# BA International Business



Programme Specification

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| **1. Programme title** | BA International Business |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  |  |
| **5. Final qualification**  | Bachelor of Arts (Honours) |
| **6. Academic year** | 2013/2014 |
| **7. Language of study** | English |
| **8. Mode of study** | Full Time / Part Time / Distance Learning / Thick Sandwich |

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| **9. Criteria for admission to the programme**For year one admission, Middlesex University general entry requirements apply, including GCSE’s (grade A to C) in mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.The equivalence of qualifications from outside UK will be determined according to NARIC guidelines. The entry tariff for BA International Business is 260.  |

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| **10. Aims of the programme** |
| The BA (Hons) International Business programme aims to develop knowledge and skills needed by those students wishing to follow an international business career encompassing different cultures. The programme will be attractive to those who have already studied or worked in more than one country or aim to do so in future. Students’ interest and enthusiasm for international work is developed through a progressively international business syllabus. Also there are opportunities to study abroad for the second year in one of our partner universities and to take a year's placement with an international firm.The BA (Hons) International Business also aims to provide students with a set of employability attributes that are crucial for Business graduates, including communication, critical thinking, team-working, numerical and IT skills. The programme uses various teaching and assessment strategies to enhance students’ communication skills, ranging from in-class presentations and optional real-life consulting projects to writing up reports that focus on the globalised environment.In terms of cognitive (critical thinking) skills, the programmes utilise case studies to encourage students to identify, critically evaluate and make appropriate use of a range of information to inform decision making. In particular, they will learn to query the cultural context of business critical incidents. Finally, they will have the opportunity to undertake a period of work experience (i.e. an Internship or a placement that will further develop work related knowledge, critical thinking skills and problem solving capabilities. In this respect, Middlesex University’s links to various industries will prove invaluable. Team working skills, considered essential by employers, will involve students working in small, cross cultural, teams to devise business strategies and tactics. The outcome of the team effort will be communicated to their audiences using a range of media, including power point presentations and written reports. Numerical and IT skills developed in the programme will enable students to become as discerning user of statistical methods and ICT in quantitative analysis as well as dealing with fundamental accounting and finance knowledge that is necessary for making effective business decisions in a globalised world.  |
| **11. Programme outcomes** |
| **A. Knowledge and understanding**On completion of this programme the successful student will have knowledge and understanding of 1. Stakeholders: their expectations and behaviour;
2. The environment of international business and its impact on strategy;
3. Innovation: design, production and distribution of products and services
4. Business resources: acquisition, application and control;
5. Business processes: planning, improvement and control;
6. International organisations: their functions, structure and management;
7. Management issues in services and small businesses.
 | **Teaching/learning methods**Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; online and in-class exercises; lectures, workshops and seminars, particular to a globalised world.**Assessment methods**Students’ knowledge and understanding is assessed by in-class and online objective tests, examinations and written assignments, with a focus on universal vs. particular cultural business contexts.  |
| **B. Cognitive (thinking) skills**On completion of this programme the successful student will be able to:1. Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices;
2. Apply concepts, models and theories to analyse situations;
3. Identify, evaluate and construct arguments;
4. Demonstrate self awareness and sensitivity to others;
5. Take and defend a decision or position on a given issue, considering commercial, ethical and other factors;
6. Create and evaluate solutions to given problems.
 | **Teaching/learning methods**Students learn cognitive skills through individual and group exercises and case studies; tutor-led seminars and class discussions. Feedback on assessments. **Assessment methods**Students’ cognitive skills are assessed by essays, oral presentations and written examinations, sometimes based on case analysis.  |
| **C. Practical skills**On completion of the programme the successful student will be able to:1. Locate, categorise, prioritise and synthesise information necessary for (international) business purposes;
2. Interpret business reports and evaluate performance in an intercultural environment;
3. Select and apply business monitoring and control techniques appropriate for the local context;
4. Set objectives for business change and plan implementation appropriate for the local context;
5. Identify and demonstrate interpersonal skills appropriate to a given business situation in a global environment.
 | **Teaching/learning methods**Students learn practical and employability skills through workshops, simulations, role-plays, individual and group case analysis and problem solving based on (international) real life cases and examples. **Assessment methods**Students’ practical and employability skills are assessed by individual and group exercises, individual assignments and examinations based on (international) real life cases and examples. |
| **D. Graduate skills**On completion of the programme the successful student will be able to:1. Clarify career objectives and develop plans to achieve them;
2. Learn flexibly and effectively from diverse opportunities;
3. Communicate persuasively using a range of media;
4. Contribute positively to team performance;
5. Use ICT to improve personal productivity;
6. Collect, analyse and critically interpret numerical data.
 | **Teaching/learning methods**Students acquire employability and graduate skills through on-line exercises and class activities embedded in level one modules. Subsequently, tutorial guidance and feedback on assessment is deployed. **Assessment methods**Students’ employability and graduate skills are assessed by highlighting these skills within assessments for relevant modules. Career plans are developed as part of an on-line Personal Development Plan (PDP), but given their idiosyncratic nature are not subject to summative assessment. |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| The programme is studied over three years full-time, or four years if the option of a 12 month placement is taken. Students study four 30 credit modules per year. The first year comprises of four compulsory modules. These modules are designed to bring all students to a standard level of academic competence and provide the foundations in the skills and knowledge needed to pursue further specialised study in International Business. In the second year students study two compulsory modules building on knowledge acquired in first year modules, but also broadening knowledge into essential issues needed to study business organisations in an international context: International Business Environment and International Operations and Innovation Management. In the second year students are also able to undertake two out of five options: Managerial Finance, Trade & International Business, International Business & Globalisation, HRM in a Global Context and International Business Law.In the final year students on this pathway will study two compulsory modules designed to advance skills and knowledge appropriate to graduate level. These are modules in International Business Strategy and International Management and Ethics. In the final year students are also able to undertake two options from a wider list of specialist marketing modules; Strategic Management Accounting, International Finance, Global Supply Chain Management, International Marketing, Small Business Going Global and Managing the Multinational Corporation.  |

