



Approved August 2016 for BA (Hons) International Business  
Effective from September 2016

## 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>'Parent' School</b> ( <i>ICE / SAC / SSHS</i> )	<b>SSHS</b>
<b>Professional accreditation body</b> ( <i>if applicable</i> )	<b>n/a</b>
<b>Final award</b> ( <i>eg. BA Hons</i> )	<b>BA (Hons)</b>
<b>Title of programme(s)</b>	<b>International Business</b>
<b>Subsidiary award(s)</b> ( <i>if any</i> )	<b>Cert HE, Dip HE, BA [Ordinary]</b>
<b>Honours type</b> ( <i>Single / Joint / Combined</i> )	<b>Single</b>
<b>Duration and mode(s) of study</b>	<b>3 years full-time</b>
<b>Start date</b> (this version) ( <i>month and year</i> )	<b>September 2016</b>
<b>Periodic review next due</b> ( <i>acad. year</i> )	<b>AY 2021/22</b>
<b>JACS subject code(s)</b> ( <i>Level 3</i> )	<b>N100</b>
<b>UCAS course code &amp; code name</b>	<b>N1W3</b>
<b>SITS codes</b> ( <i>Course / Pathway / Route</i> )	<b>UGBAN/INTNLBS</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 programme is to provide the essential knowledge, understanding and skills required for graduates to begin to operate competently and effectively within the international business and management environment and, therefore, the programme is targeted at students who are looking for a professional career in these areas.</p> <p>General aims:</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 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> </ol>
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4. To develop intellectual skills of critical analysis, evaluation, synthesis, hypothesis 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.

This programme also aims 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.

3a External benchmarks

**Statement of congruence with the relevant published subject benchmark statements**  
*(including appropriate references to the FHEQ and any PSRB, employer or legislative 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 the UK and international contexts).

#### 4. Learning outcomes for subsidiary awards

*This section is currently being reviewed with a view to replacing generic learning outcomes with learning outcomes that are specific to the programme. Advice should be sought from AQSO before this section is completed.*

Guidance	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 &amp; 5.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 &amp; 6.</p>	<p><b>Generic learning outcomes for the award of <u>Certificate of Higher Education</u>:</b></p> <p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> <li>i) interpret and evaluate data appropriate to the discipline;</li> <li>ii) make sound judgements in accordance with basic disciplinary theories and concepts;</li> <li>iii) evaluate the appropriateness of different approaches to solving problems within the discipline;</li> <li>iv) communicate the results of their work coherently;</li> </ul> <p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p> <p><b>Generic learning outcomes for the award of <u>Diploma of Higher Education</u>:</b></p> <p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, <b>in addition to the outcomes for a Certificate</b>:</p> <ul style="list-style-type: none"> <li>i) critical understanding of disciplinary principles;</li> <li>ii) application of concepts outside their initial context;</li> <li>iii) use of a range of disciplinary techniques;</li> <li>iv) proficient communication of the results of their work;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.</p> <p><b>Generic learning outcomes for the award of an <u>Ordinary Degree</u>:</b></p> <p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, <b>in addition to the outcomes for a Diploma</b>:</p> <ul style="list-style-type: none"> <li>i) an ability to make flexible use of disciplinary concepts and techniques;</li> <li>ii) critical evaluation of approaches to solving problems in a disciplinary context;</li> <li>iii) an ability to work autonomously within a structured learning experience;</li> <li>iv) effective communication of the results of their work in a variety of forms;</li> </ul> <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.</p>

## 5. Content

### Summary of content by theme

The BA (Hons) International Business programme provides the essential knowledge and understanding, skills and experience required for you to operate effectively and successfully in an international business environment. Core areas of the programme focus on the contemporary business concepts, the understanding of management functions and operations in an international context.

Integrated within the study of the subject material of core modules is the development of IT and intellectual skills related to the analysis of qualitative and quantitative information, critical thinking and problem-solving. A range of employability skills are developed and practised, including effective communication, numerical proficiency, ICT applications, self-management, autonomous learning and team-working.

