



ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data			
Awarding Institution	University of the West of England		
Teaching Institution	University of the West of England		
Delivery Location	University of the West of England		
Study abroad / Exchange / Credit recognition			
Faculty responsible for programme	Faculty of Business & Law		
Department responsible for programme	Bristol Business School, Business and Management		
Modular Scheme Title	Bristol Business School Undergraduate Scheme		
Professional Statutory or Regulatory Body Links	EPAS Chartered Management Institute(CMI)		
Highest Award Title	BA (Hons) International Business		
Default Award Title	<i>n/a</i>		
Fall-back Award Title	<i>n/a</i>		
Interim Award Titles	BA International Business (SW) DipHE International Business CertHE Business and Management		
UWE Progression Route			
Mode(s) of Delivery	SW		
ISIS Codes	N140 N140(SW) N14013(FT)		
Relevant QAA Subject Benchmark Statements	General Business & Management		
First CAP Approval Date	March 2012	Valid from	September 2013
Revision CAP Approval Date	15 December 2016	Revised with effect from	September 2017 (new intake)
Version	9		
Review Date	September 2018		

Part 2: Educational Aims of the Programme

The B.A. (Hons) International Business 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. To this end, all home students on the programme, and overseas students entering at levels one and two, must complete an international placement either through Study Year Abroad or international work Placement. Students arriving from non-UK destinations can join the programme directly at level 3 as their period of study in the UK provides them with a significant international experience.

The curriculum aims to challenge students in their ways of thinking, behaving, learning, and issues of ethics & ethical decision making, sustainability and global citizenship are embedded throughout. The programme actively seeks input from the external environment and student learning is grounded in the external context wherever appropriate through, for example, external speakers; assessments that require students' opportunities to test out concepts in practice and reflections on their own experience of organisations. In addition to the requirements for UWE students to complete a year-long period of study outside of their 'home' country or internationally focused work placement, all students are encouraged by the curriculum into actively pursuing other forms of work experience through, for example, internships or volunteering on international projects.

Student achievement is supported by a clear personal development strand to the programme designed to develop the transferable skills and 'brain habits' that facilitate the transition into higher education and underpins employability and lifelong learning.

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 & 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;
- develop a range of enterprise and entrepreneurship skills, and the potential to undertake entrepreneurship upon graduation.

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

An integrated business and management programme that features a prolonged period of international study or employment and that focuses 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 strategy, challenges students in their ways of thinking, behaving and learning, and promotes the consideration of ethics & ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management.

Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	Introduction to Management	Understanding Business and Financial Information	Enterprise and Entrepreneurship	Contemporary Business Issues	Understanding the Principles of Marketing	Business Decision Making for Management	Understanding Organisations and People	International Business Context	International Business Management Skills	Global People Management	Managing Business Processes	Introductory Research Project	Research Methods for Business	Intercultural communications	Theory and Practice in International Business	Managing Organisational Change	Final Year Projects	Strategic Management	Integrated Business Simulation	Multinationals in Domestic and Global Context
A) Knowledge and understanding of:																				
Markets and Business context																				
The global business environment				√	√	√	√	√	√	√	√		√	√	√			√	√	√
The nature of markets, customers and the role of marketing			√		√			√					√		√					√
Customer Expectations, service and orientation					√															
Marketing management principles in a global context					√										√					√
Financial Management														√	√					
The use of accounting and the sources, uses and management of finance			√					√			√								√	
Information systems for managerial applications			√			√		√			√								√	
Operations																				
The management of financial, information and human resources and operations and their impact on organisational performance	√	√	√			√			√	√								√	√	
Organisations, People and Management																				
The nature of work and organisations				√			√		√	√			√	√	√	√	√	√		
Management Theory				√		√	√		√	√	√					√	√	√		
The management and development of people				√			√		√	√	√					√	√	√		

