



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
Highest Award	BA (Hons) International Business Management
Awarding Institution	UWE Bristol
Teaching Institution	UWE Bristol
Delivery Location	Frenchay Campus
Study Abroad / Exchange / Credit Recognition	Placement X Sandwich Year X Credit Recognition X Year Abroad X
Faculty Responsible For Programme	Faculty of Business & Law
Department Responsible For Programme	FBL Dept of Business & Management
Apprenticeships	
Mode of Delivery	Full-time

ENTRY REQUIREMENTS	UCAS Tariff Points:  For the current entry requirements see the UWE public website.
For Implementation From	1 Sep 2019
ISIS Code/s	Programme Code N12U13-SEP-FT-FR-N12U  Other codes: JACS International business studies HECoS 100080: International Business UCAS SLC

**SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****1. (Programme) Overview (c. 400 words)**

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 and 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.

**2. Educational Aims (c. 4-6 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 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 and ethical decision-making, sustainability and global citizenship

Work with academic theory in practice

**3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)****Programme (Learning) Outcomes (POs)****Knowledge and Understanding**

- |    |   |
|----|---|
| A1 | The global business environment   |
| A2 | Key functional areas of business and management business areas, such as marketing, accounting, human resources, strategy and operations management                    |
| A3 | How aspects of business and management interrelate and affect overall organisational performance  |
| A4 | Current issues and priorities in contemporary management including entrepreneurship, change management and sustainability, ethics and corporate social responsibility |
| A5 | Theory, practice, controversies and challenges associated with the conduct of international business and management   |

**Intellectual Skills**

- |    |   |
|----|---|
| B1 | Identify and analyse business and management problems utilizing appropriate concepts, models and frameworks |
| B2 | Ability to gather, critically evaluate and apply information, data and evidence from a range of resources   |

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

- B3 Analysis and critical thinking skills to develop informed arguments and propose evidence-based recommendations in defined contexts
- B4 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
- B5 Design, execute and evaluate ethical research into business and management issues

**Subject/Professional Practice Skills**

- C1 Effective use of a range of ICT tools
- C2 Work effectively as a member of a team to achieve goals within time constraints and utilizing the contributions of individual group members
- C3 Ability to recognize and address a range of ethical dilemmas, applying the principles of ethical management to a range of situations and choices

**Transferable Skills and other attributes**

- D1 Self-awareness and reflectivity in practice
- D2 Ability to articulate and apply knowledge and skills gained during their studies to support their ongoing personal development
- D3 Ability to apply the principles of ethical management
- D4 Understanding of the value of diversity and global in outlook

**PART B: Programme Structure****1. Structure****Year 1****Year 1 Compulsory Module Choices**

Students must choose one of the following modules. All projects must be in the field of international business.

Code	Module Title	Credit	Type
UMCDFS-30-3	Business Project 2020-21	30	Optional
UMCD9Q-30-3	Enterprise Project 2020-21	30	Optional

**Year 1 Compulsory Modules**

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMCDQ3-15-3	Academic and Professional Development 2020-21	15	Compulsory
UMSDQ5-15-3	Business Strategy 2020-21	15	Compulsory
UMSDMK-15-3	Integrated Business Management Simulation 2020-21	15	Compulsory
UMODML-15-3	Managing Organisational Change 2020-21	15	Compulsory
UMSD9F-15-3	Multinationals in the Domestic and Global Context 2020-21	15	Compulsory

**Year 1 Optional Modules**

Students choose one of the following modules:

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UMSD4T-15-3	Doing Business in Asia 2020-21	15	Optional
UMPD7F-15-3	Human Resource Development and Knowledge Management 2020-21	15	Optional
UMED8X-15-3	The Economics of Developing Countries 2020-21	15	Optional
UMSD89-15-3	Virtual Business 2020-21	15	Optional

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

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.

**PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS**

QAA UK Quality Code for HE:

**PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS**

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.

**PART E: REGULATIONS**

Approved to University Regulations and Procedures