



Programme Specification

International Business {Foundation} [Frenchay]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: International Business {Foundation} [Frenchay]

Highest award: BA (Hons) International Business

Interim award: BA International Business

Interim award: DipHE International Business

Interim award: CertHE Business and Management

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: Yes

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CBL Bristol Business School, College of Business and Law

Contributing schools: Not applicable

Professional, statutory or regulatory bodies:

Chartered Management Institute (CMI)

EPAS

Apprenticeship: Not applicable

Mode of delivery: Full-time, Sandwich

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2018

Programme code: N11F00

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) International Business 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. To this end, all home students on the programme, and overseas students entering at levels one and two, must complete an international placement either through Study Year Abroad or international work Placement. Students arriving from non-UK destinations can join the programme directly at level 3 as their period of study in the UK provides them with a significant international experience.

Educational Aims: 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 organisations. All students are encouraged by the curriculum into actively pursuing work experience through, for example, internships or volunteering on international projects.

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:

Support the UWE Bristol widening participation strategy by enabling students to undertake a foundation year before progressing to level one of the programme.

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 and 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.

Develop a range of enterprise and entrepreneurship skills, and the potential to undertake entrepreneurship upon graduation

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

- A1. Markets and Business context: The global business environment
- A2. Markets and Business context: The nature of markets, customers and the role of marketing
- A3. Markets and Business context: Customer Expectations, service and orientation

- A4. Markets and Business context: Marketing management principles in a global context
- A5. Financial Management: The use of accounting and the sources, uses and management of finance
- A6. Financial Management: Information systems for managerial applications
- A7. Operations: The management of financial, information and human resources and operations and their impact on organisational performance
- A8. Organisations, People and Management: The nature of work and organisations
- A9. Organisations, People and Management: Management Theory
- A10. Organisations, People and Management: The management and development of people
- A11. Organisations, People and Management: Managing Diversity
- A12. Organisations, People and Management: Business innovation, creativity and enterprise development
- A13. Communication and information technology (CIT): The management of information systems
- A14. Communication and information technology (CIT): Use of communication and information technology
- A15. Communication and information technology (CIT): Digital Business management
- A16. Business Strategy and decision making: Business Statistics and decision making
- A17. Business Strategy and decision making: Business policy and strategy
- A18. Ethics and Sustainable Development: Ethics and ethical decision making
- A19. Ethics and Sustainable Development: Sustainability and sustainable development
- A20. Ethics and Sustainable Development: Global Citizenship
- A21. Ethics and Sustainable Development: Corporate Social Responsibility
- A22. Research: Business and Management Research; relevant qualitative and quantitative research methods

- A23. Enterprise and Entrepreneurship: The diverse nature of enterprise and entrepreneurs
- A24. Enterprise and Entrepreneurship: The role of enterprise in society

Intellectual Skills

- B1. Information Literacy: gather and critically evaluate information and information from a range of sources
- B2. Creativity and inventiveness in approaches to problem solving
- B3. Assimilate new knowledge through effective synthesizing
- B4. Make informed evidence-based decisions
- B5. Ability to solve a range of complex problems in unpredictable contexts
- B6. Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems
- B7. Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.
- B8. Implement, verify and review decisions, recommendations, solutions and arguments of self and others
- B9. Evaluate and analyse primary data, both qualitative and quantitative

Subject/Professional Practice Skills

- C1. The ability to manage a range of financial controls in an organizational context
- C2. The ability to evaluate and manage the performance of self and others
- C3. The ability to select appropriate leadership styles for varying contexts
- C4. The ability to design and implement effective training interventions
- C5. The ability to effectively select appropriate candidates in a resourcing context
- C6. The ability to conduct appropriately designed ethical research into business and management issues

- C7. 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
- C8. Effective use of a range of ICT tools
- C9. The ability to effectively negotiate, persuade and influence others in a group setting
- C10. 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
- C11. 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
- C12. The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context

Transferable Skills and other attributes

- D1. High personal effectiveness
- D2. Critical self-awareness, self-reflection and self-management
- D3. Time management and workload management
- D4. Resilience
- D5. Life-long learning and clear professional identity
- D6. Adaptability and flexibility
- D7. Work effectively alone and as a team member
- D8. Effective leadership
- D9. Socially Responsible
- D10. Numerical and Statistical skills
- D11. Vision, responsiveness to opportunity, and ambition for business growth

Part B: Programme Structure**Year 1**

Full time and Sandwich students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full time and Sandwich)

Full time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full time and Sandwich).

