

Programme Specification

Programme Title and Name of Award	BA (Hons) Global Business Management (Top-Up)		
Academic Level	6	Total Credits	120
Professional Body Accreditation / Qualification	Not applicable		
Date of Professional Body Accreditation	Not applicable	Accreditation Period	Not applicable
UCAS Code	N122		
HECoS Code	100079		
Criteria for Admission to the Programme	<p>The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For APL, please refer to the University website.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage: https://www.cumbria.ac.uk/study/courses/undergraduate/global-business-management-top-up/</p> <p>The following additional requirements apply for entry to this programme: Interview and/or Diagnostic Assessment.</p>		
Teaching Institution	University of Cumbria		
Owning Department	Business, Law, Policing and Social Sciences		
Programme delivered in conjunction with	Not applicable		
Principal Mode of Delivery	Blended		
Pattern of Delivery	Full Time		
Delivery Site	London Campus		
Programme Length	1 year standard registration period (full time)		

Higher Education Achievement Report (HEAR)	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).
Exit Awards	You may be awarded the following Exit Award if you fail to achieve the requirements of the full programme. BA Global Business Management Ordinary Degree (requires minimum of 60 credits from the Top Up programme).
Period of Approval	1 Aug 2019 to 31 July 2025
<p>This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes and delivery patterns at the London Campus. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage https://www.cumbria.ac.uk/study/courses/undergraduate/global-business-management-top-up/</p>	

Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

Programme Features

As a graduate of the BA (Hons) Global Business Management (Top-Up) programme, you will be enterprising and entrepreneurial in spirit. You will develop a global view of the challenges and opportunities in the world of global business. On completion of this programme, you will be able to cohesively integrate your knowledge of global business management and leadership in small, medium or large organisations. You will develop the knowledge, skills and aptitude to work across local, regional, national and international (especially cross-cultural) boundaries.

In this award, consideration is given to the functions of management, strategy, human resources management, entrepreneurship and marketing subject areas. You are encouraged to critically evaluate creative and sustainable solutions to contemporary global business issues. These are

researched in association with work based projects that consider cultural, legal, ethical and professional practice across a range of international contexts. The use of sophisticated and authentic scenarios and employer led projects will enable you to refine your graduate employability skills and confidence. Finally, we approach the delivery of learning using examples from public, private and third stream organisational perspectives. Therefore, this programme of study equips you for careers in diverse international organisations

This award provides an internationalisation of the curriculum including cross-cultural awareness and engagement, creating a rich setting for the interchange of ideas and academic concepts, and applying them to multinational and global settings. You will be taught by a group of specialised tutors who will get to know you, challenge and widen your horizons, and nurture your learning journey.

The BA (Hons) Global Business Management (Top-Up) also addresses the University's portfolio themes of Physical and mental health and wellbeing, Innovation and entrepreneurship, Environment and sustainability. This programme has also incorporate curriculum focus areas such as Creativity and leadership skills, Employability and graduate attributes, Partnerships with industry and community. The programme has been designed in consultation with industry professional and employer's participation. During the delivery of the programme, there will also be opportunity to include guest lectures from these specialists in their field.

You will work both individually and in groups. Working with a diverse range of team members provides authentic scenarios and challenges that you will face in your future career. Critically reflecting on how to work in such situations provides consolidation of learning and develops skills which will stay with you throughout your professional career.

Learning, teaching and assessment of this programme is designed to provide highly engaging means of enhancing the cohesion of your year group, drawing together the themes that emerge from the modules that make up the programme, and considerably augments your graduate-level employability. The emphasis is on building on your existing competencies to achieve graduate level skills and attributes.

Key Features of this award are:

- A holistic view of business needs and solutions encompassing a broad range of functional specialisms
- Module delivery by a range of industry professionals and research active academics
- Opportunities in engagement of work related learning
- Industry and Employer participation

Aims of the Programme

The overall aims of the Programme are:

1. To provide a programme of study which offers you a grounding in the disciplines and methodologies of global business management and to stimulate a critical awareness of the factors associated with the changing focus of contemporary international business practice.
2. To study and practise global business management, drawing on a range of perspectives in the fields of international marketing, strategic management, entrepreneurship, international human resource management, and global business.
3. To develop your critical and conceptual thinking, reasoning and transferable skills relating to global business management.