The programme starts at Level 4 from building essential knowledge of Finance, Marketing, People and Operations Management (*Business Economics, Management and Financial Accounting and Marketing Fundamentals*). *Management and Organisational Behaviour* and *Operations Management* introduce the importance of people management in the context of business operations, as well as contemporary knowledge of global business, supply chains and customer relations, including introduction of the international business context, key issues and case studies. *Professional Development and Placement 1*, which incorporates both personal (academic, information retrieval, self-management, etc.) and professional (team working, communication, employability, etc.) skills, concludes with a period of professional work placement to provide experience of the practical application of business and management skills and knowledge in an actual workplace environment and includes the creation of a personal development and career plan.

Level 5 provides on-going study of intermediate level knowledge in the same key 4 functions (Financial Management, People Management and Marketing Communications modules). The core module, *Principles of International Business*, contextualises how business and management practices can be applied in international business operations and teams.

Integrated within the study of the subject material of core modules is further development and practice of appropriate subject specific, intellectual and transferable skills already introduced at Level 4. Thus, for example, *Financial Management* will further develop ICT skills, quantitative skills and problem-solving skills. The Business Research module enables and prepares students for the design and execution of their Level 6 research or organisation-based projects.

Following *Professional Development and Placement 2*, a second period of professional work placement at Level 5 provides further experience of the practical application of business skills and knowledge in an actual work place environment. In addition to a job and organisational analysis, similar to that conducted at Level 4, the Level 5 module includes an employability focused job-market study, confirming personal career choice (selected programme) and objectives, which are reflected in a fully developed career plan.

At Level 6, a core module, *Business and Management Strategy*, provides advanced level knowledge of business and management strategy – the module has an integrative role, as well as having a truly global perspective on modern business approaches and technologies, and is supported by the e-business and e-marketing module.

Level 6 modules continue to build advanced knowledge of marketing and people management in the international context (International Marketing and International Management 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)*.

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.

The following cross-cutting themes are present within the programme, progressing from essential and intermediate to advanced level knowledge, thus building a good foundation for in-depth understanding of key aspects of International Business:

**Finance**

- L4 Business Economics, Management and Financial Accounting
- L5 Financial Management

**Marketing**

- L4 Marketing Fundamentals
- L5 Marketing Communications
- L6 International Marketing

**People Management**

- L4 Management and Organisational Behaviour
- L5 People Management
- L6 International Management

**Operations in Global Context**

- L4 Operations Management
- L5 Principles of International Business
- L6 e-business and e-marketing

**Personal & Professional Development**

- L4 PDP1
- L5 PDP2, Business Research
- L6 Research Project (International Business)

Each module on the programme incorporates a significant number of international case studies, as well as examples of applying management theories and models in an international business context.

6. Structure

<b>BA (Hons) International Business</b>			
<b>Duration:</b>	3 years full-time		
<b>Award:</b>	BA (Hons) 360 credits		
<u>Level 4</u>			
<b>Core:</b>	Candidates are required to take:		
BMM 4412	Management and Organisational Behaviour	Sem 1	20 credits
BMM 4422	Marketing Fundamentals	Sem 1	20 credits
BMM 4442	Management and Financial Accounting	Sem 1	20 credits
BMM 4452	Professional Development and Placement 1	Sem 1 & 2	20 credits
BMM 4432	Operations Management	Sem 2	20 credits
BMM 4402	Business Economics	Sem 2	20 credits
<b>Programme-level assessment</b> takes place at the end of the academic year.			
<u>Level 5</u>			
Progression requirements: 120 credits from Level 4.			