**Programme Structure Diagram I (with optional placement year)**

**Programme Structure Diagram II (with optional placement modules)**



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| **12.2 Levels and modules**In academic year 2010/11 the University has changed the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below. |
| Level 4 (1) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:FIN1110- Financial Aspects of Business MKT1121- Marketing Theory & PracticeHRM1005 - Foundations in International Management and OrganisationMSO1735 - Applications & Research in Management  | None | Students must pass 90 credits to progress to level 5 |
| Level 5 (2) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT2540 - International Business Environment MGT2440 - International Operations and Innovation Management  | Students must also choose at least 2 from the following:ACC2220 - Managerial Finance ECS2290 -Trade & International Business ECS2295 - International Business & GlobalisationHRM2011 - HRM in a Global Context LWO2999 – International Business Law | Students must pass 180 credits to progress to level 6. |
| Placement Opportunities  |
| MBS3331/MBS3332 Optional Work Placement 120 Credits (or)MBS2333 (Developing Employability through work Placement) in the summer of Level 4 and MBS3431 & MBS3432 (Work Placement Project) in the summer of Level 5  |

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| Level 6 (3) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT3140 -International Business Strategy MGT3146- International Management & Ethics  | Students must also choose at least 2 from the following:ACC3160 -Strategic Management Accounting ECS3350 -International Finance MGT3550- Global Supply Chain ManagementMKT3130- International Marketing MGT3560 -Small Businesses going Global MGT3540- Managing the Multinational Corporation  |  |

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| **12.3 Non-compensatable modules** (note statement in 12.2 regarding FHEQ levels) |
| **Module level** | **Module code** |
| None |

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| **13. Curriculum map**  |
| See attached |

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| **14. Information about assessment regulations** |
| Middlesex University Assessment Regulations apply to this programme, without exception..  |

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| **15. Placement opportunities, requirements and support (if applicable)** |
| A 12 month placement is offered at the end of year 2. A dedicated Employability Advisor helps in the search for an appropriate employer and provides students with appropriate Placement. It also provides students with appropriate guidance and support in preparation for during and after placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor from Middlesex University Business School who provides support and advice for the duration of the project. All placement reports are double marked. Alternatively, students may opt to take two shorter placements between years 1 and 2 and between years 2 and 3. |

