

## PROGRAMME SPECIFICATION

### 1. General information

<b>Awarding body / institution</b>	<b>Leeds Trinity University</b>
<b>Teaching institution</b>	<b>Leeds Trinity University</b>
<b>Professional accreditation body</b> <i>(if applicable)</i>	n/a
<b>Final award</b> <i>(eg. BA Hons)</i>	<b>BA (Hons) [Top Up]</b>
<b>Title of programme(s)</b>	<b>International Business</b>
<b>Subsidiary award(s)</b> <i>(if any)</i>	n/a
<b>In the case of a Scheme of Study, the other Scheme(s) with which it may be combined</b>	n/a
<b>Duration and mode(s) of study</b>	<b>1 year full-time (Level 6 entry)</b>
<b>Start date</b> <i>(this version) (month and year)</i>	<b>September 2014</b>
<b>Periodic review next due</b> <i>(acad. year)</i>	<b>AY 2016/17</b>
<b>UCAS course code &amp; code name</b>	
<b>Delivery venue(s)</b>	<b>Leeds Trinity University</b>

### 2. Aims of the programme

<p><b>Rationale and general aims</b></p> <p>The rationale for the International Business (Top Up) programme is to provide the essential knowledge, understanding and skills required for graduates to begin to operate competently and effectively within international business and management and, therefore, the programme is targeted at students who are looking for a professional career in these areas.</p> <p><b>General aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop a sound understanding of the development, strategy and operations of international businesses as organisations and the associated management functions.</li> <li>2. To develop a sound understanding of the impact and influence of the international environment (e.g. external, legal, cultural) and internal requirements on international marketing and management operations of business organisations.</li> <li>3. To engage students with the theoretical approaches used in the study of the international marketing and management of business organisations.</li> <li>4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis</li> </ol>
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formulation and testing and problem solving (particularly in the international business context).

5. To develop confidence and competence in oral and written communication (particularly in the international business context) utilising the appropriate register and the effective application of ICT.
6. To develop study skills and enthusiasm for learning, including the ability to work effectively both independently and as part of a team (particularly in the international business context).

### 3. Student learning outcomes of the programme

#### **Learning outcomes in terms of:**

- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **physical skills specific to the subject (P)**
- **employability skills (E)**

The 'K1', etc codes are used in section 7c) and module descriptors to refer to each of these learning outcomes.

On successful completion of the BA (Hons) International Business programme, students will be able to:

#### **Knowledge and understanding (K)**

- K1 demonstrate knowledge and understanding of the external environment in the international business context, including legal and ethical frameworks, and how this affects the management and business practices, as well as the development and the operation of economies and markets for resources, goods and services;
- K2 demonstrate knowledge and understanding of the nature, purposes, structures, governance and activities of organisations' context, including individual behaviour, team management and corporate cultures in international business;
- K3 demonstrate knowledge and understanding of key functional specialisms such as marketing, financial management, operations and people management in the international business context;
- K4 demonstrate knowledge and understanding of the importance of customer needs, services and relations, as well as essential aspects of business via theoretical and empirical evidence concerning international business contexts;
- K5 demonstrate knowledge and understanding of business and management strategies' formulation within the international environment and how to meet stakeholder interests.

#### **Intellectual/cognitive/'thinking' skills (I)**

- I1 collect, order, analyse and evaluate quantitative and qualitative information and data;
- I2 use critical thinking, analysis and synthesis to identify assumptions, question logic and reasoning and identify implicit values;
- I3 make informed choices in areas of financial analyses, ethical behaviour, social responsibility and equal opportunities practice as they apply to business and people management;
- I4 demonstrate effective cognitive, problem solving and decision making abilities using appropriate quantitative and qualitative skills.

#### **Employability skills (E)**

- E1 Self-management – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 Teamworking – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to

- discussions; awareness of interdependence with others;
- E3 Business and sector awareness – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the international/external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;
  - E4 Problem-solving – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
  - E5 Communication – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific/international audiences and purposes;
  - E6 Application of numeracy – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
  - E7 Application of information technology – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;
  - E8 Entrepreneurship/enterprise – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
  - E9 Social, cultural & civic awareness – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

See also the generic objectives set out in section 4 below.