<b>Core:</b>	Candidates are required to take:		
BMM 5412	Financial Management	Sem 1	20 credits
BMM 5312	Principles of International Business	Sem 1	20 credits
BMM 5402	Professional Development and Placement 2	Sem 1 & 2	20 credits
BMM 5562	Marketing Communications	Sem 2	20 credits
BMM 5582	Business Research	Sem 2	20 credits
BMM 5552	People Management	Sem 2	20 credits
<b>Level 6</b>			
Progression requirements: 120 credits from Level 4 plus 120 credits from Level 5.			
Candidates are required to take:			
BMM 6582	e-business and e-marketing	Sem 1	20 credits
BMM 6422	Business and Management Strategy	Sem 1	20 credits
BMM 6502	International Marketing	Sem 2	20 credits
BMM 6472	International Management	Sem 2	20 credits
<u>and</u> are required to choose 20 credits from:			
BMM 6442	Research Project (International Business)	Sem 1 & 2	20 credits
BMM 6452	Professional Learning Through Work	Sem 1 & 2	20 credits
<u>and</u> are required to choose 20 credits from:			
BMM 6422	Business Ethics	Sem 2	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits
BMM 6482	Leadership	Sem 2	20 credits

## 7. Learning, teaching and assessment

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

The programme focuses on essential business and management knowledge acquisition at Level 4, more detailed, contemporary and specific business and people management subject knowledge at Level 5 and advanced and specialised knowledge of project management, entrepreneurship, strategic awareness and independent study at Level 6, which contextualise the application of business and management theories in an international business environment.

In line with the LTA Strategy, at Level 4, transferable skills such as those used for communication, quantitative work, ICT and employability skills are emphasised. Also, all functional specialist knowledge acquired at Level 4 is integrated through Programme Level Assessment (Business Start Up). At Level 5, transferable skills continue to be practised, 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 practical management techniques 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, and are further developed relating to the design and conduct of the Research Project (International Business) module. Level 6 subject studies include the development of intellectual skills to equip you to make informed choices relating to considerations of ethics and social responsibility, together with an appreciation of and sensitivity to diversity.

Gaining appropriate experience in an actual work situation to allow the application of knowledge and the practice and development of skills is essential for a business and management programme. Two periods of structured professional work placement are integrated into the programme at Level 4 and Level 5 for this purpose and can be followed up with a Professional Learning Through Work project at Level 6. Throughout the programme, all students will receive learning support and guidance from an individually assigned Progress Tutor, including assistance with the completion of a personal development plan and career plan.

Learning will be supported with the structured delivery of subject material in, mainly, 3-hour teaching sessions, which combine lectures and workshops, where learning can be consolidated through group activity and class-based exercises. In particular, at Level 4, the emphasis on transferable skills acquisition will enable autonomous learning to develop early in the programme. This mode of learning will become increasingly important as you progress from Level 4 to Level 6. All students will engage in a research project at Level 6. If you are able to obtain the required permissions, you may also conduct your research project in cooperation with an identified organisation through the Professional Learning Through Work module. It is envisaged that students may develop effective contacts to facilitate this through their Level 4 and 5 work placements. At Level 5, experiential and active learning are important elements in the development of vocational knowledge and understanding. To meet this requirement, applied exercises, case studies, role-play, practical workshops, management games, business simulation and group and project work form part of the teaching strategy of the programme.

To facilitate the progression of students into a business career there will be a focus on inviting qualified and active business practitioners and entrepreneurs as guest speakers, visiting lecturers and mentors to students as appropriate.

A wide range of assessment modes is used to allow you to demonstrate your level of knowledge, understanding and skills proficiency. Taught modules are usually assessed by two elements and include: examination papers; individual presentations; personal development plans; essays; case studies; reports and group projects. As you progress from Level 4 to Level 6, assessments will require the demonstration of 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.

The Learning, Teaching and Assessment (LTA) Strategy for this programme was developed in line with key principles of the University's LTA Strategy (Applied, Collaborative and Engaged).



