

Programme Title and Name of Award	BA (Hons) International Business and Communication		
Professional Qualifications / Accreditation	N/A		
Academic Level	6	Total Credits	120
UCAS Code	N/A	JACS Code	N120
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>Where a Memorandum of Co-operation or Memorandum of Understanding exists with a partner college or institution, students must provide evidence of graduating from the appropriate qualification in order to gain entry onto the level of study for which the agreement exists.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage: http://www.cumbria.ac.uk/study/courses/undergraduate/international-business-and-communication-top-up/</p>		
Teaching Institution	University of Cumbria		
Owning Department	Business, Law, Policing and Social Sciences		
Programme delivered in conjunction with	N/A		
Principal Mode of Delivery	Face to Face, Blended learning		
Pattern of Delivery	Full Time		
Delivery Site(s)	Lancaster		
Programme Length	1 Year Standard, 4 Years Maximum		
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 one of the following Exit Awards if you fail to achieve the requirements of the full programme.

BA International Business and Communication

Programme Features

The university's themes of 'Sustainability', 'Creativity', 'Employability' and 'Enterprise' are embedded within the BA (Hons) International Business and Communication (Top-Up). Through a programme of individual modules you will develop an appreciation of common challenges that have a daily impact on business and organisational life.

This award provides an internationalisation of the syllabus including cross-cultural awareness and engagement creates a 'fertile ground' for the interchange of ideas and develops stakeholder theory as applied to multinational and global settings. 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
- Small class sizes
- Module delivery by a range of industry professionals and research active academics
- Flexibility of start dates with cohorts starting in January, May and September

When you arrive you will be introduced to key staff and students at a welcome event. There will be preparatory sessions for study skills necessary to succeed in University life to help you start your programme with confidence.

On completion of this programme, students will be able cohesively to integrate their knowledge of international business and communication in small, medium or large organisations. Over the programme, students will have developed the knowledge, skills and aptitude to work across local, regional, national and international (especially cross-cultural) boundaries.

As a graduate of BA (Hons) International Business and Communication (Top-Up), you will be enterprising and entrepreneurial in spirit. You will develop a global view of the challenges and opportunities in the world of international business. On completion of this programme, you will be able to cohesively integrate your knowledge of international 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 across international business, human resources and marketing activities. You are encouraged to critically evaluate creative and sustainable solutions to contemporary international 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. Working in groups and teams will challenge you to critically evaluate equality, diversity and inclusive practices that are embedded in international businesses and organisations. 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.

Aims of the Programme

The overall aims of the Programme are:

1. To enable you to critically evaluate the relationships between business strategy and operational needs providing creative and innovative solutions through the key essential attributes of management and leadership;
2. To critically analyse international business management and practice across a range of public, private and third stream organisations in local, regional, national and international contexts;
3. To critique your knowledge, skills and attitudes concerning diversity, equality, inclusivity, ethics, legal obligations, sustainability and other contemporary discourse as it affects international business contexts;
4. To critically evaluate international businesses and their practices in preparation for career/employment/enterprise development

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:

- K1. An understanding of the professional, moral and ethical issues involved in the application of business solutions to a range of organisational situations
- K2. Critical evaluation of the extent to which business processes meet strategic organisational requirements and established good practice
- K3. An ability to critically review, evaluate and synthesise relevant information, theories and concepts.
- K4. An understanding of the development and application of relevant theories and concepts within a critical framework of analysis, reflection and evaluation.
- K5. Evaluation of principles, theories and working methods in the context of current scholarship in International Business Management.

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

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

- S1. An enquiring, open-minded, enterprising and creative attitude tempered with social awareness.
- S2. Critical evaluation and analysis of ideas, methods and systems.
- S3. Skills in developing enterprising solutions.
- S4. Skills in accommodating and fostering diversity and cultural awareness.

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](#): Business and Management Subject Benchmark Statement Feb 2015

[AQD](#): Academic Design Principles

[Learning, Teaching and Assessment Strategy](#) (LTA)

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

In accordance with sound educational research and current best practice, the programme will be delivered through a broad range of learning and teaching strategies.

The University's LTA strategy places emphasis on widening participation, employment-based learning and flexibility and distributed learning. The LTA strategy is arranged under 4 points of focus; access, engagement, assessment & feedback, and flexible independent learning.