**Statement of congruence with the relevant published subject benchmark statements**  
(including appropriate references to the FHEQ and any PSRB requirements)

The aims, objectives and learning outcomes of the programme are consistent with the QAA General Business and Management benchmark statements. In this programme, there is particular emphasis on knowledge relevant to sections 3.4, 3.5 and 3.6 of the Business and Management statement. The pattern of core and option modules facilitates good coverage of the material in section 3.7 (Business and Management).

The programme aims to develop knowledge and skills necessary for operating in a professional capacity as a manager, with a particular focus on international business – marketing of UK products abroad and vice versa, as well as managing international business teams (again in UK and international contexts).

4. Learning outcomes for subsidiary award(s)

There are no subsidiary awards on this programme.

5. Content

**Summary of content by theme**

(providing a 'vertical' view through the programme)

This course aims to provide an intensive and academically rigorous pathway for students interested in International Business.

At Level 6, core modules provide advanced level knowledge of *Business and Management Strategy* (20 credits), which has an integrative role, as well as having a truly global perspective on modern business approaches and technologies – *e-Business and e-Marketing* (20 credits). International students may also benefit from access to English language (*EAP1*) sessions to

improve their academic skills (academic writing in particular) and sessions on British culture.

The focus of the programme is on the *International Marketing* (20 credits) and *International Management* (20 credits) modules, covering a broad range of communication, advertisement, customer needs and cross-cultural business and management issues, which make the programme distinctive together with the *Research Project (International Business)* (20 credits). The *Business Research* (20 credits) module enables and prepares students for the design and execution of their research or organisation-based projects.

All of these advanced studies at Level 6 enhance the development of transferable skills, embodying an appropriate degree of self-awareness, planning and autonomous learning. In particular, the *Research Project (International Business)* module develops skills in the design, conduct and evaluation of full cycle small-scale research of a real business issue.

As a result of Leeds Trinity's responsibility for ensuring that research conducted by its staff and research students abides by accepted standards of conduct and ethics, this aspect is integrated into the content of the programme and students need to seek ethical approval of their project. The process is coordinated by a module leader and requires the signing of an ethical approval form before any project can be actioned. The process follows key principles of Leeds Trinity's Code of Research Conduct and Ethics, available on the University's intranet.

## 6. Structure

### **BA (Hons) International Business (Top Up)**

**Duration:** 1 year full-time  
**Total credit rating:** 120

**Level 6** – with effect from September 2014

Candidates are required to take:

BMM 6422	Business and Management Strategy	Sem 1	20 credits
BMM 6582	e-Business and e-Marketing	Sem 1	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6412	Business Research	Sem 2	20 credits
BMM 6472	International Management	Sem 2	20 credits
BMM 6442	Research Project (International Business)	S/Sem	20 credits

## 7. Learning, teaching and assessment

### **7a) Statement of the strategy for learning, teaching and assessment for the programme**

The programme is designed for students progressing from credible HE providers/partner institutions (mostly international, but not excluding home/EU and Leeds Trinity students) with an adequate knowledge of essential marketing, finance/accounting, management and business aspects, acquired at Levels 4 and 5. Advanced and specialised knowledge of international business/marketing/management, strategic business awareness and independent study opportunities are provided at Level 6.

In line with the Leeds Trinity graduate employability strategy, such employability skills as those used for communication, quantitative work and ICT continue to be practised at Level 6, in addition to the development, in a subject specific context, of a range of intellectual skills including analysis and problem-solving. Specifically, subject related skills are focused on cross-cultural awareness, as well as team-working and communication skills through the core modules. At Level 6, the emphasis is on the application of higher level intellectual skills, including critical thinking, analysis, evaluation, synthesis and hypothesis formulation, which are further developed in relation to the

design and conduct of independent (but supervised) research. Level 6 subject studies include the development of intellectual skills to equip students to make informed choices relating to considerations of ethics and social responsibility together with an appreciation of and sensitivity to diversity.

Learning will be supported with structured delivery of subject material in, mainly, 3-hour teaching sessions, which combine lectures and workshops, and, where learning can be consolidated, through group activity and class-based exercises. All students will engage in an International Business Research Project at Level 6. If students are able to obtain the required permissions, they may also conduct their research project in cooperation with an identified organisation.

To facilitate the progression of students into a business career there will be a focus on inviting in qualified and active industry guest speakers and mentors to students as appropriate.

