



## **Programme Specification**

### **International Business [Frenchay]**

Version: 2022-23, v2.0, Validated

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## **Section 1: Key Programme Details**

### **Part A: Programme Information**

**Programme title:** International Business [Frenchay]

**Highest award:** BA (Hons) International Business

**Interim award:** BA International Business

**Interim award:** DipHE International Business

**Interim award:** CertHE Business and Management

**Awarding institution:** UWE Bristol

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** Yes

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** FBL Dept of Business & Management,  
Faculty of Business & Law

**Professional, statutory or regulatory bodies:**

Chartered Management Institute (CMI)

EPAS

**Modes of delivery:** Full-time, Sandwich

**Entry requirements:** For the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2018

**Programme code:** N14000

## Section 2: Programme Overview, Aims and Learning Outcomes

### Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** The BA (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, may 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.

**Features of the programme:** 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.

**Educational Aims:** The curriculum aims to challenge students in their ways of thinking, behaving, learning, and issues of ethics and 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 enrolled on a sandwich programme delivery 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 and 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.
- develop a deeper understanding of international business environments, strategies and operations, and introduce essential concepts and principles guiding contemporary international business practices.

**Programme Learning Outcomes:**

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

**Knowledge and Understanding**

- A1. Markets and Business context: The global business environment
- A2. Markets and Business context: The nature of markets, customers and the role of marketing
- A3. Markets and Business context: Customer expectations, service and orientation
- A4. Markets and Business context: Marketing management principles in a global context
- A5. Financial Management: The use of accounting and the sources, uses and management of finance
- A6. Financial Management: Information systems for managerial applications
- A7. Operations: The management of financial, information and human resources and operations and their impact on organisational performance
- A8. Organisations, People and Management: The nature of work and organisations

- A9. Organisations, People and Management: Management theory
- A10. Organisations, People and Management: The management and development of people
- A11. Organisations, People and Management: Managing diversity
- A12. Organisations, People and Management: Business innovation, creativity and enterprise development
- A13. Communication and information technology (CIT): The management of information systems
- A14. Communication and information technology (CIT): Use of communication and information technology
- A15. Communication and information technology (CIT): Digital Business management
- A16. Business Strategy and decision making: Business Statistics and decision making
- A17. Business Strategy and decision making: Business policy and strategy
- A18. Ethics and Sustainable Development: Ethics and ethical decision making
- A19. Ethics and Sustainable Development: Sustainability and sustainable development
- A20. Ethics and Sustainable Development: Global Citizenship
- A21. Ethics and Sustainable Development: Corporate Social Responsibility
- A22. Research: Business and Management Research; relevant qualitative and quantitative research methods
- A23. Enterprise and Entrepreneurship: The diverse nature of enterprise and entrepreneurs
- A24. Enterprise and Entrepreneurship: The role of enterprise in society
- A25. Knowledge appropriate to the programme subject specialism of International Business

### **Intellectual Skills**

- B1. Information Literacy: gather and critically evaluate information and information from a range of sources

- B2. Creativity and inventiveness in approaches to problem solving
- B3. Assimilate new knowledge through effective synthesizing
- B4. Make informed evidence-based decisions
- B5. Ability to solve a range of complex problems in unpredictable contexts
- B6. Self-inquiry, reflective thinking, and adaptive thinking in approaching and interpreting tasks and problems
- B7. Identify and analyse business problems across a range of contexts utilizing appropriate concepts, models and frameworks.
- B8. Implement, verify and review decisions, recommendations, solutions and arguments of self and others
- B9. Evaluate and analyse primary data, both qualitative and quantitative

### **Subject/Professional Practice Skills**

- C1. The ability to manage a range of financial controls in an organizational context
- C2. The ability to evaluate and manage the performance of self and others
- C3. The ability to select appropriate leadership styles for varying contexts
- C4. The ability to design and implement effective training interventions
- C5. The ability to effectively select appropriate candidates in a resourcing context
- C6. The ability to conduct appropriately designed ethical research into business and management issues
- C7. 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
- C8. Effective use of a range of ICT tools
- C9. The ability to effectively negotiate, persuade and influence others in a group setting
- C10. 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

- C11. 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
- C12. The ability to act appropriately and ethically, demonstrating sensitivity to the complexities of a diverse organizational context

### **Transferable Skills and other attributes**

- D1. High personal effectiveness
- D2. Critical self-awareness, self-reflection and self-management
- D3. Time management and workload management
- D4. Resilience
- D5. Life-long learning and clear professional identity
- D6. Adaptability and flexibility
- D7. Work effectively alone and as a team member
- D8. Effective leadership
- D9. Socially responsible
- D10. Numerical and statistical skills
- D11. Vision, responsiveness to opportunity, and ambition for business growth
- D12. Cultural intelligence and intercultural communications

**Assessment strategy:** 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 timed assignments including examinations, presentations, in-class tests, self and peer assessments, individual and group projects and supervised mini-projects, dissertations and personal development portfolios.

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

As set out in the curriculum map, 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.

**Student support:** 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 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 and 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 and 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.

## Part B: Programme Structure

### Year 1

Full time and sandwich students must take 120 credits from the modules in Year 1.