The programme team recognise that you are individuals with specific teaching and learning needs and attributes. Each module has varied teaching, learning and assessment methods to optimise your potential for learning, with a range of teaching strategies, and the focus on theory-practice balance. Every module has a module handbook providing full details of intended learning outcomes, module content and suggested reading list. You are supported throughout the programme by the programme team, Student Services, and also taking increasing responsibility for your own learning. At this level of study, you are encouraged to take responsibility for your own learning with staff facilitating the learning process. The aim is to encourage a high level of student autonomy in learning and the capacity to apply this within the wider environment. These overall aims are achieved through the use of a variety of learning and teaching techniques which include lectures, seminars, workshops, discussions, debates, group tutorials, case studies, problem-based learning and visiting speakers. Self-evaluation is a key learning strategy and directed study tasks are set and completed on an individual or group basis according to the needs of the activity.

Assessment is an integral part of the learning process. Assessment tasks are designed to reflect the content and delivery style of each module. The BA (Hons) International Business and Communication (Top-Up) involves a wide variety of current business situations, and is underpinned by strong theoretical models and evidence based practices. This is reflected in the variety of assessment methods to accommodate a diversity of learning styles and encourage the development of new skills. Formative tutor assessment, summative tutor assessment, self-evaluation and peer assessment all contributes to the development of students' skills in critical analysis and reflection.

A learner-centred approach will be adopted with the aim of promoting independent learning, as a consequence direct face-to-face teaching contact hours will be supplemented by tutor-guided and independent reading and research which will emphasise the need to work in a critical way with theory and empirical research sources. In addition to access to module tutors, you have access to Student Services, Careers Advisors, and Personal Tutor for additional academic and pastoral support.

Further learning, teaching and assessment support include:

- Negotiated learning agreements
- Preparation for employment and self-employment
- IT sessions
- Role play, business games and problem solving
- Presentation (individual and team)
- Discussion and debate
- Guest speakers
- Group tasks

During the process of the BA (Hons) International Business and Communication (Top-Up) programme, a variety of teaching methods are utilised to enhance your overall learning and personal development experience. The programme is delivered by a blend of scheduled group workshops, lectures, tutorials, guided independent study and assessment. Student learning is directed and supported via contact in-class with tutors and peers. The use of BlackBoard acts as the central facility to support independent study. Seminars are also provided for you to apply your knowledge to practical scenarios, develop enterprising spirit, and obtain feedback on your grasp of knowledge and understanding.

The University has identified four learning contexts for enactment of our curriculum offer:

- Campus-based learning experience, enhanced through the use of technology,
- Connected sites and Gateway,
- Blended learning,
- Online enhanced learning – utilising full range of UoC digital resources and supported communication through learning technology

A combination of classes, guided study, self-directed study and assessments is designed across the programme and within each module, and the approach is for a constructive, collegiate and formative manner. This enables you to achieve the module and programme outcomes with regard to learning, skills and development. You will also receive a broad range of learning support from Student Services. In addition, BlackBoard and Pebblepad Virtual Learning Environment will be used for interactive activities, forums and discussion groups. You are encouraged to make significant use of on-line resources especially journals and e-books.

In developing the LTA strategy, the programme team have considered the Learning and Teaching Strategy and QAA Codes of Practice. Students will be assessed on their achievement of the programme learning outcomes which, in turn, are achieved by meeting the learning outcomes of the modules. The assessment of the programme learning outcomes will therefore be achieved by assessment at the module level. Selection of the methods for assessment will be determined by the requirements of each individual module and the rationale for selection of those methods will be left to the module specifications.

Assessments are chosen to examine your ability to integrate theory and practice, and to think critically in relation to theory, empirical research and practice. Subject specific, professional and transferable (negotiations, communication, time management, presentation, report writing) skills are developed within classroom-based and independent learning activities. Most modules assess a variety of skills, either directly or indirectly through the assessment work for the module.

Learning and Teaching Methods:

- a. Lectures to provide a structured framework of knowledge
- b. Tutorials to develop further understanding and to develop discussion and debate
- c. Seminars to develop in depth knowledge and critical thinking
- d. Online and class based workshops to develop critical analysis, research and IT skills
- e. Guided and independent study to develop research skills, study skills and in depth knowledge
- f. Reflection using PebblePad for development of academic skills, professional skills, research skills and transferable skills.
- g. Personal Tutor System for additional support.

Assessment Methods:

Some examples of assessment methods include: case study, reflective reports, academic essay, e-portfolio, production and presentation of reports, poster and oral presentation, written report, and online assessment.

