



## Programme Specification

*With effect from:* **September 2024**

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

### 1 Programme name and award

**This programme specification relates to the following award(s)**

BA (Hons) International Business

### 2 Aims of the programme

#### **Rationale and general aims, including what is special about this programme**

This programme will provide you with the essential knowledge, understanding and skills required for you to operate competently and effectively in a professional career within the international business and management environment. You will have the opportunity to gain experience of international contexts through an overseas placement, study abroad or placement working within an internationally focused organisation.

The programme will expose you to the interdependencies of the international business environment and the global challenges businesses face. We want you to graduate as ethical business leaders with an understanding of social justice and an awareness of the inequalities at play in the global business environment. You will be encouraged to challenge traditional narratives and perspectives and consider innovative, creative ideas to address global issues.

The programme is built on the foundations of co-creation, ethics and equality and research-informed teaching. It emphasises the development of practical and professional skills and attributes, with opportunities for you to apply these within real-world projects and authentic assessment briefs.

The programme aims are to:

1. Develop a sound understanding of the development, strategy and operations of international businesses as organisations and the associated management functions.

2. Develop a sound understanding of the impact and influence of the external international environment and internal business management requirements on key areas of business management (including marketing, operations and business ethics and sustainability).
3. Engage you with the theoretical approaches used in the study of the management of international business organisations.
4. Develop intellectual skills of critical analysis, evaluation, synthesis and problem solving (particularly in the international business context).
5. Develop a range of transferable skills appropriate to graduate-level employment, through both academic project work and professional placements.

### 3 Level Learning Outcomes and Attributes and Skills or Employability Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P)
- Attributes and Skills (undergraduate) (AS)

We design assessment tasks to enable you to demonstrate the Level Learning Outcomes and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and relevant Attributes and Skills Outcomes (UG) or Employability Outcomes (PG) and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 4	
K1	Show awareness of the global external environment of business, including legal and ethical frameworks, and how this affects management and international business practice.
K2	Differentiate between major functional areas of business and recognise the role of each function in the successful running of a business organisation.
K3	Understand the key aspects of the performance of people in organisations.
K4	Discover the impact of law on business relationships and show an awareness of ethical issues in the context of international business.
I1	Demonstrate how the theory of a business subject is applied in the practice of business management.
I2	Analyse issues and problems which arise in the context of contemporary business organisations.

I3	Access and use a range of information tools online and offline to search and find relevant business resources and extract business data and information needed to understand theories in the discipline and define a business problem or issue.
I4	Employ quantitative and qualitative information and data in order to identify and recommend solutions.
I5	Communicate effectively using a range of oral, written, and visual communication tools to identify and present issues and challenges, apply relevant theories and propose practical solutions.
I6	To work effectively as part of a team on a given task, meeting obligations to other team members.
<b>Level 5</b>	
K1	Identify the remit of areas of international business and how they relate to your own professional and career choices.
K2	Critically review current research and evaluate arguments, assumptions and data to make own judgements in relation to business issues in general, and international business in particular.
K3	Examine the inter-relationships between business functions and how these functions work together to deliver value to business stakeholders.
K4	Debate the key challenges in the current global business environment and how they affect business organisations.
I1	Integrate theory and practice by demonstrating how resources, financial and human, are secured, integrated, allocated and effectively managed to meet organisational objectives.
I2	Adopt multiple perspectives to identify key elements of real-life problems, assess implications of alternative scenarios and suggest justified solutions.
I3	Analyse and manage risk factors within a business project.
I4	Evaluate own strengths and weaknesses, identify career opportunities and critically assess own skills and attributes against requirements for future professional employment.
I5	Access, collect and analyse self-determined quantitative and qualitative information for effective use.
I6	Apply management research methods.
<b>Level 6</b>	
K1	Develop a cross-cultural perspective on the operational and strategic challenges faced by international organisations.
K2	Critically analyse international business theories, concepts and problems and formulate conscious, informed and justified professional opinion.
K3	Critically review current research debates relevant to a self-determined research topic in international business.
I1	Critically evaluate alternative policies and strategies a company may adopt to meet stakeholder needs and minimise risk within changing internal and external environments.

