

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	<b>BA Honours International Business BA Honours International Business with international experience BA Honours International Business with professional experience</b> The BA International Business is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards:	BA International Business Diploma of Higher Education in International Business Certificate of Higher Education in Business Management
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone campus, London
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time. Four years full time if including one year international or one year professional experience. September start
<a href="#">QAA subject benchmarking group(s)</a> :	QAA benchmarks in General Business Management (2015)
Professional statutory or regulatory body:	N/A
Date of course validation/review:	March 2015
Date of programme specification approval:	May 2017
Valid for cohorts :	2016/17 level 4/5, 2017/18 level 4,5 and 6
Course Leader	Dr Deborah Knowles
UCAS code and URL:	<a href="http://www.westminster.ac.uk/courses/undergraduate">http://www.westminster.ac.uk/courses/undergraduate</a>

## Admissions requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

There may be the opportunity to apply for direct entry to Year 2 (Level 5) or Year 3 (Level 6) for candidates who have already achieved the equivalent number of credits from a relevant degree course (or vocational or professional qualification) from a UK or overseas institution, where your knowledge and skills and the standard you have achieved are sufficient to allow you to progress through the subsequent levels of the course.

## Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information: [westminster.ac.uk/study/current-students/your-studies/forms-and-procedures/recognition-of-prior-certified-learning-rpcl](http://westminster.ac.uk/study/current-students/your-studies/forms-and-procedures/recognition-of-prior-certified-learning-rpcl)

## Aims of the course

The BA (Hons) International Business has been designed to provide an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities required for graduates to function effectively in an international business environment. The course aims to develop an enquiring, critical and reflective approach to ideas and issues, enabling successful graduates to contribute proactively to: the world of private business; to public or 'third' sector organisations; to the main business-related professions; to self-employment; and to the wider society within which businesses operate.

The Course aims to:

- develop the knowledge, skills and capabilities you require to respond proactively and creatively to contemporary business issues and the challenges of the global business environment;
- equip you with the knowledge, understanding and academic skills to continue to post-graduate study;
- help you to develop a range of intellectual, professional attributes and transferable skills such as team working, problem-solving, research, critical and creative thinking and communication that will enable you to gain employment and then to add value to an organisation;
- help you to develop the resilience to perform under pressure, to continue to strive towards a solution in adverse circumstances and to use feedback to find a way through to a successful outcome;
- produce graduates who have cultural sensitivity and insight into the values and business practices in non-UK countries;
- equip you with a critical understanding of global diversity in business practice, culture, social responsibility and ethics.

## What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (KU).
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 learning outcomes

**Upon completion of level 4 you will be able to:**

- L4.1** Work effectively in a group meeting obligations to other group members while demonstrating an understanding of the characteristics, functions and processes of business organisations and economies in a global context (KU)
- L4.2** Understand the internal functions and processes of organisations, including socially entrepreneurial initiatives, and understand the use of technology in a global business context (KU)
- L4.3** Use Information Technology effectively, including secure working in an online environment (PPP)
- L4.4** Apply analytical tools to solve a range of business problems using qualitative and quantitative analysis to present information (PPP)
- L4.5** Communicate effectively, orally and in writing, in a clear and concise manner and with cultural understanding using a range of media which are widely used in business in English recognising that not all are fluent in that language (KTS)
- L4.6** Demonstrate teamwork and leadership skills (KTS)
- L4.7** Demonstrate a range of intellectual skills and attributes including reflective thinking, research and planning, managing and prioritising own study time to meet set objectives, and structuring a coherent argument with conclusions linked to evidence (KTS)
- L4.8** Show an awareness of cultural differences within organisations and their environments and an understanding of their impact on ethical constraints and dilemmas in relation to personal and national beliefs and values (GA)

Level 5 learning outcomes

**Upon completion of level 5 you will be able to:**

- L5.1** Apply theory to analyse business practice in order to develop business acumen in an international context, and understand and evaluate the role of technology in business innovation (KU)
- L5.2** Analyse and evaluate the impact on organisations of the key global economic and financial issues facing the world today (KU)
- L5.3** Manage and use information technology effectively in a professional context (PPP)
- L5.4** Carry out research and test theory using a range of analytical skills (PPP)
- L5.5** Communicate effectively in an appropriate medium and style with regard to audience and desired emotional effect (KTS)
- L5.6** Select and apply major theories in a practical context taking into account issues of reliability and validity, and continue to develop reflective learning (KTS)