- a. Problem-Based Learning (PBL) to assess research and application of theoretical knowledge, and in depth understanding of management studies
- b. Essays to assess research and written communication skills
- c. Presentations (individual and group) to assess oral communication and teamwork skills.
- d. Online participation and e-portfolio to assess research and IT skills

- e. Portfolio assessment would typically include written critical commentary, case study review and analysis

LTA approaches will be continually evaluated and improved by using module evaluations, peer review, focus groups, enhancement and module development sessions. This will ensure an enhanced student learning experience and continuing professional development of academic team to maintain a contemporary LTA best practice.

Formative assessment is an important feature within this programme. The nature of the formative work varies across the modules, and provides support for the summative assessment. Formative work includes in-class or online activities such as presenting work-in-progress presentations and reports. Peer and self-assessment are also used to provide feedback on formative tasks.

Feedback methods for formative assessment include:

- Online audio or written feedback via Virtual Learning Environment (VLE)
- Generic feedback to group in class or via email/ VLE
- Peer feedback through seminars via discussion or presentation feedback
- Immediate verbal feedback where possible

Student Support

Initial and ongoing induction

An induction is timetabled for the week before the programme delivery starts. Students who cannot attend may follow the sessions via blackboard. The Induction day is followed by a series of bespoke sessions on information literacy, library induction, study skills and time management sessions. Do refer to [Student Support](#) for more information on Student Life, Health & Well-being, Chaplaincy and other relevant student support.

Personal Development Portfolio

All students have the opportunity to complete a PDP this is a facilitated process and is embedded within the course and available through Pebblepad.

General/specialist teaching accommodation and equipment - available to students.

There are a range of specialist rooms that may be booked by students including an observation laboratory, a psychometric testing laboratory and computer suites all equipped with specialist data analysis software. Whilst different sites possess different facilities, students may access any UoC site and/or where travel is not feasible alternative equipment may be identified.

Tutorials

Within the programme there are opportunities for individual and group tutorials embedded. However, you are encouraged to book appointments if and when you feel in need of some support.

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.

Library and Student Services

Library and Student Services offer a wide range of support, including; access to library learning resources, academic skills, careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. 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 our [help is at hand](#) search.

The Skills@Cumbria service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Learning Enhancement Advisers within Student Services. 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.

Module leaders will collaborate with Learning advisers to ensure that your reading lists are current and items are available via the library collections. 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 great electronic and print content using [OneSearch](#) and you can find out more about key texts and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading lists will be made available to you electronically using the university's [online reading list system](#).

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 Learning Advisers:

Headstart

Head Start is a self-learning pre-entry module that is completed online and at your own pace. The module gives new undergraduate students an opportunity to prepare for their transition into university and to start to develop the academic skills that will help them become successful students.

All UG students are given the opportunity to register and complete Head Start prior to entry on their main programme of study. If you haven't been able to complete Head Start before starting your course, you can access the module via Blackboard by selecting the Skills@Cumbria tab and then the Head Start tab in the bottom right hand corner. Learning at university, academic writing and referencing are the key topics introduced in the module and previous students have told us how useful they have found the online resources and activities.

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.

Career Ahead

Career Ahead is the University's Employability Award that is accessible to all of our students regardless of level or programme of study. Available free through the Careers Team in Student Services, the award gives students the opportunity to make their graduate CV stand out. Based on what employers look for in an ideal candidate, this award works with students to identify any gaps in their skill set and reflect on their experiences. It also offers the opportunity to participate in exclusive programmes and activities with real life employers. The University of Cumbria's employability award is split into three stages: Bronze, Silver and Gold, with a further Career Ahead + Platinum level. Students' engagement in extra curricula activities such as volunteering, project and

charity work and peer mentoring are recognised within Career Ahead. To find out more or to register email careerahead@cumbria.ac.uk.

International Student Welfare

The International Development Office and Student Services provide a pre-arrival guide to new students before they come to the UK and information is available on this page [here](#). This guide includes information about: visas, travel to campus, finances, accommodation, student life, and international student support and resources. An orientation for international students is run by the International Development Office and Student Services in both the first and second semesters. These sessions include an introduction to campus and the city, as well as discussions on academic and cultural expectations. During term time, further support is provided with academic skills sessions and social activities. Students are also encouraged to contact the International Development Office with any questions or concerns they have during their time. Students may also access university support and facilities easily and quickly via our [help is at hand](#) search.