4. To enhance your employability, career potential and personal effectiveness.
5. To develop your ability to carry out independent research in the field of global business management.

Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:

- To critically review, consolidate and extend a systematic and coherent body of knowledge.
- Critically evaluate concepts and evidence from a range of resources.
- Transfer and apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations and to solve complex problems.
- Communicate solutions, arguments and ideas clearly and in a variety of forms.
- Exercise considerable judgement in a range of situations.
- Accept accountability for determining and achieving personal and group outcomes.
- Reflect critically and analytically on personal and work place experience in the light of recent scholarship and current statutory regulations.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

Upon completion of the programme (120 credits), you will be able to demonstrate knowledge and understanding of the following:

K1 The complex contexts within which global business operates including economic, environmental, cultural, digital, political, ethical, legal and regulatory contexts.

K2 The wide range of functions and processes of organisations and the role and contribution of management at a strategic level to the organisational mission.

K3 A range of advanced theories and models informing the practice of global business management, and critiques of them.

K4 Markets, marketing and sales, consumer behaviour, finance and resource allocations in the international and transnational context.

K5 Global business, leadership and management, people and their personal development, difference and diversity and strategies for managing and influencing these.

K6 Business intelligence, communications and digital business.

K7 Business policy and strategy, business innovation and enterprise development across national and international borders and cultures.

K8 Business ethics, values and social responsibility in a global context.

K9 The strengths and limitations of the main research methodologies and practices, and sophisticated data analysis within global business management.

If Exiting with 60 credits, you will demonstrate partial Knowledge and Understanding of the above.

Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

Upon completion of the programme (120 credits), you will be able to demonstrate skills in the following:

S1. People management: to include complex communications, team building, leadership and motivating others in challenging situations.

S2. Problem solving and critical analysis: analysing complex or ambiguous facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.

S3. Research: the ability to analyse and evaluate a range of business data, complex or contested sources of information and appropriate methodologies, which includes strong digital literacy and to use that research for evidence-based decision-making.

S4. Commercial acumen: based on an awareness of the key drivers for global business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty in international contexts.

S5. Innovation, creativity and enterprise: the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property in a globalised business context, gain support and deliver successful outcomes.

S6. Numeracy: the use of quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena with authority and confidence.

S7. Networking: an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contact, across national and cultural boundaries.

Generic skills and attributes:

S8. Ability to work collaboratively both internally and with external customers and stakeholders from range of cultures, and an awareness of mutual interdependence.

S9. Articulating and effectively explaining information.

S10. Building and maintaining relationships.

S11. Communication and listening including the ability to produce clear, structured business communications in a variety of media.

S12. Emotional intelligence and empathy.

S13. Conceptual and critical thinking, analysis, synthesis and evaluation.

S14. Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.

S15. Self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.

If Exiting with 60 credits, you will demonstrate partial Skills and Attributes of the above.

External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

[QAA \(2015\) Subject Benchmark Statement Business Management](#)

Other external reference points may include:

- Framework for Higher Education Qualifications

Other internal reference points may include:

- [UoC Strategic Plan](#)
- [UoC Learning, Teaching and Assessment Strategy](#)
- [UoC Academic Regulations and Academic Procedures and Processes](#)

Graduate Prospects

Graduate prospects may include going on to pursue Masters studies, working for private, public or non-government organisations. Students who complete this programme will have the opportunity to hone their academic and transferable skills to be ready for a career change and/ or seek advancement in their chosen career. Employment prospects graduates can aspire to upon completion of the programme includes roles such as officers, assistant managers, team leaders, managers in corporate and non-corporate organisation. Other prospects may also including setting up your own business or expanding your current business.

Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

Learning and Teaching:

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

Summative and Formative Assessments:

This programme integrates theory and practice by providing inputs to the student learning from guest speakers, lectures, practising managers and through supporting assessment. All formative and summative assessments (such as case study analysis, portfolios, set exercises, assignments, presentations, critical reflection work) have been designed to ensure they are innovative, creative and authentic to ensure you have an enhanced student experience.

Blended learning and teaching is used, making good use of supporting VLE and e-portfolio. Contemporary teaching methods are also used such as lectures, seminars, workshops, field work, work-based learning including employer based case studies, live projects, guided learning, simulations, discussion groups including virtual forums and other digital formats.

You will also be asked to work in small groups which encourage collaborative learning.