Module Code	Module Title	Credit
UMCUL9-30-0	Becoming a Professional 2023-24	30
UMEDKL-30-0	Economics and Accounting for the Real World 2023-24	30
UJUUL7-30-0	Introduction to Law in a Social, Business and Global Context 2023-24	30
UMCDKK-30-0	Introduction to Organisation, Enterprise and Management 2023-24	30

Year 2

Full time and Sandwich students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full time and Sandwich)

Full time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full time and Sandwich).

Module Code	Module Title	Credit
UMCDN3-15-1	Business Decision Making for Management 2024-25	15
UMPDN6-15-1	Contemporary Business Issues 2024-25	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2024-25	15
UMSDHT-15-1	International Business Context 2024-25	15
UMCDMX-15-1	Introduction to Management 2024-25	15

UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2024-25	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2024-25	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2024-25	15

Year 3

Full time and Sandwich students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full time and Sandwich)

Full time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full time and Sandwich).

Module Code	Module Title	Credit
UMAD5H-15-2	Accounting Information for Business 2025-26	15
UMPDNC-15-2	Global Management Skills 2025-26	15
UMPDMA-15-2	Global People Management 2025-26	15
UMOD88-15-2	Intercultural Communication 2025-26	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2025-26	15
UMMDNX-15-2	Operations and Supply Management 2025-26	15
UMCDM8-15-2	Research Methods for Business 2025-26	15
UMSDKG-15-2	Theory and Practice of International Business 2025-26	15

Year 4

Sandwich students must take 15 credits from the modules in Year 4.

Full time students must take 120 credits from the modules in Year 4.

All students joining the programme at levels one or two must choose one of the following options both of which aim to enable students to contextualise their academic learning in an applied international business and/or cultural context:

International Work Placement (a minimum of 40 weeks in employment). During the international work placement students complete the module, Placement Learning (UMCDN5-15-3) to assess the student's personal development from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry for the Work Based Project on a topic relevant to their degree specialism of International Business that they will complete on return to university.

Study Year Abroad, which consists of two semesters of study (a minimum of 36 weeks at a partner institution abroad). During that time students complete the module Learning and Development on Study Year Abroad (UMCD9Y-15-3), to assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying. On return to the university, students must select a level 3 Critical Business Enquiry or Applied Business Project topic relevant to their degree specialism of International Business.

Students who do not complete, subsequent to level two, either an international work placement or study year abroad will not be permitted to continue on the BA International Business programme and will instead be enrolled by default on the FT route of the BA (Hons) Business and Management degree.

To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 210 credits.

Non-UK students directly entering the programme at level three are not required to undertake either SYA or overseas placement but must complete in year three of study the module Cross-cultural Learning and Development as part of the FT programme. Students on the FT programme must select a level 3 Critical Business Enquiry or Applied Business Project topic relevant to their degree specialism of International Business.

Year 4 Compulsory Module Choice (Full time)

Full time students must select 30 credits from the modules in Compulsory Module Choice (Full time).

All Projects must be in the field of International Business

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2026-27	30
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30

Year 4 Compulsory Modules (Full time)

Full time students must take 75 credits from the modules in Compulsory Modules (Full time).

