



Programme Specification

International Business Management [HELP]

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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	2
Part B: Programme Structure.....	9
Part C: Higher Education Achievement Record (HEAR) Synopsis	10
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 [HELP]

Highest award: BA (Hons) International Business Management

Awarding institution: UWE Bristol

Affiliated institutions: Help Academy

Teaching institutions: Help Academy

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 January 2026

Programme code: N19L13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The BA (Hons) International Business Management at HELP offers students a contemporary, integrated, and interdisciplinary practice-based business education encompassing the underpinning theoretical, functional and operational areas of global business and management. The programme also supports student to develop personally, professionally, and academically, in order to gain the skills and aptitudes required for further study or a career in a business-related field or a variety of global careers.

The curriculum aims to challenge students in their ways of thinking, behaving and learning. The Educational Development Strands of professional development, research and academic skills, sustainability, and development of entrepreneurial mindsets are embedded throughout the programme of study.

As a practice-focused programme, students engage with authentic learning, teaching and assessment approaches, with an international flavour, throughout. This culminates in a final year of real-world practice modules, including a capstone module which allows students to put their learning into practice.

Features of the programme: The BA(Hons) International Business Management is driven by the needs of global and multinational organisations, with an emphasis on skills development and is for students who want the flexibility to discover new areas and develop a strong knowledge and skills base in international business. The focus is both global and local, as the programme offers students the chance to learn about how business is done in Malaysia and worldwide.

Students will learn about the wide range of organisational functions, including marketing, finance and HR and access guest speakers, case studies and online simulations, ensuring HELP graduates are ready for work. There is a strong emphasis on developing cross-cultural communication skills.

This programme has the following distinctive features:

Transferable enterprise employability skills: The programme focuses on developing a diversified skill set, including technical competencies, digital literacy, critical thinking,

cultural intelligence, ethical values, and communication skills. This approach aims to produce graduates who are work-ready and able to succeed and flourish in an international labour market.

Practice-Led & engaged with industry: Grounded in a practice-led approach, the curriculum integrates cutting-edge research, ethics, and sustainability. This provides students with practical insights. Engaging closely with employers, entrepreneurs, and professional bodies, students are encouraged to explore diverse applications of acquired skills. Integrated activities, such as fieldwork, pitches and industry guest lectures, enrich the learning experience and offer networking opportunities.

Digital Capability: Technology literacy will be essential for future business leaders to thrive, and the programme recognises the importance of digital literacy and integrates this into teaching students to use a range of digital tools effectively. Whilst the changes in this area are rapid, Emerging Technologies (ET), including Artificial Intelligence (AI), are transforming modern business. The programme at HELP embeds critical thinking and practical application in order to motivate learners to embrace new technologies and understand how they will be applied in future enterprises.

Sustainability: Students will study core modules that focus on ethical and sustainable practices, in addition this programme aims to inspire students to embrace sustainable innovation. Through practical application and use of real-world case studies, which include a global and a Malaysian perspective, students are challenged to consider their role in shaping a sustainable future.

Professional Practice development: A distinctive feature of the programme is the professional development stream, which cuts across the three levels of the programme and is embedded as a core module in the curriculum at every level. This stream supports students' developmental journey, providing the structure to allow students to develop a compelling narrative of their degree journey to present to potential employers.

Educational Aims: The BA (Hons) International Business Management degree actively seeks to provide personalised experiences for all learners, grounding student learning in the international business environment and context wherever appropriate through engagement with professionals and authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of organisations in Malaysia and internationally. Student achievement is supported by a clear professional practice and personal development strand of transferable skills and entrepreneurial mindsets over all three levels that facilitates the transition into, through, and beyond, Higher Education and which underpins enterprise, employability, and lifelong learning.

Educational Aims:

- 1.To provide students with high quality learning and teaching experiences that are practice-led, and sustain a culture of student-centred learning, incorporating current research to ensure learning is informed by research;
- 2.To provide students with an in-depth knowledge and critical understanding of the changing external environment, organisations and management of profit and not for profit businesses;
- 3.To develop students' independent thinking and informed understanding of critical contemporary business issues and theoretical debates to work with academic theory in practice;
- 4.To develop students' analytical and enquiring approaches to the analysis of business problems so that considered and appropriate conclusions are drawn – which can be communicated effectively and appropriately.
- 5.To develop students' collaborative skills, strong sense of self and life-long learning skills, including ethical, personal, and social responsibility as global citizens.
- 6.To prepare students with the enterprise and employability skills and attributes necessary to plan effectively for their chosen future and be able to undertake appropriate personal development for a career in business and management and/ or further study both in Malaysia and internationally.

Programme Learning Outcomes:

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

Programme Learning Outcomes

- PO1. Knowledge and understanding
Demonstrate a systematic and detailed appreciation of the behaviour of people at work, and the role of marketing, data, and strategic and operations management in enterprise and organisations; with an advanced knowledge and critical understanding of the core and optional subjects relevant to international business and the role and responsibility of organisations and managers in diverse societies with their contrasting cultural and institutional context.
- PO2. Critical analysis
Ability to apply a conceptual understanding to devise, sustain and critically analyse arguments. Effectively solving problems with a critical appreciation of context, ambiguity, and uncertainty.
- PO3. Skills and attributes
Ability to apply the skills and attributes necessary to work collaboratively and individually, in a digital, culturally diverse world; effectively communicating complex information, ideas, problems, and solutions as appropriate to the needs of varied and different audiences.
- PO4. Personal and professional futures
Demonstrate self-awareness informing the learners' ongoing personal and professional development, alongside a reflective understanding of how the knowledge and skills developed throughout the programme can enhance their entrepreneurial thinking, practice, global mindset and employability.
- PO5. Social value and sustainability
Demonstrate a critical understanding of the learners' roles and social responsibilities as global citizens, and the sustainable development goals and activities of international managers in international organisations and society.

