



## **Programme Specification**

### **International Business Management [UFM]**

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** International Business Management [UFM]

**Highest award:** BA (Hons) International Business Management

**Interim award:** BA International Business Management

**Interim award:** DipHE Business and Management

**Interim award:** CertHE Business and Management

**Awarding institution:** UWE Bristol

**Affiliated institutions:** University of Finance - Marketing, Vietnam

**Teaching institutions:** University of Finance - Marketing, Vietnam

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

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

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time

**Entry requirements:**

**For implementation from:** 01 September 2025

**Programme code:** N11Z13

## Section 2: Programme Overview, Aims and Learning Outcomes

**Part A: Programme Overview, Aims and Learning Outcomes**

**Overview:** 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.

**Features of the programme:**

**Educational Aims:** 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 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.

**Programme Learning Outcomes:**

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

**Knowledge and Understanding**

- A1. The global business environment
- A2. The nature of markets, customers and the role of marketing
- A3. Customer Expectations, service and orientation
- A4. Marketing management principles in a global context
- A5. The use of accounting and the sources, uses and management of finance
- A6. Information systems for managerial applications
- A7. The management of financial, information and human resources and operations and their impact on organisational performance
- A8. The nature of work and organisations
- A9. Management Theory
- A10. The management and development of people
- A11. Managing Diversity
- A12. Business innovation, creativity and enterprise development
- A13. The management of information systems
- A14. Use of communication and information technology
- A15. Digital Business management
- A16. Business Statistics and decision making
- A17. Business policy and strategy
- A18. Ethics and ethical decision making
- A19. Sustainability and sustainable development
- A20. Global Citizenship
- A21. Corporate Social Responsibility

- A22. Business and Management Research
- A23. Relevant qualitative and quantitative research methods
- A24. The diverse nature of enterprise and entrepreneurs
- A25. The role of enterprise in society
- A26. A personal awareness of the personal value of enterprise

### **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 and an entrepreneurial mindset
- 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; an entrepreneurial capability and confidence.

**Assessment strategy:** The assessment strategy has been designed to test the programme learning outcomes.

**Student support:** Student support for all issues relating to the content, delivery and assessment of modules is provided by teaching staff and Module Leaders, and for more general academic and professional concerns, by Programme Leads. UFM staff will work with the UWE programme teams via the Link Tutor to ensure a parity between delivery and successful outcomes.

UFM students are supported by academic and professional services staff, who are trained to effectively support students' personal and academic development. Where students have problems of a personal or wellbeing nature they are to be referred as appropriate to UFM Student Services and to UFM Careers regarding employability issues. In addition, students can seek support from the English language services.

Student Services Student Advisors - both academic and professional services - provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on, including when relevant how to access the wider support provided by the UFM.

Students and graduates are also supported by UFM Careers who run job fairs and other employer-facing events to help students to access skills, experience and knowledge to improve their employability prospects and to take control of and responsibility for their own career planning and progression/development.

All students take part in an Induction programme at the start of their studies. All new students are provided with a short Student Handbook, available on the UFM website, to help them through their first weeks at university and to act a guide to the complex

information environment in which they now find themselves.

An important part of the programme is the involvement of students. Class representatives are elected and a yearly Forum with the senior executive is held discuss issues raised by students in relation to their experience of studying at UFM. However, the culture of Vietnamese HEIs is for staff to have an open door policy, which means students and staff create open and mutually respectful relationships and students feel able to contribute openly and honestly about their experiences. This means issues can be solved quickly before they escalate.

## Part B: Programme Structure

### Year 1

The student must take 120 credits from the modules in Year 1.

### Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

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
UMCDMW-15-1	Introduction to Business and 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



UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2024-25	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2024-25	15

## Year 2

The student must take 120 credits from the modules in Year 2.

### Year 2 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMAD5H-15-2	Accounting Information for Business 2025-26	15
UMSD7R-15-2	International Business 2025-26	15
UMED8P-15-2	International Trade and Multinational Business 2025-26	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2025-26	15
UMPDM5-15-2	Management Skills (Business and Management) 2025-26	15
UMPDM3-15-2	Managing People 2025-26	15
UMMDNX-15-2	Operations and Supply Management 2025-26	15
UMCDM8-15-2	Research Methods for Business 2025-26	15

## Year 3

The student must take 120 credits from the modules in Year 3.

**Year 3 Compulsory Modules**

The student must take 120 credits from the modules in Compulsory Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCD9W-30-3	Critical Business Enquiry Project 2026-27	30
UMKD6Q-15-3	Global Marketing Management 2026-27	15
UMSDMK-15-3	Integrated Business Management Simulation 2026-27	15
UMPD7G-15-3	International Human Resource Management 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

**Part C: Higher Education Achievement Record (HEAR) Synopsis**

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 and 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.

**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

Strategy 2020

University policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards

**Part E: Regulations**

Approved to University Regulations and Procedures.