



Programme Specification

International Business Management [Frenchay]

Version: 2023-24, v2.0, Validated

Contents

Programme Specification.....	1
Section 1: Key Programme Details.....	2
Part A: Programme Information	2
Section 2: Programme Overview, Aims and Learning Outcomes	2
Part A: Programme Overview, Aims and Learning Outcomes	3
Part B: Programme Structure.....	7
Part C: Higher Education Achievement Record (HEAR) Synopsis	11
Part D: External Reference Points and Benchmarks	11
Part E: Regulations	11

Section 1: Key Programme Details

Part A: Programme Information

Programme title: International Business Management [Frenchay]

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

Teaching institutions: UWE Bristol

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 the current entry requirements see the UWE public website.

For implementation from: 01 September 2018

Programme code: N11Y00

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:

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 2023-24	15
UMPDN6-15-1	Contemporary Business Issues 2023-24	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2023-24	15
UMCDMW-15-1	Introduction to Business and Management 2023-24	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2023-24	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2023-24	15

UMED8A-15-1	Understanding the Business and Economic Environment (Business, International and Management) 2023-24	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2023-24	15

Year 2

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

Year 2 Compulsory Modules

The student must take 105 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMAD5H-15-2	Accounting Information for Business 2024-25	15
UMSD7R-15-2	International Business 2024-25	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2024-25	15
UMPDM5-15-2	Management Skills (Business and Management) 2024-25	15
UMPDM3-15-2	Managing People 2024-25	15
UMMDNX-15-2	Operations and Supply Management 2024-25	15
UMCDM8-15-2	Research Methods for Business 2024-25	15

Year 2 Optional Modules

One option module (15 credits) may be selected (subject to availability).

Students can only choose one out of:

UMPD7E-15-2 Employment Relations

OR

UMPD7J-15-2 Equality Law and Diversity Management

Module Code	Module Title	Credit
UMAD5N-15-2	Credit Management: Theory and Practice 2024-25	15
UMMDFY-15-2	Digital Business Management 2024-25	15
UMPD7E-15-2	Employment Relations 2024-25	15
UMSD7Q-15-2	Entrepreneurship and Small Business 2024-25	15
UMPD7J-15-2	Equality Law and Diversity Management 2024-25	15
UMED8U-15-2	Good Business, Bad Business and Sustainability 2024-25	15
UMKD6M-15-2	Integrated Marketing Communications 2024-25	15
UMED8P-15-2	International Trade and Multinational Business 2024-25	15
UMAD5M-15-2	Market Analysis for Private Investors 2024-25	15

Year 3

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

Year 3 Compulsory Modules

All these modules are compulsory

Module Code	Module Title	Credit
UMSDMK-15-3	Integrated Business Management Simulation 2025-26	15
UMODML-15-3	Managing Organisational Change 2025-26	15
UMSD9F-15-3	Multinationals in the Domestic and Global Context 2025-26	15

UMSD7T-15-3	Strategic Management 2025-26	15
-------------	------------------------------	----

Year 3 Compulsory Project options

Projects must be in the field of International Business.

Students must choose a project from:

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2025-26	30
UMCDFS-30-3	Business Project - Withdrawn 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

Year 3 Optional Modules

Subject to availability and alteration,

two options should be selected up to a maximum value of 30 credits.

This list below is for illustrative purposes only:

Module Code	Module Title	Credit
UMED97-15-3	Economic Issues in International Business 2025-26	15
UMKD6Q-15-3	Global Marketing Management 2025-26	15
UMSD7W-15-3	International Business in Emerging Markets 2025-26	15
UMAD5T-15-3	International Financial Management 2025- 26	15
UMPD7G-15-3	International Human Resource Management 2025-26	15
UMED8X-15-3	The Economics of Developing Countries 2025-26	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.