**L5.7** Evaluate the impact on business of the international social environment in relation to general ethical and cultural perspectives (GA)

Level 6 learning outcomes

**Upon completion of level 6 you will be able to:**

- L6.1** Work collaboratively to apply a cross-cultural perspective on the operational and strategic position of organisations and critically examine policies and strategies that managers may adopt to help organisations adapt in increasingly complex internal and external environment in a global context (KU)
- L6.2** Critically examine and evaluate contemporary organisations by applying theoretical frameworks and practice in an international context, (KU)
- L6.3** Apply information and internet-based technologies creatively and innovatively (PPP)
- L6.4** Carry out an independent research study on a topic related to international business and develop appropriate criteria to identify a range of solutions to a complex problem (PPP)
- L6.5** Engage in debate in a sophisticated, professional manner in English using communication and cultural understanding to influence and convince others (KTS)
- L6.6** Work effectively as a member of an international team, negotiating in a professional manner, managing conflict, and mentoring group members (KTS)
- L6.7** Challenge received opinion and use own criteria to critically evaluate arguments, assumptions, abstract concepts and data to make own judgements using a theoretical and contextual framework, and reflect on outcomes, processes and personal experience to improve performance (KTS)
- L6.8** Critically evaluate the importance of personal, corporate and professional responsibility in an international arena (GA)

### **How will you learn?**

The BA International Business emphasises active student learning through classes, workshops, problem-based and blended learning designed to engage your interest and to promote your learning. Employability and enterprise are strongly embedded in the modules through the use of practical activities.

You are encouraged to work in groups with other students (we often call these 'learning sets') during classes and for any non-assessed purpose, including revision and examination preparation. This gives you the opportunity to learn from one another and helps you to value the views of others and to learn to give and receive constructive feedback.

Course material will be provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning material when and where you want. Blackboard also allows you to communicate with your group members and your module leader through wikis and blogs.

The Level 4 module 4BUSS001W Global Business Environment is an integrating module (we call it a 'synoptic' module) which helps you to draw together your knowledge to see the bigger picture of how businesses operate locally and globally. It uses problem based learning - working in groups, you identify what you need to know, what you already know, and how and where to access new information that may lead to a solution to the problem. This helps you to develop flexibility, knowledge, effective problem solving skills, self-directed learning, collaboration skills and intrinsic motivation.

We use a blended learning approach which combines the best of traditional face to face teaching methods such as classes with the use of on-line resources such as videos, tests

and quizzes to improve your learning experience. Blended-learning is used by leading universities world-wide as it enables you to:

- have a degree of flexibility regarding when and where you study
- become an independent learner
- clarify confusing topics by reviewing videos of topics (as many times as required)
- revise using multi-media resources and not just your own notes

At Level 5, 5BUSS003W International Business Practice you will draw together, and reflect on your learning and skill development on the course and in your life experience.

The final year module 6MNST001W Global Strategic Management helps you to integrate and apply your knowledge from all areas of your degree through an online business simulation. This 'synoptic assessment' allows you to demonstrate that you understand the bigger picture, by drawing connections between what you have learnt on different modules.

At Level 6 (final year) there is an expectation that you will take a pro-active, self-directed approach to your own learning. The final year allows you to complete an extended piece of independent research on an international topic. Your research project represents what we call 'synoptic assessment' as it encourages you to make connections between your studies on other modules so allowing you to experience first-hand how knowledge derives from research. This independent research provides a valuable foundation for both employment and postgraduate study in terms of showcasing your development of self-motivation, the ability to prioritise time and resources in order to meet deadlines, to deal with pressure effectively, to apply your own informed perspective, and to prepare a cogent analysis based on clearly articulated evidence.

Teaching is informed by our research so giving you the benefit of the knowledge of current theories and, where appropriate, their practical application.

### **How will you be assessed?**

Assessment is an integral part of your learning process. Combined with our student-centred approach to teaching and learning, it aims to promote initiative and creativity, critical thinking, structure of coherent arguments, evaluation, research and analysis, professional communication skills, effective group work, personal reflection, time-management, the ability to meet deadlines, and ability to work under pressure. It is not merely about giving and receiving a mark, but also (and more importantly) to ensure that your competences and abilities in business are enhanced.

