

<b>Programme Title and Name of Award</b>	BA (Hons) International Business Management (top-up)		
<b>Professional Qualifications / Accreditation</b>	Not applicable		
<b>Academic Level</b>	6	<b>Total Credits</b>	120
<b>UCAS Code</b>	N121	<b>JACS Code</b>	N120
<b>Criteria for Admission to the Programme</b>	<p>The University's standard criteria for admissions apply. Please refer to the <a href="#">Applicant Information</a> pages of the University website for more information. For Accreditation of Prior Learning (<a href="#">APL</a>), please refer to the University website.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage:  <a href="https://www.cumbria.ac.uk/study/courses/undergraduate/international-business-management-top-up/">https://www.cumbria.ac.uk/study/courses/undergraduate/international-business-management-top-up/</a></p>		
<b>Teaching Institution</b>	University of Cumbria		
<b>Owning Department</b>	Department of Business, Law, Policing and Social Sciences		
<b>Programme delivered in conjunction with</b>	N/A		
<b>Principal Mode of Delivery</b>	Blended Learning, Block		
<b>Pattern of Delivery</b>	Full Time, Part Time		
<b>Delivery Site(s)</b>	All University of Cumbria campuses, gateway sites and approved partner locations.		
<b>Programme Length</b>	1 year standard registration period (full time) 2 year standard registration period (part time) 4 years maximum registration period		
<b>Higher Education Achievement Report (HEAR)</b>	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).		

## Exit Awards

BA International Business Management Ordinary Degree (requires minimum of 60 credits from the Top Up programme)

## Programme Features

As a graduate of BA (Hons) International Business Management - final year award, 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 finance, 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. 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 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
- Module delivery by a range of industry professionals and research active academics
- Engagement in work related learning
- Field Trips
- Industry and Employer participation

## Aims of the Programme

The overall aims of the Programme are:

1. To create awareness of the broader contexts and sphere of influence within which international business operates
2. To study and practise international business and management, drawing on a range of perspectives

in the fields of international marketing, strategic management, entrepreneurship, international human resource management, and international business.

3. To develop your critical thinking, conceptual thinking and reasoning skills relating to international business and 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 business and management
6. To augment your intellectual and transferable skills especially as they relate to management and business
7. For you to engage in practical experience whilst integrating your academic studies
8. To provide a programme of study which offers you a grounding in the disciplines and methodologies of international business management and to stimulate a critical awareness of the factors associated with the changing focus of contemporary international business practice

## 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: (equates with what is 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:

**After 60 credits of study (Ordinary degree) you will be able to demonstrate knowledge and understanding of:**

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

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

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

**K5** Organisational behaviour, leadership and management, people and their personal development, difference and diversity and strategies for managing and influencing these.

**K7** Business policy and strategy, business innovation and enterprise development across national 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 the business and management discipline.

**After 120 credits of study (BA Hons) you will be able to demonstrate knowledge and understanding of:**

**K1** The complex contexts within which 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 business and management, and critiques of them.

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

**K5** Organisational behaviour, leadership and management, people and their personal development, difference and diversity and strategies for managing and influencing these.

**K6** Operations management, information systems and business intelligence, communications, digital business,

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

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

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

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

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

**After 60 credits of study (Ordinary degree) you will be able to demonstrate skills in:**

**Of particular relevance to business and management:**

**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 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 an awareness of mutual interdependence.

**S9.** Ability to work with people from a range of cultures.

**S10.** Articulating and effectively explaining information.

**S11.** Building and maintaining relationships.

**S12.** Communication and listening including the ability to produce clear, structured business communications in a variety of media.

**S14.** Conceptual and critical thinking, analysis, synthesis and evaluation.

**S15.** Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.

**S16.** Self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.

**After 120 credits of study (BA Hons) you will be able to demonstrate skills in:**

**Of particular relevance to business and management:**

**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 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 an awareness of mutual interdependence.

**S9.** Ability to work with people from a range of cultures.

**S10.** Articulating and effectively explaining information.

**S11.** Building and maintaining relationships.

**S12.** Communication and listening including the ability to produce clear, structured business communications in a variety of media.

**S13.** Emotional intelligence and empathy.

**S14.** Conceptual and critical thinking, analysis, synthesis and evaluation.

**S15.** Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.

**S16.** Self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.

### **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:

Framework for Higher Education Qualifications

QAA (2015) Subject Benchmark Statement :

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf>

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

"Teaching methods and situations are appropriate and supportive, inclusive in design and engage students". QAA (2015) Subject Benchmark Statement.

This programme integrates theory and practice by providing inputs to the student learning from guest speakers, lectures, practising managers and through supporting assessment.

Primarily face to face 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 placements, 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

### **Student Support**

Induction takes place during 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 LiSS.