Programme Curriculum Map¹					
Academic Level	Module Code	Module Title²	Credits	Module Status³	Map to Programme Outcomes⁴
6	UCBP 6002	Strategic Analysis	20	Compulsory	K1, K2, K3, K4, K5 S1, S2, S3, S4
6	UCBP 6006	Global Business	20	Compulsory	K1, K2, K3, K4, K5 S1, S2, S3, S4
6	UCBS 6029	Business Communication Skills	20	Compulsory	K3, K4, K5 S1, S4
6	UCBP 6007	International Human Resource Management	20	Compulsory	K1, K2, K3, K4, K5 S1, S2, S3, S4
6	UCBP 6003	International Marketing	20	Compulsory	K1, K2, K3, K4, K5 S1, S2, S3, S4
6	UCBS 6028	Intercultural Business Communication	20	Compulsory	K1, K2, K3, K4, K5 S1, S2, S3, S4
Notes					
All modules will be available for delivery and students may take them in any order. Module pass mark: 40%					

¹ This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Process.

² Please refer to the relevant programme webpage on the University's website for summaries of the individual Module Aims.

Compulsory Modules must be taken although it may possible to carry as a fail (if the award permits).

⁴ This column references the Programme Outcomes that will be achieved through successful completion of each module (i.e. through successful completion of the module summative assessment)

Programme Delivery Structure: Full Time, January Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline (Mid or End of Semester)
		Autumn Semester / Spring Semester		
UCBP 6002	Strategic Analysis	Autumn	Written Assignment (100%)	End Semester
UCBP 6006	Global Business	Spring	Written Assignment (100%)	End Semester
UCBS 6029	Business Communication Skills	Autumn	Practical Skills Assessment (75%) Report (25%)	End Semester
UCBP 6007	International Human Resource Management	Spring	Written Assignment (50%) Project work (50%)	Mid Semester End Semester
UCBP 6003	International Marketing	Autumn	Written Assignment (50%) Written Assignment (50%)	Mid Semester End Semester
UCBS 6028	Intercultural Business Communication	Spring	Portfolio (100%)	End Semester
NB. Students exiting with 60 credits will gain an ordinary BA. However, students achieving 120 credits will gain the full top-up BA (Hons) degree				

Programme Delivery Structure: Full Time, May Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline (Mid or End of Semester)
		Autumn Semester Spring Semester Summer Semester		
UCBP 6002	Strategic Analysis	Autumn	Written Assignment (100%)	End Semester
UCBP 6006	Global Business	Summer	Written Assignment (100%)	End Semester
UCBS 6029	Business Communication Skills	Autumn	Practical Skills Assessment (75%) Report (25%)	End Semester
UCBP 6007	International Human Resource Management	Summer	Written Assignment (50%) Project work (50%)	Mid Semester End Semester
UCBP 6003	International Marketing	Autumn	Written Assignment (50%) Written Assignment (50%)	Mid Semester End Semester
UCBS 6028	Intercultural Business Communication	Summer	Portfolio (100%)	End Semester
NB. Students exiting with 60 credits will gain an ordinary BA. However, students achieving 120 credits will gain the full top-up BA (Hons) degree				

Programme Delivery Structure: Full Time, September Intake				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline (Mid or End of Semester)
		Autumn Semester / Spring Semester		
UCBP 6002	Strategic Analysis	Autumn	Written Assignment (100%)	End Semester
UCBP 6006	Global Business	Spring	Written Assignment (100%)	End Semester
UCBS 6029	Business Communication Skills	Autumn	Practical Skills Assessment (75%) Report (25%)	End Semester
UCBP 6007	International Human Resource Management	Spring	Written Assignment (50%) Project work (50%)	Mid Semester End Semester
UCBP 6003	International Marketing	Autumn	Written Assignment (50%) Written Assignment (50%)	Mid Semester End Semester
UCBS 6028	Intercultural Business Communication	Spring	Portfolio (100%)	End Semester
NB. Students exiting with 60 credits will gain an ordinary BA. However, students achieving 120 credits will gain the full top-up BA (Hons) degree				

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

- Module Evaluation
- Programme validation and revalidation
- Annual Evaluatory Reports
- Peer Review of Teaching
- External Examiner reports

Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from:

Students, graduates, employers, WBL venues, other stakeholders, etc.

- Staff Student forum
- Module Evaluation Forms
- Programme Evaluation: National Student Survey, Penultimate Year Survey
- Module/Programme/Personal tutorials
- Meetings with External Examiners

Date of Programme Specification Production:

March 2016

Date Programme Specification was last updated:

27.08.2020

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

<http://www.cumbria.ac.uk/study/courses/undergraduate/international-business-and-communication-top-up/>