Programme Specification: International Business BA

Course record information

Name and level of final award	- Bachelor of Arts with Honours - International Business - Bachelor of Arts with Honours - International Business with international experience - Bachelor of Arts with Honours - International Business with professional experience The award is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards	- Bachelor of Arts (BA) - International Business - Diploma of Higher Education (Dip HE) - International Business - Certificate of Higher Education (CertHE) - International Business
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	BA International Business FT, Full-time, September start - 3 years, 11 months standard length with an optional year abroad or placement
Valid for cohorts	From 2023/4

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. More information can be found here: https://www.westminster.ac.uk/study/undergraduate/how-to-apply

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:

https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning

Aims of the programme

The BA (Hons) International Business degree has been designed to provide an academic experience with a strong emphasis on sustainability and 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 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 sustainable business practice, including inclusive culture, social responsibility and ethics.

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

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 BA International Business course aims to generate 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 proceeding 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 them to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative and qualitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in some core modules within Levels 4 and 5. These modules allow students to reflect on their skills in relation to the current graduate labour market and to articulate personal goals and their personal development plan. Employability skills are enhanced 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 support students to find a relevant placement.

There is also the opportunity to spend either a year studying at one of our overseas partner Universities or a combination of a semester of study overseas with a one semester overseas work placement. This is not only an exciting experience; it helps students to develop a global outlook which is valued by most employers. Students can also avail of the opportunity to spend a Level 5 semester studying abroad or on a work placement.

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 course learning outcomes: upon completion of Level 4 you will be able to:

- L4.1 Demonstrate a range of intellectual skills and attributes including reflective learning, research and planning, prioritising own study time to meet set objectives, and structuring a logically aligned piece of work (KTS)
- L4.2 Understand the internal functions and processes of organisations, including sustainability, socially entrepreneurial initiatives, and understand the use of technology in a global business context (KU)
- L4.3 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)
- L4.4 Work 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 (KTS)

- 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 Use Information Technology effectively, including secure working in an online environment (PPP KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- L5.1 Work independently to achieve appropriate academic goals, by managing study time to meet deadlines and structuring a coherent, critical argument with conclusions linked to evidence (KTS)

- L5.2 Apply theory to analyse and evaluate the impact on organisations of the key global economic, financial and social issues facing the world today (KU CS)

- L5.3 Evaluate the impact on business of the international social environment in relation to general ethical and cultural perspectives (GA)

- L5.4 Work collaboratively as a member of an international team, negotiating in a professional manner, managing conflict (PPP KTS)

- L5.5 Communicate effectively in an appropriate medium and style with regard to audience and desired emotional effect (KTS)

- L5.6 Manage and use information technology effectively in a professional context (GA PPP KTS SS CS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- L5Y.01 (International Experience only) Demonstrate insight and understanding of the challenges and opportunities of working and/or studying in an international context. (PPP)

- L5Y.02 (International Experience only) Apply theories, concepts and research skills related to the cultural context(s) of the society within which the experience takes place. (KU)

- L5Y.03 (Professional Experience only) Demonstrate acquisition of a range of professional and commercial skills required within the contemporary business environment through the completion of an extended period of professional practice in the work placement year. (PPP)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- L6.1 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 (KTS)

- L6.2 Critically examine and evaluate contemporary organisations by applying theoretical frameworks and practice in an international context (KU)

- L6.3 Critically evaluate the importance of personal, corporate and professional responsibility in an international arena and help organisations adapt in increasingly complex internal and external environment in a sustainable, global context, (KU)

- L6.4 Work effectively in a team, demonstrating leadership skills and mentoring group members (KTS SS)

- L6.5 Engage in debate in a sophisticated, professional manner in English using communication and cultural understanding to influence and convince others (GA KTS)

- L6.6 Carry out independent research and test theory using a range of analytical skills on a topic related to international business and develop appropriate criteria to identify a range of solutions to a complex problem (KU GA PPP KTS SS CS)

How will you learn?

Learning methods

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 multimedia resources and not just your own notes

At Level 6 (final year) there is an expectation that you will take a proactive, self-directed approach to your own learning. The final year allows you to complete an extended piece of independent research on an international business-related topic. Your research project 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 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.