Every module incorporates 'formative assessment' which you are expected to complete as it provides you with useful feedback so you can reflect on your progress and act on the feedback to prepare for the assessments that count. Formative assessments are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further.

Summative assessment will measure your individual learning and achievement. You can expect to be assessed on the learning outcomes of your course in core modules through coursework in the form of essays, reports, presentations, case studies, videos, podcasts, wikis, blogs, posters as well as time-constrained in-class tests and exams. Weightings for each assessment element will vary to reflect the nature and level of the module.

Exams develop your ability to work under pressure and are an advantage to you in preparation for subsequent professional body or post-graduate examinations so you must complete them. Papers may include multiple choice, short answer, essay or data handling

sections. Some exams may use a pre-seen case study. This variety allows you to demonstrate your learning in different ways.

Our employers tell us that the ability to work effectively as part of a team is an essential skill which they expect graduates to have. In relation to your degree, assessed group work is useful to you as it:

- helps you to become more self-aware, self-critical and self-analytical
- improves the quality of your work by benefiting from the integration of diverse perspectives
- allows you to tackle tasks of greater complexity or carry out a task in greater depth or breadth than would be the case if you had tackled it on your own

Consequently, assessed group work has been incorporated where it reflects the working practice in that professional area. However, there will be group assessment at level 6 only in the business simulation of the module 6MNST001W Global Strategic Management.

Module documents explain the assessment criteria that are used to assess how well you have achieved the module learning outcomes. This means that you will know, in advance, what is required for success. The feedback you receive on your assessments relates to these criteria so that you are able to understand how the mark awarded was determined

### **Employment and further study opportunities**

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

These Graduate Attributes are designed to help you enhance your employability when you leave with a degree in International Business. They are aligned to the Course Outcomes as follows:

<b>Graduate Attribute</b>	<b>Evident in Course Outcomes</b>
Critical and creative thinker	L4.1, L4.2, L4.4, L4.5, L4.7 L5.1, L5.2, L5.4, L5.6 L6.1, L6.2, L6.4, L6.7, L6.8
Literate and effective communicator	L4.3, L4.4, L4.5, L4.6, L4.7 L5.3, L5.5, L6.3, L6.4, L6.5, L6.6, L6.7
Entrepreneurial	L4.1, L4.2, L5.1 L6.1, L6.4, L6.7
Global in outlook and engaged in communities	L4.1, L4.2, L4.8 L5.1, L5.2, L5.7 L6.1, 6.2, L6.4, L6.5, L6.6, L6.8
Socially, ethically and environmentally aware	L4.1, L4.3, L4.8 L5.7 L6.1, L6.7, L6.8

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The International Business aims to create graduates who prove to be attractive to two distinct groups of potential employers. They will be attractive to UK-based companies that wish to gain an employee with the added value of depth of knowledge of the communication in, and cultural context, of a particular international environment; and to employers based abroad who wish to gain an employee with expertise in international business with the added value of the ability to communicate in English and/or knowledge of the UK business environment. Past graduates of this degree have found successful employment in diverse sectors such as HR management, investment banking, logistics and events management.

Increasing numbers of students progress to further study on graduation: either taking professional qualifications or proceed to a specialist Master's degree in a relevant discipline. These graduates will be well placed to take up post-graduate study at overseas institutions.

Employers of our graduates expect you to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in the core modules with the Level 5 core module 5BUSS006W International Business Research allowing you to reflect on your skills in relation to the current graduate labour market and to articulate personal goals and your personal development plan. This module helps prepare you for your final- year project work or other pieces of independent research as well as addressing the practical aspects of international re-location and enhancing your employability skills in preparation for an optional work placement or study abroad year. There is also a designated team of advisers who have effective links with industry and will support you to find a relevant placement.

You will also have the opportunity to spend either a year studying at one of our overseas partner Universities or you may combine a semester of study overseas with a one semester overseas work placement. This is not only an exciting experience for you; it helps you to develop a global outlook which is valued by most employers.

## Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are ones that must be undertaken by all students on the course.
- **Option** modules are related to your specific course from which you must choose at least one at Level 5 and one at Level 6.
- **WBS Faculty Electives** include: the course options and options from other courses (subject to pre-requisite requirements and availability).
- **Westminster Electives:** are modules from across the whole University which allow you to broaden your experience. For example, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.