A wide range of assessment modes is used to allow students to demonstrate their level of knowledge, understanding and skills proficiency. Taught modules are usually assessed by two elements and may include: examination papers; presentations; reports and research projects. As students progress through Level 6 assessments, they will be required to demonstrate appropriate levels of subject knowledge and understanding, subject specific skills, intellectual skills and the effective use of transferable skills. In particular, assessment will focus on the appropriate development of higher level intellectual skills, including critical thinking, analysis, evaluation, synthesis and hypothesis formulation within the context of specific subject material.

## 7b) Module details

Module number and name	Learning and teaching methods <small>These must be easily classifiable into the three KIS categories.</small>	Assessment				Teaching staff <small>(Module co-ordinator shown as first name, in bold script)</small>	Venue <small>(if not College premises)</small>
		Component form <small>Each must be easily classifiable into one of the three KIS categories.</small>	Magnitude <small>(eg. 2,000 words or 2 hours)</small>	Weighting and/or Pass/Fail	Timing <small>(Semester &amp; indicative teaching week)</small>		
<b>Level 6</b>							
BMM 6412 Business Research	Lectures/workshops and tutorials	Research proposal Poster and individual presentation	3,000 words A3 10 minutes	70% 30%	End of Semester 2 End of Semester 2	<b>Emma Roberts</b>	
BMM 6422 Business and Management Strategy	Lectures and tutorials	Report 1 Report 2	1,500 words 2,500 words	40% 60%	Mid-semester 1 End of Semester 1	<b>Hurol Ozcan</b>	
BMM 6442 Research Project (International Business)	Workshops and tutorials	Research project report	5,000 words	100%	End of Summer Semester	<b>Mike Walker</b>	
BMM 6472 International Management	Lectures and workshops	Individual report Group presentation	2,500 words 20 minutes	60% 40%	End of Semester 2 Mid-semester 2	<b>Denis Kobzev,</b> Mark Sebright	
BMM 6502 International Marketing	Lectures, tutorials/ case study work and workshops	Marketing report On-line test (x 4) Individual presentation	3,000 words 30 minutes (x 4) 10 minutes	70% 5% x 4 10%	End of Semester 2 Mid-semester 2 Mid-semester 2	<b>Nick Beaton</b> Mark Sebright	
BMM 6582 e-Business and e-Marketing	Lectures, tutorials/ case study work and break-out sessions	Case study report	4,000 words	100%	End of Semester 1	<b>Nick Beaton</b>	



## 8. Entry requirements

<b>Honours degree programmes</b>
Applicants should normally have achieved an equivalent (determined through, for example, NARIC, NQF) of 240 credits (studies at Levels 4 and 5) prior to registration for the programme.
For students whose first language is not English a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS) and the Test of English as a Foreign Language (TOEFL). International students with an IELTS score of less than 6.5 must attend the additional <i>English for Academic Purposes 1</i> module to improve English language skills (no credits will be awarded). Students with IELTS scores below 6.0 (no component below 5.5) cannot be accepted on the programme.

## 9. Progression, classification and award requirements

<b>Details of requirements for student progression between levels and receipt of the award(s)</b> (A certain level of attainment which <u>must</u> be achieved in a specific module; any deviation from the standard College stipulations for award classification, eg. exclusion of Level 4 module marks from Foundation Degree classification)
A minimum of 120 credits is needed for the BA (Hons) Top Up award.

## 10. Prerequisites

<b>Details of modules which <u>must</u> be passed before enrolment on a module at a higher level</b> <i>Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.</i>
N/A

## 11. External examining arrangements

<b>External examining arrangements</b> (eg. joint with another programme – extended duties for someone already in post – or separate, single/multiple examiners; if multiple examiners, which subjects / types of module are to be allocated to each)
There are two external examiners currently responsible for all variants of the Business and Management programmes with split responsibilities for Management and Marketing areas of specialism.

## 12. Additional information

<b>Details regarding arrangements in respect of any special features of the programme/scheme,</b> (eg. study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees)
None.

## 13. Additional support needs

<b>Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme</b> (Key aspects of the Equality Impact Assessment for the Department – see Internal Audit Form NP2G for further details)
Students with disabilities or other support needs are welcome and will be able to participate fully in the course. Arrangements will be made, via the normal Leeds Trinity University's support network, to accommodate students with additional support needs wherever possible.