Equality, Diversity and Inclusion (EDI)

The BA International Business degree emphasises active student learning with an inclusive curriculum approach across all modules which encourages all students' participation with the aim of reducing barriers to learning. Lectures, seminars and workshops, including problem-based and blended learning ones, are designed to meet the needs of all students and to engage and promote your interest and learning. Employability and sustainability are strongly embedded in the modules through the use of practical activities.

On several modules, you are encouraged to work in diverse groups during seminars. 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, including cases and reading lists from various cultures and countries, is provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning material when, where and how you want to ensure that all students' needs are met.

Teaching methods

The course considers the varying needs of students, and where possible, approaches pedagogical frames from different social, cultural and geographical contexts thus providing students with a robust and holistic conceptualisation of the subject matter. It is informed by the course team's academic research and feedback from students and other stakeholders. This gives you the benefit of the knowledge of current theories and, where appropriate, their practical application.

Employers of our graduates and our alumni 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, 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.

Assessment methods

Assessment is an integral part of your learning process. The assessments are designed to meet the needs of all students so that you are able to demonstrate your competencies. Support and guidance are provided to meet your needs. Combined with our student-centred approach to teaching and learning, assessments aim to promote initiative and creativity, critical thinking, structure of coherent arguments, research and analysis, professional communication skills, personal reflection, time management, 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' (or 'draft') 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 will not count towards module marks but are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further for your summative assessment.

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

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.

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

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 compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated 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.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

Modules

Level 4

At Level 4, students take one elective module.

Module Code	Module Title	Status	UK credit	ECTS
4BDIN002W	Communication for Global Business	Core	20	10
4ACCN006W	Foundations of Accounting and Finance	Core	20	10
4BUSS008W	Global Business Environment	Core	20	10
4HURM006W	Introduction to Management	Core	20	10
4MARK002W	Marketing for International Business	Core	20	10
		Elective	20	10

Level 5

At Level 5, students can choose to take:

- Three 20 credit option modules, OR
- Two 20 credit option modules, plus one 20 credit elective, OR
- 1 x 60 credit option module.

Module Code	Module Title	Status	UK credit	ECTS
5BUSS003W	International Business Practice	Core	20	10
5HURM011W	International Organisational Behaviour	Core	20	10
	International Project Management	Core	20	10
5EBUS001W	Digital Business	Option	20	10
5MARK007W	Ethics and Social Responsibility in Marketing	Option	20	10
5BUCL004W	International Business Law	Option	20	10
5FNCE006W	International Financial Analysis	Option	20	10
5BUSS016W	WBS Study Abroad Experience	Option	60	30
5BUSS017W	WBS Work Experience	Option	60	30
		Elective	20	10

Additional Year

The following modules must be passed for the award title "with International Experience":

- 5BUSS013W - WBS International Experience Year Semester 1 (60 credits)
- 5BUSS014W - WBS International Experience Year Semester 2 (60 credits)

The following modules must be passed for the award title "with Professional Experience":

- 5BUSS011W - Professional Placement Project Part 1 (60 credits)
- 5BUSS012W - Professional Placement Project Part 2 (60 credits)

Module Code	Module Title	Status	UK credit	ECTS
5BUSS011W	Professional Placement Project Part 1	Option	60	30
5BUSS012W	Professional Placement Project Part 2	Option	60	30
5BUSS013W	WBS International Experience Year Semester 1	Option	60	30
5BUSS014W	WBS International Experience Year Semester 2	Option	60	30

Level 6

At Level 6, students take EITHER two optional modules, OR one option and one elective module.

Module Code	Module Title	Status	UK credit	ECTS
	International Business Dissertation	Core	20	10
	International Business Research	Core	20	10
6ECON009W	International Political Economy	Core	20	10
6MNST008W	Strategic Perspectives	Core	20	10
6HURM009W	Comparative International Management	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10
6FNCE005W	International Financial Management	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

N/A

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 Tutor who will help and guide you through the complexities of life at University.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

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 Campus Registry. 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. Further information on Blackboard can be found at https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard

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. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students1 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 in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services 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. Further information on the advice available to students can be found at https://www.westminster.ac.uk/student-advice

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at https://www.westminster.ac.uk/students-union

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

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university. a representative from industry and a Student Advisor.

The course is also monitored each year by the College 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 evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation 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 revalidation panels to provide feedback on their experiences. Student feedback from previous years 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 student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College 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.

- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

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 they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students.   Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©