We will motivate you through your learning and engagement in the following ways:

- (a) By supporting you through your assessments and making sure you have a balanced workload and assessment schedule
- (b) Through your learning and engagement with your studies, you will develop and enhance your ability to make informed judgements in relation to your own work
- (c) We will provide you with effective feedback and feed forward i.e. looking ahead to the next assignment. Formative assessments are designed to support and enhance your summative assessments.

Student Support

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

Induction

Induction takes place during your Welcome Week prior to the start of the programme with opportunities to meet with staff and students from the department. The Welcome Week also includes introductions to key services and a campus tour. Learning and support services contribute to the Welcome Week programme. Students undertake a series of activities designed to form cohesion amongst the student group, to familiarise you with the University and introduce you to a range of support services who are there to help you settle into university life and help you progress through your studies. You will be shown how to use our Virtual Learning Environment (VLE) and how to submit assessments. All students will attend centrally organised sessions, Student Life and Help is at Hand. Students will be introduced to the support services provided by the Students Union and also the clubs, societies and sports groups.

A key feature of this programme is the additional student support that has been built into the modules but particularly in the core modules so that you experience the opportunity to develop your specialist and generic skills with help from IS.

Personal Tutoring

You will also be allocated a Personal Tutor. Your Personal Tutor will be proactively involved in the delivery of your programme and will have contact with you throughout your time at the University.

They will support your learning and development, including tutorials and other support as outlined in the Personal Tutor Policy.

Our chaplaincy team provides a safe place, a listening ear and personal support to all students and staff, regardless of their beliefs. A Quiet Room is available all day for students and staff to take time out for peace and reflection. In addition there are two multi-faith prayer rooms, one male and one female, within the Chaplaincy Centre, which are open to staff and students of any faith during office hours. There are also washing facilities, a kitchen, and a small lounge area for socialising.

Personal Development Planning

Personal Development Planning will be introduced by the Employability team at the beginning of the programme and will be a continuous activity throughout the programme. You will be provided with materials to record your ongoing personal development. This record will be submitted as part of the portfolio for the Research Methods module.

Library and Academic Support (based in Information Services)

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading and resource lists will be made available to you electronically using the University's [one line reading and resource system](#).

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of [online self-help resources](#) accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit [skills@cumbria](#) for more details.

IT and Technical Support

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities](#) we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub](#) is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

Student Support Services

Student Support Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We also offer mentoring by trained students which you can request at any point during your studies. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website](#) and/or via the Student Services guidance tile on the [Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

Head Start Plus

Head Start Plus is also an online skills development course, designed to support students who are about or who have just started study at level 5 or 6 (2nd and 3rd year undergraduate). This course is particularly recommended to students who may not have studied at HE level for some time or who are transitioning into the higher HE levels. The course provides a useful refresh on academic skills and practice and an insight into the expectations of tutors at those levels.

This course is free and available via the Open Education Platform powered by Blackboard. To access the course, follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

Mature Students' Events

Students are encouraged and supported to organise events such as coffee mornings, lunchtime gatherings or other social events throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

Help is at Hand Events

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and give you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

Career Ahead+

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact careerahead@cumbria.ac.uk or visit www.cumbria.ac.uk/careerahead for more information.

Programme Curriculum Map					
Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
6	UCBL6001	Strategic Management	20	Compulsory	K3, K5 S2, S3, S4, S6, S14
6	UCBL6002	International Marketing	20	Compulsory	K1, K3, K4, K7, K8, K9 S2, S3, S4, S5, S6, S7, S8, S9, S10, S12, S14, S15
6	UCBL6003	International Human Resource Management	20	Compulsory	K1, K2, K3, K5, K8 S2, S3, S6, S8, S9, S13, S14
6	UCBL6004	Research Methods for Business	20	Compulsory	K3, K8, K9 S2, S3, S6, S10, S11, S14, S15
6	UCBL6005	Global Business	20	Compulsory	K2, K3, K5, K6, K7, K8, K9 S2, S3, S6, S8, S9, S13, S14
6	UCBL6006	Innovation and Entrepreneurship	20	Compulsory	K3, K4 S1, S2, S3, S4, S5, S6, S7, S8, S9, S14, S15
Notes					
This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes. A failed student will not be permitted to re-register on the same programme.					
* Key to Module Statuses					