## 7b) Module details

Module number and name <i>Include both as shown below</i>	Learning and teaching methods <i>These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study &amp; Placement/study abroad</i>	Assessment				Teaching staff (Module co-ordinator shown as first name, in <b>bold script</b> )	Venue (if not Leeds Trinity premises)
		Component form Each must be easily classifiable into one of the three KIS categories.	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
<b>Level 4</b>							
BMM 4402 Business Economics	Lectures, tutorials and workshops	3 online quizzes  Report  Directed activities	30 minutes each  2,400 words  -	3 x 10%  60%  Pass – 10%/Fail – 0%	Mid-Semester 2  End of Semester 2 During Semester 2	<b>Hurol Ozcan</b>	
BMM 4412 Management and Organisational Behaviour	Lectures/ workshops and tutorials	Portfolio: 4 written tasks  Directed activities	3,600 words  -	90%  Pass – 10%/Fail – 0%	During Semester 1  During Semester 1	<b>Dr Emma Roberts</b>	
BMM 4422 Marketing Fundamentals	Lectures, tutorials/case study work and break-out sessions	7 online quizzes  Coursework report	30 minutes each  2,000 words	7 x 5%  65%	During Semester 1 End of Semester 1	<b>Nick Beaton</b>	
BMM 4432 Operations Management	Lectures and tutorials/workshops	2 online tests  2 online tests  Directed activities	45 minutes each  45 minutes each  -	2 x 20%  2 x 25%  Pass – 10%/Fail – 0%	Weeks 4 and 6, Semester 2 Weeks 8 and 10, Semester 2 During Semester 2	<b>Prof Denis Kobzev</b>	

Module number and name <i>Include both as shown below</i>	Learning and teaching methods <i>These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study &amp; Placement/study abroad</i>	Assessment				Teaching staff (Module co-ordinator shown as first name, in <b>bold script</b> )	Venue (if not Leeds Trinity premises)
		Component form Each must be easily classifiable into one of the three KIS categories.	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
BMM 4442 Management and Financial Accounting	Lectures and tutorials	Written exam  Directed activities	3 hours  -	90%  Pass – 10%/Fail – 0%	End of Semester 1  During Semester 1	<b>Andy Gilliland</b>	
BMM 4452 PDP 1	Lectures/workshops, individual tutorials and placement  Directed activities	Portfolio  Placement Reflective accounts  -	3,000 words equiv. 7 weeks 1,000 words equiv.  -	70%  Pass/Fail 20%  Pass – 10%/Fail – 0%	End of teaching  May-June After placement  During module	<b>Dr Emma Roberts</b>	Placement in the host organisation
PLA	Workshops	Business Plan Presentation group presentations	15 minutes + 5 minutes Q&A	A-E	End of PLA	<b>Prof Denis Kobzev (tbc)</b> <b>BMM team</b>	
<b>Level 5</b>							
BMM 5412 Financial Management	Lectures and workshops/tutorials	Examination	3 hours	100%	End of Semester 1	<b>Andy Gilliland</b>	
BMM 5402 PDP 2	Lectures/workshops, individual tutorials and placement	Portfolio  Placement Report	1,500 words  6 weeks 3,500 words	30%  Pass/Fail 70%	End of Semester 1 Jan-Feb After placement	<b>Hurol Ozcan</b>	Placement in the host organisation
BMM 5552 People Management	Lectures/workshops, guided team-work and tutorials	Individual report  Group presentation	3,000 words  15 minutes	80%  20%	End of Semester 2 During Semester 2	<b>Dr Emma Roberts</b>	

Module number and name <i>Include both as shown below</i>	Learning and teaching methods <i>These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study &amp; Placement/study abroad</i>	Assessment				Teaching staff (Module co-ordinator shown as first name, in <b>bold script</b> )	Venue (if not Leeds Trinity premises)
		Component form Each must be easily classifiable into one of the three KIS categories.	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
BMM 5312 Principles of International Business	Lectures and seminars	Case study report	4,000 words	100%	End of Semester 1	<b>Prof Denis Kobzev</b>	
BMM 5582 Business Research	Lectures/workshops, individual and group tutorials	Research portfolio Poster presentation	3,000 words A3	80% 20%	End of Semester 2 End of Semester 2	<b>Dr Emma Roberts</b> BMM team	
BMM 5562 Marketing Communications	Lectures, tutorials and workshops/practical sessions	Group presentation Individual report	40 minutes 2,000 words	40% 60%	2nd half of Semester 2 End of Semester 2	<b>Mark Sebright</b>	
<b>Level 6</b>							
BMM 6422 Business and Management Strategy	Lectures and tutorials	Assessed report Assessed report	1,500 words 2,500 words	40% 60%	Mid-Semester 1 End of Semester 1	<b>Hurol Ozcan</b>	
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>	
BMM 6442 Research Project	Workshops and individual/group tutorials	Research project report	4,000 words	100%	End of Semester 2	<b>Dr Emma Roberts</b>	
BMM 6452 Professional Learning Through Work	Tutorials and online/telephone support	Project proposal/agreement Final project report and reflections Oral presentation	1,000 words 3,000 words 1,000 words equiv.	30% 50% 20%	First half of Semester 1 End of Semester 2 End of Semester 2	<b>Dr Emma Roberts</b>	Placement occurs in the host organisation