Part 3: Learning Outcomes of the Programme

Managing Diversity				√			√			√					√	√				
Business innovation, creativity and enterprise development	√	√	√	√	√					√		√	√		√	√	√	√		
Communication and information technology (CIT)																				√
The management of information systems	√	√	√			√		√	√											
Use of communication and information technology	√	√	√			√			√											
Digital Business management	√	√	√	√	√				√				√	√						
Business Strategy and decision making																				
Business Statistics and decision making						√		√					√							
Business policy and strategy	√	√	√			√				√	√		√					√	√	
Ethics and Sustainable Development:																				
Ethics and ethical decision making				√			√		√						√		√	√	√	√
Sustainability and sustainable development				√			√		√						√		√	√	√	√
Global Citizenship				√			√		√	√			√	√	√		√	√	√	√
Corporate Social Responsibility				√			√		√						√		√	√	√	√
Research																				
Business and Management Research; relevant qualitative and quantitative research methods				√		√					√					√				
Enterprise and Entrepreneurship																				
The diverse nature of enterprise and entrepreneurs	√	√	√										√	√				√		
The role of enterprise in society	√	√	√										√	√	√			√		√
(B) Intellectual Skills																				
Information Literacy: gather and critically evaluate information and information from a range of sources.				√	√	√	√			√	√	√	√	√	√	√	√	√		√
Creativity and inventiveness in approaches to problem solving			√		√					√		√			√	√			√	
Assimilate new knowledge through effective synthesizing				√	√		√			√		√			√	√	√			
Make informed evidence-based decisions			√	√	√			√	√	√	√	√			√	√	√	√		
Ability to solve a range of complex problems in unpredictable contexts			√	√	√			√	√	√		√			√	√	√	√	√	
Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems				√			√			√		√	√	√	√	√			√	
Identify and analyse business problems across a range			√	√					√		√	√			√	√	√			√

Part 3: Learning Outcomes of the Programme

of contexts utilizing appropriate concepts, models and frameworks.																			
Implement, verify and review decisions, recommendations, solutions and arguments of self and others						√						√				√	√		√
Evaluate and analyse primary data, both qualitative and quantitative.				√		√						√					√		
(C) Subject/Professional/Practical Skills																			
The ability to manage a range of financial controls in an organizational context.			√								√								√
The ability to evaluate and manage the performance of self and others											√								√
The ability to select appropriate leadership styles for varying contexts.												√	√			√			√
The ability to design and implement effective training interventions												√							
The ability to effectively select appropriate candidates in a resourcing context												√							
The ability to conduct appropriately designed ethical research into business and management issues				√								√	√					√	
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.			√		√						√			√	√	√		√	√
Effective use of a range of ICT tools			√	√	√	√					√		√	√	√			√	√
The ability to effectively negotiate, persuade and influence others in a group setting				√	√						√	√			√				√
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.			√	√											√				√
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.				√							√		√	√	√			√	√

Part 3: Learning Outcomes of the Programme

The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context									√			√	√	√						
(D) Transferable skills and other attributes																				
High personal effectiveness							√	√							√	√	√	√		
Critical self-awareness, self-reflection and self-management				√		√	√					√	√		√	√				
Time management and workload management			√	√			√								√	√	√			
Resilience			√	√			√								√	√				
Life-long learning and clear professional identity				√		√	√	√				√	√		√	√				
Adaptability and flexibility			√	√			√							√	√	√			√	
Work effectively alone and as a team member			√	√	√				√			√	√	√					√	√
Effective leadership						√									√					
Socially Responsible				√		√		√				√	√	√	√					
Numerical and Statistical skills			√	√		√	√			√	√					√			√	
Vision, responsiveness to opportunity, and ambition for business growth			√				√				√					√			√	

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA (Hons) International Business programme teaching is a mix of scheduled, independent and placement learning. For the BA (Hons) International Business:

Scheduled learning includes lectures, seminars/workshops, 'lectorials' (a mix of lecture and seminar), 'webinars' (synchronous online seminars) group project supervision and individual supervision, some of which may also be facilitated in an online environment. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, preparation for classes, reviewing lecture content, case study preparation, assignment preparation and completion, exam revision etc. Scheduled sessions may vary slightly depending on the module choices made.

Peer-assisted learning (PAL) is an academic support scheme where students trained in facilitation and coaching techniques plan and deliver study support sessions for other students. PAL aims to ease the transition into Higher Education and to provide support for students by other peer students.