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| **16. Future careers (if applicable)** |
| Middlesex University Business School graduates experience higher average rates of employment than Middlesex University graduates as a whole.The University provides a Careers Service, and this programme includes scheduled career planning sessions. Graduates from this programme enter a wide range of general business positions; some go on to study post-graduate programmes.At Middlesex students also have the opportunity to study abroad with one of our partner universities as part of their degree. We have over 100 partner universities in Europe, 15 in the US and another 15 across the rest of the world. Evidence shows that those Middlesex University Business School students who successfully complete a placement generally obtain better academic results and earlier career success than those who do not.The Hendon Campus Careers Service offers students support in planning their career. The Chartered Management Institute also offers career support and guidance to members, highlighting job opportunities for graduates. |

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| **17. Particular support for learning (if applicable)** |
| * English Language Support and Numeracy support offered by the Learner Development Unit
* Library-based learning resources
* Student Achievement Advisors
* Programme Handbook and Module Handbooks
* Induction and orientation programme
* Access to student counsellors
* Student e-mail and Unihub
* Module information and learning/support material on Myunihub
* Guest lectures
* Tutor support through published office hours
* Disability support to ensure all students can actively participate in university life
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| **18. JACS code (or other relevant coding system)** | N120 |  |
| **19. Relevant QAA subject benchmark group(s)** | General Business and Management |  |

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| **20. Reference points*** QAA and Middlesex University Guidelines for programme specifications
* Middlesex University Regulations
* Middlesex University Learning Framework – Programme Design Guidance, 2012
* QAA Subject Benchmark in Business & Management
* QAA Framework for Higher Education Qualifications (FHEQ)
* QAA Codes of Practice
* CMI guidelines
* Middlesex University/Business School Teaching, Learning and Assessment Strategy
* Middlesex University Regulations
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| **21. Other information** |
| * Methods for evaluating and improving the quality and standards of learning are:
* External Examiner reports
* Professional Body recognition
* RAE 2008
* Award winning research Academics
* QAA Institutional Review April 2009
* Annual Monitoring reports
* Board of Study
* Student focus group
* Module evaluation and report
* Peer teaching observations
* Student evaluation
* Validation and review panels

Indicators of quality:* Student achievement
* Buoyant enrolment
* Student feedback evaluation forms
* External examiners reports
* Student employability

See Middlesex university’s Learning and Quality Enhancement Handbook for further information |
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Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations

**Curriculum map for BA International Business**

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

**Programme learning outcomes**

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| **Knowledge and understanding** | **Practical skills** |
| A1 | Stakeholders: their expectations and behaviour; | C1 | Locate, categorise, prioritise, and synthesise information necessary for (international) business purposes; |
| A2 | The environment of international business and its impact on strategy; | C2 | Interpret business reports and evaluate performance within the global and local context; |
| A3 | Innovation: design, production and distribution of products and services | C3 | Select and apply business monitoring and control techniques; |
| A4 | Business resources: acquisition, application and control; | C4 | Set objectives for business change and plan implementation; |
| A5 | Business processes: planning, improvement and control; | C5 | Identify and demonstrate interpersonal skills appropriate to a given business situation and local context; |
| A6 | International organisations: their functions, structure and management; |  |  |
| A7 | Management issues in services and small businesses.  |  |  |
| **Cognitive skills** | **Graduate Skills** |
| B1 | Define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices necessary for (international) business purposes; | D1 | Clarify career objectives and develop plans to achieve them; |
| B2 | Apply concepts, models and theories to analyse situations in an intercultural environment; | D2 | Learn flexibly and effectively from diverse opportunities; |
| B3 | Identify, evaluate and construct arguments; | D3 | Communicate persuasively using a range of media; |
| B4 | Demonstrate self awareness and sensitivity to others that is appropriate for the local context; | D4 | Contribute positively to team performance; working with diversity; |
| B5 | Take and defend a decision or proposition on a given issue, considering commercial, ethical and other factors in a global environment. | D5 | Use ICT to improve personal productivity; |
| B6 | Create and evaluate solutions to given problems. | D6 | Collect, analyse and critically interpret numerical data. |