Compulsory Modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)
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Programme Delivery Structure: Full Time – September Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		SEM 1 Autumn/ SEM 2 Spring/ SEM 2E Extended Spring		
UCBL6001	Strategic Management	SEM 1 Autumn	Set Exercises 100%	End of Semester
UCBL6002	International Marketing	SEM 1 Autumn	Assignment 1 40% Assignment 2 60%	Mid Semester End Semester
UCBL6003	International Human Resource Management	SEM 2 Spring	Set Exercises 100%	End Semester
UCBL6004	Research Methods for Business	SEM 2 Spring	Presentation 60% Assignment 40%	Mid Semester End Semester
UCBL6005	Global Business	SEM2E Extended Spring	Portfolio 100%	End Semester
UCBL6006	Innovation and Entrepreneurship	SEM2E Extended Spring	Presentation 50% Assignment 50%	Mid Semester End Semester

Programme Delivery Structure: Full Time – January Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		SEM 1 Autumn/ SEM 2 Spring/ SEM 2E Extended Spring		
UCBL6001	Strategic Management	SEM 2 Spring	Set Exercises 100%	End of Semester
UCBL6002	International Marketing	SEM 2 Spring	Assignment 1 40% Assignment 2 60%	Mid Semester End Semester
UCBL6003	International Human Resource Management	SEM2E Extended Spring	Set Exercises 100%	End Semester
UCBL6004	Research Methods for Business	SEM2E Extended Spring	Presentation 60% Assignment 40%	Mid Semester End Semester
UCBL6005	Global Business	SEM 1 Autumn	Portfolio 100%	End Semester
UCBL6006	Innovation and Entrepreneurship	SEM 1 Autumn	Presentation 50% Assignment 50%	Mid Semester End Semester

Programme Delivery Structure: Full Time – May Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		SEM 1 Autumn/ SEM 2 Spring/ SEM 2E Extended Spring		
UCBL6001	Strategic Management	SEM2E Extended Spring	Set Exercises 100%	End of Semester
UCBL6002	International Marketing	SEM2E Extended Spring	Assignment 1 40% Assignment 2 60%	Mid Semester End Semester
UCBL6003	International Human Resource Management	SEM 1 Autumn	Set Exercises 100%	End Semester
UCBL6004	Research Methods for Business	SEM 1 Autumn	Presentation 60% Assignment 40%	Mid Semester End Semester
UCBL6005	Global Business	SEM 2 Spring	Portfolio 100%	End Semester
UCBL6006	Innovation and Entrepreneurship	SEM 2 Spring	Presentation 50% Assignment 50%	Mid Semester End Semester

Programme Delivery Structure: Full Time – August Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		2 modules per 12 week semester		
UCBL6001	Strategic Management	August - October	Set Exercises 100%	End of Semester
UCBL6002	International Marketing	August - October	Assignment 1 40% Assignment 2 60%	Mid Semester End Semester
UCBL6003	International Human Resource Management	November – early Feb	Set Exercises 100%	End Semester
UCBL6004	Research Methods for Business	November – early Feb	Presentation 60% Assignment 40%	Mid Semester End Semester
UCBL6005	Global Business	Late February – May	Portfolio 100%	End Semester
UCBL6006	Innovation and Entrepreneurship	Late February – May	Presentation 50% Assignment 50%	Mid Semester End Semester
Notes				
Students may Exit with BA Global Business Management with 60 credits.				

Methods for Evaluating and Improving the Quality and Standards of Learning

Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods	<ul style="list-style-type: none"> • Module Evaluation • Programme Validation and Periodic Review • Annual Monitoring • Peer Review of Teaching • External Examiner Reports • Student Success and Quality Assurance Committee
Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.	<ul style="list-style-type: none"> • Staff Student Forum • Module Evaluation Forms • Programme Evaluation: National Student Survey, UK Engagement Survey • Module/Programme/Personal tutorials • Meetings with External Examiners

Date of Programme Specification Production:	25th February 2019
Date Programme Specification was last updated:	26.05.2020

For further information about this programme, refer to the programme page on the University website:-

<https://www.cumbria.ac.uk/study/courses/undergraduate/global-business-management-top-up/>

The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK

Is the placement requirement more than 50% of the programme?	No
If yes, what % of the programme is the placement requirement?	Not applicable
If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or	No

Regulatory Body (PSRB) or Department of Education requirements?	
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