Academic Personal Tutor learning will provide all first year students a designated personal tutor. The tutor will be an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development.

Placement learning, either :

- **Placement option** - A minimum of 40 weeks in employment
- **Study Year Abroad option** - Two semesters of study (a minimum of 36 weeks at a partner institution abroad)

Description of the teaching resources provided for students

The programme is delivered within the Business School Undergraduate Scheme, which allows credit accumulation and flexibility in the student learning process.

The Scheme is structured on the basis of mostly 15 credits semesterised modules. At levels 1 and 2 each semester consists of a 12 week teaching block following by a period of assessment. In each semester students study three 15 credits modules. Students therefore study 60 credits (3 modules) each semester and 120 credits per level (6 modules in total). At level 3 the dissertation module (30 credit modules) is year long (over 2 semesters).

The programme is organised within and between each of the three levels, where it is designed to provide a coherent set of modules at each level and to allow students to develop and progress through each level; in relation to knowledge and understanding, cognitive, subject-specific and study skills.

The programme utilizes a level one that is common with the majority of the programmes of the Undergraduate Scheme, this allows students the maximum flexibility to transfer in or out of this programme and to pursue the course of study that is most appropriate to their emergent subject and/or professional interests.

- Level one provides students with a general business foundation to enable them to develop the skills and underpinning disciplinary areas for subsequent levels of study. Students will study *International Business Context*, a foundation module specific to their programme, designed to provide the underpinning knowledge necessary for progression to subsequent specialist

Part 4: Student Learning and Student Support

modules.

- Level two is structured around a number of key functional areas of business. In addition, students study two specialist modules - *Theory and Practice of International Business*, and *Intercultural Communication*. Students on the BA International Business are also provided with additional activities that aim to overcome any of the perceived barriers to a period of work or study overseas.
- Level three has been designed to integrate the academic knowledge gained in the first two levels of study to enable students to gain a deep understanding of the inter-disciplinary nature of business. Integration is in part achieved through the choice of Level 3 projects, which range from a more traditional dissertation project in the Critical Business or Applied Business Enquiry Projects, to an Applied Work-Based Project. To qualify for the award of International Business students must complete their project in the area of International Business. In addition, students study one core international business module – *Multinationals in Domestic and International Context* – and have two optional modules to select, both which focus on specific areas of management or business in an international context. Students entering directly into level three on the full-time route must complete *Cross-Cultural Learning and Development* to support their transition into the programme and to enable and encourage them to place their personal development in cross-cultural context.

Teaching, Learning & Assessment

The teaching, learning and assessment strategy of the Faculty encourages students to assume responsibility for many aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities have been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face to face learning in large and small groups (lectures and seminars/ workshops) supported by on-line learning Blackboard, together with exposure to real life examples through case studies, occasional organisational visits and guest practitioner speakers. There is a significant requirement for students to work independently throughout the programme – both individually and in groups - with the level of this independence increasing as the student moves from level one to level three.

Included within the programme is a clear personal development strand of transferable skills and "brain habits" of the sort which facilitate the transition into HE and underpin employability and lifelong learning. These Personal and Academic Literacies – study, research, and employability skills – are developed at all levels of the programme through the modules as follows:

	Personal and Professional Strand (Employability)	Enquiry Strand (Research and Academic Skills development)
Level 1	Introduction to Management; International Business Context	Contemporary Business Issues
Level 2	Global People Management; Theory and Practice in International Business; Intercultural communications	Research Methods for Business
Level 3	Integrated Business Simulation; Multinationals in Domestic and Global Context	Work-Based Enquiry Project or Critical Business Enquiry Project or Applied Business Project

The development of skills, subject specific, professional and transferable skills are conducted throughout the programme and in more depth in identified modules i.e. analytical and interpretive skills

Part 4: Student Learning and Student Support

(*Theory and Practice of International Business*), numeric and problem-solving skills (*Accounting Information for Business*), self-reflective capabilities (*Understanding the Principles of Marketing*) and *Intercultural Communication*.

The teaching and learning methods used in the programme intend to challenge the existing perspectives of the students and encourage creative thinking. Thus many of the approaches used, including those that are case based, set concepts and problems in a wide range of contexts to add depth and complexity and to ensure an applied focus.

