Programme Specification

International Business Management {Top-Up} [Frenchay]

Version: 2025-26, v2.0, Validated

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: International Business Management {Top-Up} [Frenchay]

Highest award: BA (Hons) International Business 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 2019

Programme code: N12U13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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 testout concepts in practice and incorporation of reflections on own experience of organisations.

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 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

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.   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

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

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 Module Choices
Students must take 30 credits within this compulsory module group.

The Enterprise Project (UMCD9Q-30-3) modules is a barred combination with both the Business Project In Theory (UMCDVE-15-3) and the Business Project (UMCDVF-15-3) modules.

The Business Project in Theory (UMCDVE-15-3) module is a co-requisite to the Business Project (UMCDVF-15-3) module.

All projects must be in the field of international business.

Module Code	Module Title	Credit
UMCDVF-15-3	Business Project 2025-26	15
UMCDVE-15-3	Business Project in Theory 2025-26	15

UMCD9Q-30-3	Enterprise Project 2025-26	30

Year 1 Compulsory Modules
The student must take 75 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMCDQ3-15-3	Academic and Professional Development 2025-26	15
UMSDQ5-15-3	Business Strategy 2025-26	15
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

Year 1 Optional Modules
Students choose one of the following modules:

Module Code	Module Title	Credit
UMPD7G-15-3	International Human Resource Management 2025-26	15
UMED8X-15-3	The Economics of Developing Countries 2025-26	15
UMSD89-15-3	Virtual Business 2025-26	15

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:

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.