



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	University of the West of England
<b>Teaching Institution</b>	University of the West of England National Economics University, Vietnam
<b>Delivery Location</b>	University of the West of England National Economics University, Vietnam
<b>Study abroad / Exchange / Credit recognition</b>	No
<b>Faculty responsible for programme</b>	Faculty of Business and Law
<b>Department responsible for programme</b>	Business and Management
<b>Professional Statutory or Regulatory Body Links</b>	None
<b>Highest Award Title</b>	BA (Hons) International Business Management
<b>Default Award Title</b>	None
<b>Interim Award Titles</b>	None
<b>UWE Progression Route</b>	N/A
<b>Mode of Delivery</b>	Full-time
<b>ISIS code/s</b>	<b>N12U</b> N12U13 (FT) N1AU13 (NEU)
<b>For implementation from</b>	September 2019

**Part 2: Description**

This programme offers students a flexible, contemporary and integrated business and management education covering key 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 and learning, covering critical business issues of change and complexity, ethics & ethical decision-making, sustainability and global citizenship within their disciplinary context. 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 own experience of organisations.

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 careers in international 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 & ethical decision-making, sustainability and global citizenship;
- work with academic theory in practice;

The curriculum and assessment of student learning builds on prior study of business and management equivalent to FHEQ levels four and five to enable an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

**Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)**

This course provides an integrated business and management programme focused on developing the knowledge, skills and attributes concerned with the conduct of business and management across borders. It comprises modules covering a range of disciplines and functions in international business, enabling students to develop the knowledge to support students in their future 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 and the business environment.

**Regulations**

Approved to [University Regulations and Procedures](#)

## Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Managing Organisational Change	Integrated Business Simulation	Multinationals in Domestic and Global Context	MOPTION MODULES (S2)
<b>A) Knowledge and understanding of:</b>								
The global business environment				√		√	√	√
Key functional areas of business and management business areas, such as marketing, accounting, human resources, strategy and operations management	√	√		√	√	√	√	√
How aspects of business and management interrelate and affect overall organisational performance					√	√	√	√
Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility	√	√		√	√		√	√
Theory, practice, controversies and challenges associated with the conduct of international business and management	√	√		√	√		√	√
<b>(B) Intellectual Skills</b>								
Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks.	√	√	√	√	√	√	√	√
Ability to gather, critically evaluate and apply information, data and evidence from a range of resources.	√	√	√	√	√	√	√	√
Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts.	√	√	√	√	√	√	√	√
Ability to express ideas and solutions to problems fluently in a manner appropriate to the needs of diverse audiences and in a variety of formats	√	√	√	√	√	√	√	√
Design, execute and evaluate ethical research into business and management issues	√	√						

**Part 3: Learning Outcomes of the Programme**

	Business Project	Enterprise Project	Academic & Professional Development	Business Strategy	Managing Organisational Change	Integrated Business Simulation	Multinationals in Domestic and Global	OPTION MODULES (S2)
<b>(C) Subject/Professional/Practical Skills</b>								
Effective use of a range of ICT tools	√	√	√	√	√	√	√	√
Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members.			√			√		
Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices.				√	√	√	√	
<b>(D) Transferable skills and other attributes</b>								
Self-awareness and reflectivity in practice	√	√	√	√	√	√	√	√
Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development			√					
Ability to apply the principles of ethical management.				√	√			
Understanding of the value of diversity and global in outlook			√				√	√

**Part 4: Programme Structure**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
		UMCD9Q-30-3 Enterprise Project OR UMCDFS-30-3 Business Project  (All projects must be in the field of International Business)  UMSDQ5-15-3 Business Strategy  UMODML-15-3 Managing Organisational Change  UMSDMK-15-3 Integrated Business Management Simulation  UMSD9F-15-3 Multinationals in the Domestic and Global Context  UMCDQ3-15-3 Academic and Professional Development	One option should be selected up to a maximum value of 15 credits. <i>subject to availability</i>  UMAD5T-15-3 International Financial Management  UMSD7W-15-3 International Business in the Emerging Markets  UMSD4T-15-3 Doing Business in Asia  UMED8X-15-3 Economics of Developing Countries  UMKD6Q-15-3 Global Marketing Management  UMED97-15-3 Economic Issues in International Business	<b>NONE</b>

**Part time:**

No part-time route is offered for this course

**Part 4: Programme Structure – Delivery at National Economics University, Vietnam**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
		UMCDFS-30-3 Business Project (All projects must be in the field of International Business)  UMSDQ5-15-3 Business Strategy  UMODML-15-3 Managing Organisational Change  UMSDMK-15-3 Integrated Business Management Simulation  UMSD9F-15-3 Multinationals in the Domestic and Global Context  UMCDQ3-15-3 Academic and Professional Development  UMKD6Q-15-3 Global Marketing Management	<b>NONE</b>	<b>NONE</b>

### Part 5: Entry Requirements

Entry to this programme is normally based on the satisfactory completion of appropriate externally-validated prior study equivalent to FHEQ levels 4 and 5 of a suitable credit volume in a related subject area which enables applicants to have achieved the prerequisite knowledge and academic competence required for level six study in business and management.

This prior study may include, but is not limited to:

- Successful completion of a foundation degree in business, management or a related discipline
- Successful completion of a Higher National Diploma in business, management or a related discipline
- Successful completion of prior study at least equivalent to 240 credits at a level commensurate with FHEQ levels four and five (subject to individual assessment of prior learning and/or prior qualification mapping)

International students seeking require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

**Part 6: 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](#)

[AACSB Accreditation Standards](#)[Strategy 2020](#)[University policies](#)

UWE Charter

Faculty strategies and policies:

Faculty Vision and Mission

FBL international strategy

Staff research projects

Where possible staff are encouraged to utilize 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

## FOR OFFICE USE ONLY

First CAP Approval Date	UVP 10 July 2018 <a href="#">link to RIA</a>			
Revised Revision ASCQ Approval Date	23/07/2019	Version	2	<a href="#">Link to RIA</a>
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				