



Programme Specification

International Business Communication {Top-Up}

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: International Business Communication {Top-Up}

Highest award: BA (Hons) International Business Communication {Top-Up}

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FBL Dept of Business & Management, Faculty of Business & Law

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

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

For implementation from: 14 September 2020

Programme code: N1P9-SEP-FT-FR-N1P9

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational 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

Programme Learning Outcomes:

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

Year 1

Year 1 Compulsory Modules

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2021-22	15
UMSDQ5-15-3	Business Strategy 2021-22	15
UPNNH8-15-3	Corporate Communication and Commercial Writing 2021-22	15
UMPD7G-15-3	International Human Resource Management 2021-22	15

UMKDSA-15-3	International Marketing Communications 2021-22	15
UPNNH9-15-3	Language at Work 2021-22	15

Year 1 Compulsory Modules Compulsory Modules Choice

The Enterprise Project (UMCD9Q-30-3) module is a barred combination with both the Business Project In Theory (UMCDVE-15-3) and the Business Project (UMCDVF-15-3) modules.

The Business Project in Theory (UMCDVE-15-3) module is a co-requisite to the Business Project (UMCDVF-15-3) module.

Module Code	Module Title	Credit
UMCDVF-15-3	Business Project 2021-22	15
UMCDVE-15-3	Business Project in Theory 2021-22	15
UMCD9Q-30-3	Enterprise Project 2021-22	30

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.

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