I2	Develop appropriate criteria to identify a range of solutions to a complex business problem in a functional specialism and demonstrate an ability to make decisions.
I3	Identify and critically examine contemporary issues influencing business thinking and behaviour in business organisations.
I4	Demonstrate effective cognitive, problem-solving and decision-making abilities using appropriate quantitative and qualitative skills.
I5	Work effectively as a member of a team, negotiating in a professional manner using communication to persuade and convince to build a shared understanding of team goals.
I6	Formulate a coherent complex argument within a theoretical and contextual framework in area of specialism.

Attributes and Skills Outcomes (undergraduate)	
AS1	Working Independently - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;
AS2	Research & Thinking Critically - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;
AS3	Digital Confidence - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;
AS4	Adaptability - the ability to make the most of changing circumstances and adapt to new conditions;
AS5	Resilience - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;
AS6	Professional Outlook - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;
AS7	Effective Communication - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;
AS8	Ethics, Diversity, Sustainability - making a positive impact on society and the environment as a whole;
AS9	Enterprise and Entrepreneurship - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project.

#### 4 External Benchmarks

Statement of congruence with the relevant external benchmarks
All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).

The aims, objectives and learning outcomes of the programme are consistent with the most recent QAA Subject Benchmark Statement for Business and Management, 2023 [Subject Benchmark Statement - Business and Management \(qaa.ac.uk\)](https://www.qaa.ac.uk/subject-benchmark-statements/2023/business-and-management).

## 5 Indicative Content

### Summary of content by theme

The International Business programme has been developed around three core themes: international, employability and professional development and sustainability.

**International:** It emphasises the importance of understanding the international business environment and the implications of globalisation on businesses, industries and economies worldwide. A global perspective is embedded across your module content. At Level 4, you will be introduced to the concept of globalisation and the wider external environment. At Level 5, you will apply this knowledge to the international business context and explore the market rationale, strategy and operations of businesses operating overseas. Your specialist module at Level 6 will cover how all types of businesses identify, develop and manage procurement and supply chains. You will have the option of undertaking professional projects in an area associated with international business and a further option to delve into marketing through an international lens.

**Employability and professional development:** Employability is central to all our business programmes. At Level 4, you will participate in a professional challenge or a period of work experience. At Level 5, you will be encouraged to reflect upon your soft skills, development and future career, at the end of which you will undertake a professional work placement. Finally, at Level 6, your experience will be put into practice through undertaking a real-world professional project in conjunction with an employer.

**Sustainability:** As business leaders of the future, it is critical that you develop an understanding of ethics, social justice and sustainability. At Level 4, you will reflect upon your role as a global citizen and what it means to be a responsible manager. At Level 5, you will investigate corporate social responsibility and the ethics of doing research and engaging in business internationally. In your final year, you will use this knowledge to critically reflect upon sustainability and ethics in supply chain and procurement management. You will have a further option to undertake a module in sustainable business development.

## 6 Programme Structure

### Programme Structure – BA (Hons) International Business

<b>Duration</b>	3 years full-time
<b>Total credit rating</b>	360 (180 ECTS)

**Level 4 – With effect from: September 2023**

**Core:** You are required to take the following modules. Modules containing Integrated Assessment are asterisked.

Module Code	Module Title	Semester	Credits
BMM4123	Marketing Fundamentals	1	30
BMM4133	Principles of Accounting and Finance	1	30
BMM4153	People and Organisations*	2	30
BMM4143	Globalisation and Social Justice	2	30

**Level 5 NB: Between Levels 5 and 6, a one-year study abroad option may be available – With effect from: September 2024**

**Core:** You are required to take the following modules

Module Code	Module Title	Semester	Credits
BMM5123	Global Business Environment	1	30
BMM5133	Professional Development and Placement	1 & 2	30
BMM5143	Business Research and Analytics	2	30
BMM5173	International Business Strategies	2	30

**Level 6 – With effect from: September 2025**

**Core:** You are required to take the following modules

Module Code	Module Title	Semester	Credits
BMM6083	Professional Learning and Practice	1 & 2	30
BMM6113	Global Supply Chain Management	1	30

**Options:** You are required to choose 60 credits from the following modules:

Module Code	Module Title	Semester	Credits
BMM6143	Creative Entrepreneurship and Innovation	2	30
BMM6153	Contemporary Issues in Sustainability	2	30
BMM6163	International Marketing	2	30
BMM6173	Project Management	2	30
BMM6183	Research Project	2	30

BMM6193	Money, Banking and Finance	2	30
---------	----------------------------	---	----

## 7 Pre-requisites

Modules students **must** study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award

N/A

## 8 Learning, Teaching and Assessment

The University's Learning, Teaching and Academic Experience Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme (including information on Integrated Assessment) within the relevant Assessment Handbooks.

