SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) International Business Communication (TOP UP)

Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Full-time

ENTRY REQUIREMENTS	UCAS Tariff Points: You should hold an HND or Foundation Degree (or equivalent), or have successfully completed a course which is equivalent to the first two years of a UK honours degree (240 credit points (120 ECTS credits) in a related subject. If English is not your first language, you will need to meet the UK Border Agency's and the University's minimum English language requirements such as the International English Language Test (IELTS) overall score of 6.0 with 5.5 in each component.
For Implementation From	14 Sep 2020
ISIS Code/s	Programme Code N1P9-SEP-FT-FR-N1P9 Other codes: JACS Business studies HECoS 100079: Business Studies UCAS SLC

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

This programme offers students a flexible, contemporary and integrated business and communication education covering key disciplines and operational areas of business with a specific focus on the international business communications. The curriculum aims to challenge students in their ways of thinking, behaving and learning, covering critical business issues of change and complexity, ethics & ethical decision-making, sustainability and global citizenship within their disciplinary context. Simultaneously, the programme offers a strong foundation in Business English and Intercultural Communication. Student learning is grounded in the external context wherever appropriate through, for example, external speakers, assessment that provides opportunities for students to test out concepts in practice and incorporation of reflections on their own experience of organisations and developing and enhancing their language skills for managing in a global economy.

2. Educational Aims (c. 4-6 aims)

The programme aims to enable students to:

acquire a critical understanding of organisations, their management, communication strategies and the changing external environment in which they operate;

be equipped with the employability attributes and skills necessary for a career in a global setting;

develop an analytical and enquiring approach to addressing business and communication problems to draw considered and appropriate conclusions which can be communicated effectively in a variety of forms;

acquire an informed understanding of critical contemporary business and communications issues and theoretical debates, including ethics & ethical decision-making, sustainability and global citizenship;

work with academic theory from a range of disciplines in practice

3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)

Programme (Learning) Outcomes (POs)

Programme Learning Outcomes

PO1   Students demonstrate knowledge of the structures and functions of organisations and awareness of the external environment in business.

PO2   Students demonstrate a knowledge from a range of disciplines in business management and communication.

PO3   Students can identify problems and understand how to research them.

PO4   Students can analyse problems and developed informed and innovative responses.

PO5   Students can express information effectively in a manner appropriate to the needs of audiences.

PO6   Students can work effectively as a member of a team.

PO7   Students are self-aware and reflective and use their experience of degree study to inform their ongoing personal development.

PO8   Students will have an awareness of social responsibilities and their role as global citizens

PART B: Programme Structure

1. Structure

Year 1

Year 1 Compulsory Modules

Code	Module Title	Credit	Type
UMCDQ3-15-3	Academic and Professional Development 2020-21	15	Compulsory
UMCDFS-30-3	Business Project 2020-21	30	Compulsory
UMSDQ5-15-3	Business Strategy 2020-21	15	Compulsory
UPNNH8-15-3	Corporate Communication and Commercial Writing 2020-21	15	Compulsory
UMPD7G-15-3	International Human Resource Management 2020-21	15	Compulsory
UMKDSA-15-3	International Marketing Communications 2020-21	15	Compulsory
UPNNH9-15-3	Language at Work 2020-21	15	Compulsory

PART C: Higher Education Achievement Record (HEAR) Synopsis

This course provides a comprehensive business communication education, equipping students with the knowledge and skills for a successful career in a global business environment. It offers a broad range of modules, enabling students to develop the knowledge to support the achievement of career aspirations. Successful completion of the programme requires students to be independent, analytical and critical. It requires them to work effectively within diverse teams and demonstrate strong information literacy, a spirit of enquiry and to be reflective in practice. It will also require a broad theoretical and practical knowledge of a broad range of business functions, communication strategies and the business environment.

Definitive Programme Documentation

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

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

PART E: REGULATIONS

Approved to University Regulations and Procedures

Definitive Programme Documentation