Teaching is based on research literature, professional experience and significant use of debate and discussion. Through didactic pedagogy students are challenged to defend their thinking. A final Level project allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner. A final level capstone module requires students to integrate learning from the total programme and to reflect on how this prepares them for a future in complex and changing global organisations.

All students entering at levels one and two, on the BA(Hons) International Business will be required to undertake either an international work placement of a minimum of 40 weeks or a study year abroad (SYA). SYA will be at one of a number of partner institutions that are able to offer relevant business courses in English. SYA places are allocated through a competitive process. International placement includes a suitably international working environment in a multinational enterprise or a foreign company.

The SYA or international work placement provide a rich opportunity for students to establish links between theory and practice, reassess themselves and confront the challenges associated with either living overseas and/or work, whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement or SYA is completed. Students are provided with a series of activities to support them in securing a place to study overseas or an international work placement. Support is provided before, during and after work or study overseas by academic and support staff from UWE Careers and international development.

During international work Placement or Study Year Abroad students complete one 15 credit Level 3 module (*Placement Learning or Learning & Development on Study Year Abroad*). On return to their final year studies students complete a related final year project in the area of International Business.

Non-home students entering the programme at level three and studying on the FT programme are not required to undertake an additional year's study or work outside of the UK but are required to complete the *Cross-cultural Learning and Development* module which requires reflection on the experience of studying outside of their home country and to undertake a cross-cultural analysis of their home and host country.

Assessment is an integral part of the teaching and learning process. Students are exposed to a variety of assessment methods that test their ability to integrate theory and practice and which promote the growth of their life-long learning skills. Assessment feedback helps students to ascertain their learning strengths and weaknesses and continuing development needs.

Assessments are designed to facilitate a progression through differing levels of complexity at each level of study:

- At level 1, a sound knowledge of the basic concepts of a subject.
- At level 2, a sound understanding of the principles of the field of study and the ability to apply these principles more widely.
- At level 3, an understanding of a complex body of knowledge, some of it at the current boundaries of the academic discipline.

The faculty supports the University's current Academic Regulations and Procedures, and its requirement for controlled conditions to apply to part of the assessment of every module. Forms of assessment commonly used in controlled and non-controlled conditions assessment are: invigilated

Part 4: Student Learning and Student Support

timed assignments including examinations, presentations, in-class tests, self and peer assessments, individual and group projects and supervised mini-projects, dissertations, personal development portfolios and employer and self-assessment of the placement.

Learning Resources

All modules make use of Blackboard for web-enhanced delivery to at least the recommended minimum standard and for communications with students. All modules have teaching/learning resource booklets and most have set texts in accordance with the university's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library [online resources](#) for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in module handbooks and/or via Blackboard.

Student learning is fully supported by UWE Library Services through extensive print and electronic resources and a variety of learning spaces. Additional support is provided through the library by means of information and academic skills sessions and self-directed online tutorials available via the University Study Skills website, supported by the online library enquiry service. There is excellent access to electronic resources both on and off campus, facilitated by the extensive student computing network and Wi-Fi.

Student Support & Guidance

Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders, and for more general academic and professional concerns, by Programme Managers.

At each level students are supported by [Academic Personal Tutors](#), an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This is an academic role and where students have problems of a personal nature they are to be referred as appropriate to UWE Student Services Student Advisors and to UWE Careers regarding employability issues. In addition, students can seek support from the Faculty's [Academic Success Centre](#), an initiative intended to support the learning of all students within the faculty by offering one-to-one appointments to discuss individual learning issues and workshops covering a range of topics relevant to learning.

These Student Services Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on, including when relevant how to access the wider support provided by the University. This service is supported by extensive online resources.

The UWE Careers Placement Support Team provides extensive support for students in preparation for their placement period and acts as a recruitment service for employers. Students intending to go on study year abroad are equally well supported by staff from the international development/ERASMUS and collaborative provision teams. All students will be prepared for living, working and studying overseas during level two.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job

Part 4: Student Learning and Student Support

vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the service all through their undergraduate programme and for three years after graduation.