Direct entrants only must take:

UMPCDKD-15-3: Cross-Cultural Learning and Development

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning and Development 2026-27	15
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMODML-15-3	Managing Organisational Change 2026-27	15
UMSD9F-15-3	Multinationals in the Domestic and Global Context 2026-27	15
UMSD7T-15-3	Strategic Management 2026-27	15

Year 4 Compulsory Placement and Study Year Abroad Modules (Sandwich)

Sandwich students must take 15 credits from the modules in Compulsory Placement and Study Year Abroad Modules (Sandwich).

Module Code	Module Title	Credit
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2026-27	15

UMCDN5-15-3	Placement Learning 2026-27	15
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Year 4 Optional Modules (Full time)

Full time students must select 15 credits from the modules in Optional Modules (Full time).

Modules are subject to availability.

Module Code	Module Title	Credit
UMSD4T-15-3	Doing Business in Asia 2026-27	15
UMED97-15-3	Economic Issues in International Business 2026-27	15
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMSD7W-15-3	International Business in Emerging Markets 2026-27	15
UMAD5T-15-3	International Financial Management 2026- 27	15
UMPD7G-15-3	International Human Resource Management 2026-27	15
UMED8X-15-3	The Economics of Developing Countries 2026-27	15

Year 5

Sandwich students must take 105 credits from the modules in Year 4.

Year 5 Compulsory Module Choice (Sandwich)

Sandwich students must select 30 credits from the modules in Compulsory Module Choice (Sandwich).

All Projects must be in the field of International Business

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2027-28	30

UMCD9W-30-3	Critical Business Enquiry Project 2027-28	30
UMCD9Q-30-3	Enterprise Project 2027-28	30

Year 5 Compulsory Modules (Sandwich)

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UMSDMK-15-3	Integrated Business Management Simulation 2027-28	15
UMODML-15-3	Managing Organisational Change 2027-28	15
UMSD9F-15-3	Multinationals in the Domestic and Global Context 2027-28	15
UMSD7T-15-3	Strategic Management 2027-28	15

Year 5 Optional Modules (Sandwich)

Sandwich students must select 15 credits from the modules in Optional Modules (Sandwich).

Modules are subject to availability.

Module Code	Module Title	Credit
UMCDKD-15-3	Cross Cultural Learning and Development 2027-28	15
UMSD4T-15-3	Doing Business in Asia 2027-28	15
UMED97-15-3	Economic Issues in International Business 2027-28	15
UMKD6Q-15-3	Global Marketing Management 2027-28	15
UMSD7W-15-3	International Business in Emerging Markets 2027-28	15

UMAD5T-15-3	International Financial Management 2027-28	15
UMPD7G-15-3	International Human Resource Management 2027-28	15
UMED8X-15-3	The Economics of Developing Countries 2027-28	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

An integrated business and management programme that features a prolonged period of international study or employment and that focuses 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 strategy, challenges students in their ways of thinking, behaving and learning, and promotes the consideration of ethics and ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management.

Part D: External Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

The learning outcomes of the programme map against both the QAA subject benchmark statement for General Business and Management and the following University and Faculty strategies and policies:

University strategies and policies:

- University's Vision and Mission – 2020 Strategy
- UWE Charter

Faculty strategies and policies:

- Blended Learning Framework

- Curriculum Principles
- Employability Strategy
- Faculty of Business and Law LTA Strategy

Staff research projects:

- Where ever possible staff are encouraged to utilize their research – and that of colleagues– to inform their teaching, both in terms of content and pedagogic approach.

Employer interaction and feedback:

- Employers and alumni are regularly consulted to ensure the currency and relevance of the programme.

The programme as it subject to review and 'refresh' as part of the wider scheme review conducted in 2011-12, following widespread consultation with key stakeholders including current students, alumni and employers/graduate recruiters. Since that time, it has been reviewed in response to student feedback, the developing demands of employers and on the basis of benchmarking against similar programmes at other higher education institutions and the criteria for accreditation by professional bodies. This has lead to revision to both assessment strategy, the introduction of new modules and inclusion of a compulsory year abroad.

Part E: Regulations

Approved to University Regulations and Procedures.