## 9 Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?

Yes

Detail of any deviation from (or within) and/or addition to the University's standard entry requirements (if applicable), e.g. English Language and/or English Literature requirement

NA

## 10 Additional support needs

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

Programme-specific requirements / unavoidable restrictions on participation in the programme

NA

## 11 Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University & approved franchise partners
Parent Faculty	BCDI
Parent School	Business
Professional accreditation body	N/A
Final award	BA(Hons)
Title of programme(s)	International Business International Business (and Foundation Year)
Subsidiary (fallback) award(s)	Certificate of Higher Education in Business/Diploma of Higher Education in International Business/BA in International Business
Honours type	Single
Duration and mode(s) of study	3 years full-time
Month/year of approval of programme	September 2023
Periodic review due date	As scheduled
HECoS subject code(s)	100080
UCAS course code(s)	N1W3
SITS route codes	UGBAN/INTNLBS
Delivery venue(s)	Leeds Trinity University & approved franchise locations University of Economics and Finance (UEF), Vietnam (Levels 5 & 6 only)



## 12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Attributes and Skills Outcomes or Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Attributes and Skills Outcomes at each level of study. However, all Attributes and Skills/Employability Outcomes will have been assessed by the end of the programme.

Level 4	Assessed level learning outcomes										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Global external environment	Major Functions of business	Performance of people in organisations	Law and ethics in context of International business	Application of Theory	Analysis of problems in contemporary Bus	Use of Information tools online/offline	Employ Quant and Qual Info	Communication modes	Work as part of a Team	Working Independently	Research & Thinking Critically	Digital Confidence	Adaptability	Resilience	Professional Outlook	Effective Communication	Ethics, Diversity, Sustainability	Enterprise and Entrepreneurship
<b>BMM4123 Marketing Fundamentals</b>																			
<b>BMM4133 Principles of Accounting and Finance</b>																			
<b>BMM4153 People and Organisations</b>																			
<b>BMM4143 Globalisation and Social Justice</b>																			

Level 5	Assessed level learning outcomes										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	International business areas and career	Current research and arguments in international business	Inter-relationships between business functions	Key challenges in the current global business environment	Integrate Theory & Practice	Perspectives on Real Life Problems	Analyse & Mge Risk	Own Strengths & Weaknesses	Collect and analyse quals and quants data	Moe Research	Working Independently	Research & Thinking Critically	Digital Confidence	Adaptability	Resilience	Professional Outlook	Effective Communication	Ethics, Diversity, Sustainability	Enterprise and Entrepreneurship
<b>BMM5123 Global Business Environment</b>																			
<b>BMM5133 Professional Development and Placement</b>																			
<b>BMM5143 Business Research and Analytics</b>																			
<b>BMM5173 International Business Strategies</b>																			

Level 6	Assessed level learning outcomes									Skills development								
	K1	K2	K3	I1	I2	I3	I4	I5	I6	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Cross-cultural perspective on operational and strategic challenges	Critically analyse international business theories	Critically review current research debates in international business	Critically evaluate alternative policies & strategies	Complex problem solving	Identify and critically examine contemporary issues	Decision Making Skills	Teamwork & Negotiation	Formulate complex argument and contextual frameworks	Working Independently	Research & Thinking Critically	Digital Confidence	Adaptability	Resilience	Professional Outlook	Effective Communication	Ethics, Diversity, Sustainability	Enterprise and Entrepreneurship
<b>BMM6083 Professional Learning and Practice</b>																		
<b>BMM6113 Global Supply Chain Management</b>																		
<b>BMM6143 Option: Creative Entrepreneurship and Innovation</b>																		
<b>BMM6153 Option: Contemporary Issues in Sustainability</b>																		
<b>BMM6163 Option: International Marketing</b>																		
<b>BMM6173 Option: Project Management</b>																		
<b>BMM6183 Option: Research Project</b>																		
<b>BMM6193 Option: Money, Banking and Finance</b>																		