Assessment strategy: Assessments are designed programmatically so as to facilitate a progression through differing levels of complexity at each level of study:

Level 4 (remembering and understanding), a sound knowledge and understanding of the underlying concepts of a subject and ability to evaluate and interpret these

Level 5 (applying and analysing) , a knowledge and critical understanding of the established principles of the field of study, the ability to apply these principles more widely and analyse them critically.

Level 6 (evaluating and creating), a systematic understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline, with the ability to critically apply and evaluate arguments and assumptions appreciating uncertainty and the limits of knowledge.

Opportunities to demonstrate achievement of the learning outcomes are provided through the following assessment methods which are assessed against publicised marking criteria:

1. Regular formative assessment is used at all Levels to monitor students' progress and provide feedback about knowledge and understanding gained and development of skills and attributes, providing an opportunity for identifying and rectifying students potential challenges, as well as contributing to summative assessment in some instances.
2. Presentations and Posters (individual and collaborative) are formally and informally assessed for content and process in modules at each level. In addition to assessing the students' analytical skills and relevant theoretical understanding, these provide opportunities to assess students' oral communication skills and prepare them for presentation processes common in international business environments. These include opportunities for peer review assessment, where group members can allocate marks to reflect each group member's contribution when working collaboratively. This also provides an opportunity for personal reflection.
3. Written assignments, projects, case study's, reports, and set exercises. These are expected to be well written and presented and are used to assess the students' development of key skills as well as theoretical knowledge and critical understanding. They provide opportunities for in depth focus on specific international business related issue.

4. Professional practice portfolios of evidence demonstrates that students have developed the required professional skills and attributes for a career in business. Students will also reflect and comment on their own learning and personal development.

5. Formal examinations are used very occasionally and only if they are the most appropriate assessment approach for assessing students' theoretical understanding and critical abilities, and manage time effectively. The University has systems in place to ensure that examining procedures are moderated and regulated.

6. In line with inclusionary learning and teaching principles the programme provides alternative assessment proposals where students with logistical or other difficulties can elect to submit in an alternative format. This relates primarily to presentations/vivas and in these instances students will be offered a choice of face to face, online or recorded where possible. With regard to group work this will be encouraged in many modules, collaborative working is assessed summatively in the professional practice modules where group activities are undertaken and group mentor support is provided.

Student support: Student support for overarching academic and professional concerns, is provided by the programme team, including the content, delivery and assessment of modules.

HELP Academy is underpinned by a culture of personalised academic guidance. The Learning Resource Centre offers students space for self-study, offering a conducive environment equipped with essential resources.

CAREERsense at HELP specialises in equipping and empowering students through workshops and training resources to develop the skills and tools to succeed in the job market, including career counselling, resume building, mock interviews and networking events. The team are in close touch with industry partners and employers to provide internship and job placement opportunities for our students so that their academic learning have a real-world context.

Part B: Programme Structure**Year 1**

Students must take 120 credits from the modules in Year 1.

Module Code	Module Title	Credit
UMOT8M-30-1	Professional Knowledge: International Management and Organisational Behaviour 2025-26	30
UMAT6G-15-1	Using Financial Information for Business 2025-26	15
UMKD6J-15-1	Principles of Marketing 2025-26	15
UMMT8L-30-1	Entrepreneurial Decision Making 2025-26	30
UMST8K-30-1	International Business and Economic Environments 2025-26	30

Year 2

Students must take 120 credits from the modules in Year 2.

Module Code	Module Title	Credit
UMST8W-30-2	Professional Skills: International Business Research 2026-27	30
UMST8X-15-2	Multinationals in the Domestic and Global Context 2026-27	15
UMPDM4-15-2	Managing Human Resource in Global Business 2026-27	15
UMST8P-30-2	Strategy, Innovation, and Operations 2026-27	30
UMST8Y-30-2	Developing Cross Cultural Practice 2026-27	30

Year 3

Students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full-time)

The student must take 90 credits from Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UMPTCN-15-3	International Workforce 2027-28	15
UMOT6W-15-3	Social Value and Sustainability for Business 2027-28	15
UMSTBH-30-3	Global Supply Chain for Advanced Strategy 2027-28	30
UMSTAX-30-3	Project Management with Data Analytics 2027-28	30

Year 3 Optional Modules - Professional Development (Full-time)

Module Code	Module Title	Credit
UMST9A-30-3	Professional Development : Business Simulation 2027-28	30
UMOT6X-30-3	Professional Development : Consultancy 2027-28	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme provides a current, practice based international business education. Offering a breadth and depth of international focused modules, equipping students with the business knowledge, skills and cultural capabilities for a successful international career in business and management and/or further study. Successful completion of the programme requires students to be independent, analytical and critical. Requiring them to work independently and collaboratively, demonstrate strong information literacy, a spirit of enquiry and to be reflective in practice. It

requires a broad theoretical and practical knowledge of a range of business functions and the broader cultural and international business environment.

Part D: External Reference Points and Benchmarks

QAA/ FHEQ and OFS reference points and benchmarks

QAA Framework for Higher Education; and OFS sector regulatory standards

OFS Framework for Higher Education Qualifications (2022)

QAA Assessment overview

QAA Quality code: assessment

QAA Subject Benchmarks

Future employability reports:

The Chartered Management Institute (CMI) (2021)

World Economic Forum (WEF) on the future of work (2023)

CBI education and skills survey 2022

Staff research projects:

Wherever possible staff are encouraged to utilise 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.

Student consultation:

Student consultation is ongoing on feeds directly into the continued improvement of the programme.

Part E: Regulations

Approved to University Regulations and Procedures.