## BA (Hons) International Business

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4BUSS001W	Global Business Environment	Core	20	10
4BDIN002W	Communication for Global Business	Core	20	10
4ACCN006W	Foundations of Accounting and Finance	Core	20	10
4MARK002W	Marketing for International Business	Core	20	10
4HURM006W	Introduction to Management	Core	20	10
Select 1 from:	WBS L4 UG Programme (Faculty) option or Westminster (University) L4 elective	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BUSS003W	International Business Practice	Core	20	10
5FNCE006W	International Financial Analysis	Core	20	10
5BUSS006W	International Business Research	Core	20	10
5HURM011W	Organisational Behaviour	Core	20	10
Select 1 or 2 from:				
5BUCL004W	International Business Law	Option	20	10
5EBUS001W	Digital Business	Option	20	10
Max 1 from:	WBS L5 Faculty Electives or Westminster L5 Electives	Elective	20	10
<b>Award of Diploma of Higher Education available</b>				
<b>International Experience Year</b>				
If you choose to take the opportunity to spend one academic year after Level 5 studying overseas at one of our exchange partner institutions or combining this with an overseas work placement, you must successfully complete 5BUSS006W. You must also complete 5BUSS004W International Experience Year during your year abroad.				
<b>Professional Experience Year</b>				
If you choose to take the opportunity of a one year work placement after Level 5, you must attempt 6BUSS005W Professional Experience during your placement and on your return as your Level 6 Elective.				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6ECON009W	International Economy	Core	20	10
6BUSS006W	International Business Dissertation	Core	20	10
6PJMN001W	International Project Management	Core	20	10
Select 1 or 2 from:				
6BUSS002W	Comparative International Management	Option	20	10
6FNCE005W	International Financial Management	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
Max 1 from:	WBS L6 Faculty Electives or Westminster L6 Electives or 6BUSS005W Professional Experience	Elective	20	10
<b>Award BA available</b>				
<b>Award BA Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one year.

### Professional Body Accreditation or other external references

The skills strategy for the **BA International Business** course has drawn upon the key national documents: QAA (2001) A Framework for HE Qualifications in England, Wales and Northern Ireland; QAA (2015) Subject benchmarks in General Business Management; and Association to Advance Collegiate Schools of Business (AACSB) standards for Business Accreditation (2013). When embedding good practice in modules, module teams have used the SEEC (2010) Credit Level Descriptors for Further and Higher Education as a reference point. The requirements of relevant professional bodies for recognition and exemptions have influenced the curriculum and assessment of the specialist modules.

### Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)



## **How will you be supported in your studies?**

### **Course Management**

The BA (Hons) International Business has a designated Course Leader whom you will meet during your first week and who is available for consultation during weekly office hours throughout the year or by appointment. You take modules, normally in common with students from your course, which each have a Module Leader who is responsible for the smooth running of that module. Module Leaders are usually available during term-time during their office hours or by appointment. The degree is one of a number offered by Westminster Business School and you will be part of a vibrant academic community with access to a full programme of additional classes and social events organised by our student societies. At all levels of your university study you will have a Personal and Professional Development Tutor who will help and guide you through the complexities of life at University.

### **Academic Support**

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students

### **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

### **Support Services**

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

## **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a

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<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

### **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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## **BA International Business Assessment Map**

### **Level 4 core modules**

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	Group Report (2,000 words)	In Class Test (1 hr)	On-line tests	Individual Presentation	Group Presentation
4BUSS001W	20								50%		50%		
4BDIN002W	20						50%			25%			25%
4ACCN006W	20			50%						25% + 25%			
4MARK002W	20					75%							25%
4HURM006W	20			50%			50%						

### **Level 5 core modules**

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	Group Report (2,000 words)	In Class Test (1 hr)	Individual Presentation	Group Presentation
5BUSS003W	20		75%					25%				
5FNCE006W	20			50%			50%					
5BUSS006W	20					75%			25%			
5HURM011W	20					75%		25%				

### **Level 6 core modules**

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	In Class Test (1 hr)	Individual Presentation	Dissertation (4,000 words)
6MNST001W	20						50%	25% + 25%			
6ECON009W	20			50%				25%		25%	
6BUSS006W	20										100%
6PRMN001W	20					75%		25%			

**Overall summary**

Please identify below the percentage of the following categories of assessment as a proportion of the core modules.

A. Exams	22%
B. Written coursework	50%
C. In Class Tests	6%
D. Presentations	14%
E. Portfolio/project/dissertation	8%

**A+B+C+D +E should equal 100%**