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 (LiSS)**

Library and Student Services (LiSS) 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 LiSS. 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 LiSS 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 LiSS Advisers:**

#### **Head Start**

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 (2<sup>nd</sup> and 3<sup>rd</sup> 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.

### **PASS**

[PASS](#) is a group mentoring scheme running in a number of programmes at the university. It matches first year students with second and third year PASS Leaders who are able to offer a unique source of support in helping new students through the transition into university study. PASS Leaders undergo specific training that gives them an excellent opportunity to widen their skill-set, whilst also allowing for student-led study sessions that are mutually beneficial to PASS participants and PASS Leaders alike.

Contact your course tutor to find out if PASS is available on your programme. If you are interested in setting-up PASS on your course or would like to become a PASS Leader then contact [pass@cumbria.ac.uk](mailto:pass@cumbria.ac.uk)

### **Cumbria Mentor Scheme**

This is the university's one-to-one voluntary mentoring scheme, traditionally matching individual first year students with second and third year Cumbria Student Mentors; however, any student may request a mentor if needed. This scheme provides unique pastoral support to new students during their transition into university life. It is also a great opportunity for more experienced students to broaden their own skill-set through the specific training all new mentors undergo, and through the practices they will utilise throughout the mentoring process. If you would like to be put in touch with a mentor or are interested in becoming a mentor yourself, contact [melanie.bakey@cumbria.ac.uk](mailto:melanie.bakey@cumbria.ac.uk)

### **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 LiSS, 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](mailto:careerahead@cumbria.ac.uk).

<b>Programme Curriculum Map<sup>1</sup></b>						
<b>Academic Level</b>	<b>Module Code</b>	<b>Module Title<sup>2</sup></b>	<b>Credits</b>	<b>Module Status<sup>3</sup></b>	<b>Pre/Co Requisite</b>	<b>Map to Programme Outcomes<sup>4</sup></b>
Autumn – Level 6						
6	UCBP 6002	Strategic Analysis	20	Compulsory		K3, K5 S2, S3, S4, S6, S14, S16
6	UCBP 6003	International Marketing	20	Compulsory		K1, K3, K4, K7, K8, K9 S2, S3, S4, S5, S6, S7, S8, S9, S10, S12, S14, S15, S16
6	UCBP 6012	Applied Business Research and Analysis	20	Optional	Pre requisite UCBP 6005	K3, K8, K9 S2, S3, S6, S10, S11, S14, S15
6	UCBP 6011	Independent Project	40	Optional		K3, K8, K9 S2, S3, S6, S10, S14, S15, S16
Spring – Level 6						
6	UCBP 6005	Innovation and Entrepreneurship	20	Optional	Co requisite UCBP 6012	K3, K4 S1, S2, S3, S4, S5, S6, S7, S8, S9, S14, S15, S16
6	UCBP 6006	Global Business	20	Compulsory		K2, K3, K5, K6, K7, K8, K9 S2, S3, S6, S8, S9, S13, S14
6	UCBP 6007	International Human Resource Management	20	Compulsory		K1, K2, K3, K5, K8 S2, S3, S6, S8, S9, S13, S14

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

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

<sup>3</sup>**Core Modules** must be taken and must be successfully passed.

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

## Indicative Assessment Calendar

This is indicative assessment calendar which shows you the spread of assessment items across the programme and within modules. Unless stated otherwise the assessments are individual.

Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn / Spring		
UCBP6012	Applied Business Research and Analysis (opt)	Autumn	Written assignment 100%	End of Semester 1
UCBP6002	Strategic Analysis	Autumn	Written assignment 100%	End of Semester 1
UCBP6003	International Marketing	Autumn	Written assignment 50% Written assignment 50%	End of Semester 1
<b>Students exiting at this point with 60 credits would receive a BA in International Business Management</b>				
UCBP6005	Innovation and Entrepreneurship (opt)	Spring	Written assignment 50% Presentation 50%	End of Semester 2
UCBP6006	Global Business	Spring	Written assignment 100%	Semester 2
UCBP6007	International HRM	Spring	Written assignment 50% Project work 50%	End of Semester 2
UCBP6011	Independent Project (opt)	Year long	Written assignment 100%	Year long

## 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 Evaluations by students and staff
- Programme validation and revalidation
- Annual Evaluatory Reports at course and departmental level
- Peer Review process
- Liaison with External Examiner and acting on their reports
- Departmental Quality Committees
- Meetings with fellow academics at other universities
- Knowledge Transfer Partnerships (KTP's).
- Engagement with conferences and professional bodies

### 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 and Department Quality Committee
- Module Evaluation Forms
- Programme Evaluation: National Student Survey, Penultimate Year Survey
- Module/Programme/Personal tutorials
- Meetings with External Examiners
- Feedback from students into the personal tutor system
- Peer review systems
- National Student Survey (NSS)

**Date of Programme Specification Production:**

November 2015

**Date Programme Specification was last updated:**

April 2018

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