Module number and name <i>Include both as shown below</i>	Learning and teaching methods <i>These must be easily classifiable into the three KIS categories of Scheduled learning and teaching activities, Guided independent study &amp; Placement/study abroad</i>	Assessment				Teaching staff (Module co-ordinator shown as first name, in <b>bold script</b> )	Venue (if not Leeds Trinity premises)
		Component form Each must be easily classifiable into one of the three KIS categories.	Magnitude (eg. 2,000 words or 2 hours)	Weighting and/or Pass/Fail	Timing (Semester & indicative teaching week)		
BMM 6482 Leadership	Lectures/ workshops, group work and tutorials	Individual presentation Written report	10 minutes 3,000 words	20% 80%	Mid-Semester 2 End of Semester 2	<b>Dr Emma Roberts</b> Leon Consearo	
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>Mark Sebright</b>	
BMM 6502 International Marketing	Lectures, tutorials/ case study work and workshops	4 online scenario-based activities Individual presentation Marketing plan	30 minutes each 15 minutes 3,000 words	4 x 5% 10% 70%	During Semester 2 Mid-Semester 2 End of Semester 2	<b>Mark Sebright</b>	
BMM 6302 Entrepreneurship and Creativity	Lectures and workshops	Business plan Dragons' den presentation (individual or group)	3,000 words 15 minutes	75% 25%	End of Semester 2 End of Semester 1	<b>Hurol Ozcan</b>	
BMM 6462 Business Ethics	Lectures and workshops	Individual report	4,000 words	100%	End of Semester 2	<b>Flor Giradou</b>	





## 8. Entry requirements

### Honours degree programmes

Applicants should normally have achieved the following prior to registration for the programme:

- 5 academic or vocational qualifications, of which at least 2 should be GCE 'A' levels (or equivalent at level 3) and one should be GCSE English Language at grade C (or equivalent).

Some equivalent qualifications and the current typical offer conditions in terms of UCAS tariff points are detailed in the undergraduate prospectus. 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) or equivalent.

#### *Other non-certificated requirements*

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

## 9. Progression, classification and award requirements

### Details of requirements for student progression between levels and receipt of the award(s)

(A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, eg. exclusion of Level 4 module marks from Foundation Degree classification)

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## 10. Prerequisites

### Details of modules which must be passed before enrolment on a module at a higher level

*Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.*

The professional development and placement modules at both levels are mandatory modules that must be passed before progression.

Two professional work placements are undertaken, one each at Level 4 and Level 5, and there is an opportunity to undertake a Level 6 Professional Learning Through Work module.

## 11. External examining arrangements

### External examining arrangements

(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; any PSRB requirements)

There are two external examiners currently responsible for all variants of the Business and Management programmes.

## 12. Additional information

Details regarding arrangements in respect of any special features of the programme/scheme, (eg. a non-standard delivery pattern, study abroad, a field course, specific work placement, opportunities for onward progression from foundation degrees, constraints on out-of-programme optional module choices)

This programme will be delivered in a full-time mode and may include a Semester (or up to 1 year) international study abroad opportunity and/or international industry/work placement

(subject to partnership agreements and students' language abilities). Students will be encouraged to take a semester abroad study, ideally during their Level 5 Semester 1 or Semester 2 (if it is Semester 2, students need to look for an international programme which contains a Research Methods module).

### 13. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

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.