic Issues in International Business	BA International Business Management Credit requirements: 300 at the appropriate level **HIGHEST AWARD:** BA(Hons) International Business Management Credit requirements: 360 at the appropriate level

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions:
International students seeking direct entry into level 3 require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

For NEU students, satisfactory completion of the BTEC HND diploma at National Economics University in addition to IELTS with 6.0 in all components or an overall band score of 6.5 or above.

Part 5: Entry Requirements

Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.

At Taylor's University

A Levels   : CDD   or 14 points (A=10, B=8, C=6, D=4, E=2)
STPM   : B- C+ C+ or CGPA of 2.44 and above
CPU   : 66% Average (6 subjects)
SAM   : TER 60
UEC   : Aggregate 18 points (6 subjects)
TBF   : Successful Completion (50%)
IB   : 24 points (6 Subjects)
ADP   : 30 Credit Units (minimum CGPA 2.0)

Entry at levels 2 and 3
The programme supports direct entry at level 2 from Diploma in Business or equivalent.

Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

Please simply list for reference- the design and consultation document will ask for a description of how they have been used.

QAA UK Quality Code for HE
          -Framework for higher education qualifications (FHEQ)
          -Subject benchmark statements
          -Qualification characteristics for Foundation degrees and Master's degrees

Strategy 2020
University policies
Staff research projects
Any relevant PSRB requirements
Any occupational standards

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First CAP Approval Date	CAP 22 February 2016			
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*	15 December 2016 16 January 2018 15 January 19 ASQC	Version	2 3 4	link to RIA *n/a work log 4942*
Next Periodic Curriculum Review due date	September 2022			
Date of last Periodic Curriculum Review				