All students take part in an Induction programme at the start of their studies. Separate induction events are arranged for students who arrive as direct entrants at levels 2 & 3.

All new students are provided with a short Student Handbook to help them through their first weeks at university and to act a guide to the complex information environment in which they now find themselves. Together with the student portal myUWE, the university's [Essential Student Information](#) web pages provide support and the more detailed and up to date information to students.

An important part of the programme is the involvement of students. Two or three student representatives are elected to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. The meetings are arranged by cluster group and are chaired by programme managers. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Any issues raised are taken forward by programme managers. Where appropriate they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disability is coordinated centrally through Disability Services. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff who work with disabled students.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

- University Health Centre and general advice on Staying Healthy;
 - Careers and employability, advice on choosing a career, and finding student and graduate vacancies;
 - UWE volunteering, opportunities for students to get involved in the local community through the Community Volunteer Programme;
 - Student Advisors & Counselling for anything from exam stress to homesickness and depression;
 - The Living Centre, for support with faith and spiritual matters;
 - Global student support, to help international students to make the most of living and studying in the UK;
 - Managing disability and dyslexia, to get help with all disability related support needs;
- Money and Visas, for financial check-ups, or help with UK visas.

Description of any Distinctive Features

- further development of intellectually vibrant, highly reflective, mutually respectful and diverse student and staff learning communities within the Faculty
- increase in the use of links with the world external to UWE (including professional accreditation where possible) to inform curriculum design and delivery and provide lifelong learning opportunities
- provision of an effective, efficient and supportive infrastructure for learning (organisation and management of programmes, student advice, communication with students etc)
- appropriate design and flexible delivery of curricula which provide an intellectually stimulating learning experience enabling students to develop as highly employable and internationally aware lifelong learners
- provision of effective support for students making the transition to learning at UWE
- provision of effective and ongoing developmental support for all staff
- use of effective strategies for assessment for learning

Part 5: Assessment

A: Approved to [University Regulations and Procedures](#)

Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

As set out in the assessment map below, the assessment regime for this programme reflects a strategy that seeks to develop and evaluate a range of skills, knowledge and attributes associated with business and management in international context. A broad mix of assessment types is employed, including presentations, reports, academic essays, critical problem-solving, case analysis and self-reflection, to develop capabilities in written communication for different purposes and audiences, presentation skills, , group working, intercultural understanding and high level research skills. As an integral element of the programme, development during international work and/or study is assessed through reflection on experience and through research that contributes to their final year project. The provision of formative feedback is integral to the assessment regime in many modules. In pursuit of achievement, students are expected to make full use of the academic and professional resources provided by the university and are required to undertake extensive independent and collaborative work outside of scheduled teaching.

This strategy and the integrity of the assessment is subject to periodic review by the programme leader in response to changes to modules and to ensure the appropriateness and currency of the overall diet.

Part 6: Programme Structure BA(Hons) International Business

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time / sandwich student**, including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UMCDMX-15-1 Introduction to Management UMAD4U-15-1 Understanding Business and Financial Information (BIM) UMKD6J-15-1 Understanding the Principles of Marketing (BIM) UMCDN3-15-1 Business Decision Making For Management UMPDN6 -15-1 Contemporary Business Issues UMOD63-15-1 Understanding Organisations and People (BIM) UMCDMT-15-1 Enterprise and Entrepreneurship UMSDHT-15-1 International Business Context	There are no optional modules at level 1	CertHE Business and Management Credit requirements: 120 at the appropriate level

	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UMPDM4-15-2 Global Managing People (including SYA preparation) UMSDKG-15-2 Theory and Practice of International Business UMCDM8-15-2 Research Methods for Business UMPDNC-15-2 Global Management Skills UMMD7K-15-2 Managing Business Processes UMAD5H-15-2 Accounting Information for Business UMCDMA-15-2 Introductory Research Project UMOD88-15-2 Intercultural Communications	There are no optional modules at level 2	DipHE International Business Credit requirements: 240 at the appropriate level

Year Out:

All students joining the programme at levels one or two must choose one of the following options both of which aim to enable students to contextualise their academic learning in an applied international business and/or cultural context:

1. International Work Placement (a minimum of 40 weeks in employment). During the international work placement students complete the module, *Placement Learning* (UMCDN5-15-3) to assess the student's personal development from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry for the Work Based Project on a topic relevant to their degree specialism of International Business that they will complete on return to university.
2. Study Year Abroad, which consists of two semesters of study (a minimum of 36 weeks at a partner institution abroad). During that time students complete the module *Learning & Development on Study Year Abroad* (UMCD9Y-15-3), to assess the student's personal development from the experience of SYA and their ability to evidence cross-cultural awareness and analysis of the country in which they have been studying. On return to the university, students must select a level 3 Critical Business Enquiry or Applied Business Project topic relevant to their degree specialism of International Business.

Students who do not complete, subsequent to level two, either an international work placement or study year abroad will not be permitted to continue on the BA International Business programme and will instead be enrolled by default on the FT route of the BA (Hons) Business and Management degree.

To be eligible for either Placement or SYA students would normally be expected to have passed a minimum of 210 credits

Non-UK students directly entering the programme at level three are not required to undertake either SYA or overseas placement but must complete in year three of study the module *Cross-cultural Learning and Development* as part of the FT programme. Students on the FT programme must select a level 3 Critical Business Enquiry or Applied Business Project topic relevant to their degree specialism of International Business.

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	<p>One of: (depending on whether completed a Placement or Study Year Abroad):</p> <p>UMCDN5-15-3 Placement Learning OR UMCD9Y-15-3 Learning and Development on Study Year Abroad</p> <p>UMODML-15-3 Managing Organisational Change</p> <p>UMSDMK-15-3 Integrated Business Simulation</p> <p>UMSD7T-15-3 Strategic Management (BIM)</p> <p>UMSD9F-15-3 Multinationals in the Domestic and Global Context</p> <p>One of:</p> <ul style="list-style-type: none"> - UMCD9T-30-3 Work-based Enquiry Project - UMCD9W-30-3 Critical Business Enquiry Project - UMCD9Q-30-3 Enterprise Project - UMCDHU-30-3 Applied Business Project <p>All Projects must be in the field of International Business</p>	<p><i>(subject to availability)</i></p> <p>Students are required to select one option up to a maximum credit value of 15 credits.</p> <p>UMPD7G-15-3 International HRM</p> <p>UMSD4T-15-3 Doing Business in Asia</p> <p>UMED8X-15-3 Economics of Developing Countries</p> <p>UMKD6Q-15-3 Global Marketing Management</p> <p>UMAD5T-15-3 International Financial Management</p> <p>UMSD7W-15-3 International Business in the Emerging Markets</p> <p>UMED97-15-3 Economic Issues in International Business</p> <p><i>Additional options, as appropriate and available, may be offered through the annual Online Module Choices process each year</i></p>	<p>Interim: BA International Business (SW)</p> <p>Credit requirements 300 credits at the appropriate levels</p>

GRADUATION

Part 7: Entry Requirements

For entry to the UWE programme, the University's Standard Entry Requirements apply with the

Part 7: Entry Requirements

following additions:

International students seeking direct entry into level 3 require IELTS with 6.0 in all components or an overall band score of 6.5 or above.

Part 8: Reference Points and Benchmarks

The following reference points and benchmarks have been used in the design of the programme:

The learning outcomes of the programme map against both the QAA subject benchmark statement for *General Business & Management* and the following University and Faculty strategies and policies:

University strategies and policies

- University's Vision & Mission – 2020 Strategy
- UWE Charter

Faculty strategies and policies:

- Blended Learning Framework
- Curriculum Principles
- Employability Strategy
- Faculty of Business and Law LTA Strategy

Staff research projects

- Where ever 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

The programme as it subject to review and 'refresh' as part of the wider scheme review conducted in 2011-12, following widespread consultation with key stakeholders including current students, alumni and employers/graduate recruiters. Since that time, it has been reviewed in response to student feedback, the developing demands of employers and on the basis of benchmarking against similar programmes at other higher education institutions and the criteria for accreditation by professional bodies. This has lead to revision to both assessment strategy, the introduction of new modules and inclusion of a compulsory year abroad.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.