#### Year 1 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UMCDN3-15-1	Business Decision Making for Management 2022-23	15
UMPDN6-15-1	Contemporary Business Issues 2022-23	15
UMCDMT-15-1	Enterprise and Entrepreneurship 2022-23	15
UMSDHT-15-1	International Business Context 2022-23	15
UMCDMX-15-1	Introduction to Management 2022-23	15
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2022-23	15
UMOD63-15-1	Understanding Organisations and People (Business, International and Management) 2022-23	15
UMKD6J-15-1	Understanding the Principles of Marketing (Business, International and Management) 2022-23	15

### Year 2

Full time and sandwich students must take 120 credits from the modules in Year 2.

#### Year 2 Compulsory Modules (Full Time and Sandwich)

Full time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMAD5H-15-2	Accounting Information for Business 2023-24	15
UMPDNC-15-2	Global Management Skills 2023-24	15
UMPDM4-15-2	Global People Management 2023-24	15
UMOD88-15-2	Intercultural Communication 2023-24	15
UMCDMA-15-2	Introductory Business Research Project (Business, International and Management) 2023-24	15
UMMDNX-15-2	Operations and Supply Management 2023-24	15
UMCDM8-15-2	Research Methods for Business 2023-24	15
UMSDKG-15-2	Theory and Practice of International Business 2023-24	15

**Year 3**

Sandwich students must take 15 credits from the modules in Year 3.

Full time students must take 120 credits from the modules in Year 3.

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:

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.

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 and 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.

**Year 3 Compulsory Module Choice (Full time)**

Full time students must select 30 credits from the modules in Compulsory Module Choice (Full time).

All Projects must be in the field of International Business

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDHU-30-3	Applied Business Project 2024-25	30
UMCD9W-30-3	Critical Business Enquiry Project 2024-25	30
UMCD9Q-30-3	Enterprise Project 2024-25	30

**Year 3 Compulsory Modules (Full time)**

Full time students must take 75 credits from the modules in Compulsory Modules (Full time)

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDKD-15-3	Cross Cultural Learning and Development 2024-25	15
UMSDMK-15-3	Integrated Business Management Simulation 2024-25	15
UMODML-15-3	Managing Organisational Change 2024-25	15
UMSD9F-15-3	Multinationals in the Domestic and Global Context 2024-25	15
UMSD7T-15-3	Strategic Management 2024-25	15

**Year 3 Compulsory Placement and Study Year Abroad Modules (Sandwich)**

Sandwich students must take 15 credits from the modules in Compulsory Placement and Study Year Abroad Modules (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCD9Y-15-3	Learning and Development on Study Year Abroad 2024-25	15



UMCDN5-15-3	Placement Learning 2024-25	15
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### Year 3 Optional Modules (Full time)

Full time students must select 15 credits from the modules in Optional Modules (Full time).

For the Work Integrated Learning modules, students select UMKDT6-15-3 Work Integrated Learning (Marketing and Events) or UMODT5-15-3 Work Integrated Learning (Business and Management).

Modules are subject to availability.

Module Code	Module Title	Credit
UMKDT6-15-3	Work Integrated Learning (Marketing & Events) 2024-25	15
UMSD4T-15-3	Doing Business in Asia 2024-25	15
UMED97-15-3	Economic Issues in International Business 2024-25	15
UMKD6Q-15-3	Global Marketing Management 2024-25	15
UMPD7F-15-3	Human Resource Development and Knowledge Management 2024-25	15
UMSD7W-15-3	International Business in Emerging Markets 2024-25	15
UMAD5T-15-3	International Financial Management 2024-25	15
UMPD7G-15-3	International Human Resource Management 2024-25	15
UMMD7P-15-3	Project Management 2024-25	15
UMED8X-15-3	The Economics of Developing Countries 2024-25	15
UMSD89-15-3	Virtual Business 2024-25	15

UMODT5-15-3	Work Integrated Learning (Business & Management) 2024-25	15
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#### Year 4

Sandwich students must take 105 credits from the modules in Year 4.

#### Year 4 Compulsory Module Choice (Sandwich)

Sandwich students must select 30 credits from the modules in Compulsory Module Choice (Sandwich).

All Projects must be in the field of International Business

Module Code	Module Title	Credit
UMCDHU-30-3	Applied Business Project 2025-26	30
UMCD9W-30-3	Critical Business Enquiry Project 2025-26	30
UMCD9Q-30-3	Enterprise Project 2025-26	30

#### Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
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
UMSD7T-15-3	Strategic Management 2025-26	15

#### Year 4 Optional Modules (Sandwich)

Sandwich students must select 15 credits from the modules in Optional Modules (Sandwich)

Modules are subject to availability.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UMCDKD-15-3	Cross Cultural Learning and Development 2025-26	15
UMED97-15-3	Economic Issues in International Business 2025-26	15
UMKD6Q-15-3	Global Marketing Management 2025-26	15
UMPD7F-15-3	Human Resource Development and Knowledge Management 2025-26	15
UMSD7W-15-3	International Business in Emerging Markets 2025-26	15
UMAD5T-15-3	International Financial Management 2025- 26	15
UMPD7G-15-3	International Human Resource Management 2025-26	15
UMMD7P-15-3	Project 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**

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 and ethical decision-making, sustainability and global citizenship as central to the conduct of effective business and management.

#### **Part D: External 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 and Management and the following University and Faculty strategies and policies:

University strategies and policies:

- University's Vision and 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.

**Part E: Regulations**

Approved to University Regulations and Procedures.