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| **Programme outcomes**  |
| A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | B4 | B5 | B6 | C1 | C2 | C3 | C4 | C5 | C6 | D1 | D2 | D3 | D4 | D5 | D6 |
| **Highest level achieved by all graduates** |
| 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |

| **Module Title**  | **Module Code** | **Programme outcomes** |
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| **A1** | **A2** | **A3** | **A4** | **A5** | **A6** | **A7** | **B1** | **B2** | **B3** | **B4** | **B5** | **B6** | **C1** | **C2** | **C3** | **C4** | **C5** | **D1** | **D2** | **D3** | **D4** | **D5** | **D6** |
| **Level Four** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Financial Aspects of Business | FIN1110 |  | X |  | X |  |  | X | X |  |  |  | X | X | X | X |  |  |  |  |  |  |  | X |  |
| Marketing Theory and Practice | MKT1121 | X | X |  |  |  | X | X | X | X |  |  |  |  |  |  |  | X | X | X | X |  | X |  | X |
| Foundations in International Management and Organisation | HRM1005 | X | X |  |  | X |  | X | X | X | X | X | X | X | X |  |  | X | X |  | X | X | X | X | X |
| Applications & Research in Management | MSO1735 |  |  |  |  | X |  |  | X |  |  |  | X | X | X | X |  |  |  | X | X |  | X | X |  |
| **Level Five** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| International Business Environment | MGT2540 | X | X |  |  |  | X | X | X | X | X | X | X | X | X |  |  | X |  |  |  | X | X |  |  |
| International Operations and Innovation Management | MGT2440 |  | X | X | X | X | X | X | X |  | X |  |  | X | X | X | X | X |  |  | X | X |  | X | X |
| **Level Six** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| International Business Strategy | MGT3140 | X | X | X | X | X | X | X | X | X | X |  | X | X | X | X | X | X |  |  | X | X | X | X | X |
| International Management & Ethics | MGT3146 | X | X |  |  |  | X |  | X | X | X | X | X | X | X |  |  |  | X | X | X | X |  |  |  |

Compulsory Modules are shown.

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| **BA International Business Assessment Schedule**  |
| **Level**  | **Week** |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | Exam |
| **Four** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FIN1110 |  |  |  |  |  |  |  |  |  | G (20) |  |  | T(30) |  |  |  |  |  |  |  |  |  |  | T(50) |  |
| MKT1121 |  |  |  |  | O (10) |  |  |  | O (10) |  |  |  |  |  | G (30) |  |  |  |  | P (20) |  |  |  | A (30) |
| HRM1005\* |  |  |  |  |  |  |  |  |  |  | O (25) |  |  |  |  |  | P (20) |  | O(25) | A (20) |
| MSO1735 |  |  |  |  |  |  |  |  |  | O (30) |  |  |  |  |  | O (30) |  |  |  |  |  |  | O (40) |  |  |
| **Five** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MGT2540\*\* |  |  |  |  |  |  | T (20) |  |  |  |  | P (20) |  | T (20) |  |  |  |  |  |  | T (20) |  |  | G (40) |  |
| MGT2440 |  |  |  |  |  |  |  | A(30) |  |  |  | O (20) |  |  |  | C(30) |  |  |  |  |  |  |  | O (20) |  |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Six** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| MGT3140\*\*\* |  |  |  |  |  |  |  | O (20) |  |  |  |  |  | R (30) |  |  |  | R(30) |  |  |  |  |  |  |  |
| MGT3146\* |  |  |  |  | A (15) |  |  |  |  | A (15) |  |  |  |  |  |  |  |  |  |  |  | G (30) |  |  | E (30) |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (Option) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

A = Assignment, E = Exam, G = Group Assignment, O= Online test, P= Presentation, T = In-class test R = Individual Research

\* 10% additional ongoing assessment based on students’ written contribution to specific seminar tasks

\*\* For this module, two out of three In-class test scores are counted, totalling 40%

\*\*\* 20% additional assessment based on students in-class presentations during weeks 4 to 22