

BA International Business Administration

Programme Specification



1. Programme title	International Business Administration
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	
5. Final qualification	Bachelor of Arts (Honours)
6. Academic year	2016-17
7. Language of study	English
8. Mode of study	Full Time / Part Time / Distance Learning

9. Criteria for admission to the programme

The programme has been designed so that, entry to level 6 requires an HND Business with a merit profile or another Business qualification of equivalent duration, level and content (in practice this means 60 ECTS at level 4 and 60 ECTS at level 5, including at least 60 ECTS specialising in business. At least 8 ECTS must be passed in each of the following business subjects: Economics, Statistics, Marketing, Human Resources, Finance & Accounting, Management).

Entry to level 5 requires 60 ECTS at level 4, including at least 30 ECTS specialising in business. At least 8 ECTS must be passed in each of the following subjects: Economics, Statistics. Applicants with HND Business with a pass profile are also admitted to level 5.

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 the UK will be determined according to NARIC guidance.

10. Aims of the programme

The programme aims to enable students to develop effective business skills, realise the interrelationship of business functions, build essential business skills, and be proficient in addressing current international business issues and situations. This programme also aims to develop knowledge and skills needed by those students wishing to follow an international business career encompassing different cultures.

Specifically, it aims:

- to provide an introduction to an understanding of key management tools and techniques in an international context;
- to provide broad access educational opportunities which enables students from diverse backgrounds to develop knowledge, intellectual opportunities and potential;
- to offer students a comprehensive and effective range of learning support and

- guidance mechanisms;
- to develop the capacity to communicate effectively in written, oral and other forms of presentation;
- to establish a learning experience through the programme that encourages the development of those personal qualities and skills appropriate and sought after by employers

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. Stakeholders of organisations, especially in an international context: their expectations and behaviour;
2. the environment of international business and its impact on strategy;
3. business resources: acquisition, application and control;
4. organisations: their functions, structure and management;
5. local and international business processes: planning, improvement and control;
6. international business management practice.

Teaching/learning methods

Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; on-line and in-class exercises; lectures, workshops and seminars.

Assessment Method

Students' knowledge and understanding is assessed by in-class and on-line objective tests, examinations and written assignments.

B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

1. evaluate, explain and apply models, concepts and theories relevant to the operation and practice of international business;
2. identify, evaluate and construct arguments;
3. demonstrate self awareness and sensitivity to others;
4. take and defend a decision or position on a given issue, considering commercial, ethical and other factors;
5. create and evaluate solutions to given problems.

Teaching/learning methods

Students learn cognitive skills through individual and group exercises and case; tutor-led seminars and class discussions. Feedback on assessments.

Assessment Method

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 business purposes;
2. interpret business reports and evaluate performance within a global context;
3. set objectives for business change & plan implementation;
4. identify and demonstrate interpersonal

Teaching/learning methods

Students learn practical skills through workshops, simulations, role-plays, individual and group case analysis and problem solving.

Assessment Method

Students' practical skills are assessed by individual and group exercises, individual assignments and examinations.

<p>skills appropriate to a given international business situation;</p> <p>5. apply skills of cultural sensitivity in relation to international business practice.</p>	
<p>D. Graduate skills On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. clarify career objectives & 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. 	<p>Teaching/learning methods Students acquire graduate skills through on-line exercises and embedded class activities embedded in modules. Subsequently, tutorial guidance and feedback on assessment is deployed.</p> <p>Assessment method Students' graduate skills are assessed by highlighting graduate skills within assessments for relevant modules. Career plans are developed as part of an on-line PDP, but given their individualised nature are not subject to summative assessment.</p>

12. Programme structure (levels, modules, credits and progression requirements)			
12. 1 Overall structure of the programme			
<i>Level 5 entry</i>			
ACC2211 Managerial Finance and Accounting	HRM2005 HRM in Practice	MKT2220 Marketing Research	MGT2220 Operations Management
<i>Level 6 entry</i>			
MGT3201 Global Business Strategy	MGT3203 Managing across borders	2 options	
<i>Options Level 6</i>			
ECS3350	International Finance		
HRM3005	Leadership and Management Development in an International Context		
MGT3155	Global Operations Management		
MKT3132	International Marketing		

12.2 Levels and modules

Starting in academic year 2010/11 the University is changing 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 5 (2)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: ACC2211 HRM2005 MKT2220 MGT2220		Students must normally pass all level 5 modules to progress to level 6.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT3201 MGT3203	Students must also choose at least 2 from the following: ECS3350 HRM3005 MGT3155 MKT3132	

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Not applicable

13. Curriculum map

See attached.

14. Information about assessment regulations

Middlesex University Assessment Regulations apply to this programme, without exception.

15. Placement opportunities, requirements and support (if applicable)

A 12 month placement is offered at the end of Level 5. 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 who provides support and advice for the duration of the project. All projects are double marked.

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.

17. Particular support for learning (if applicable)

- English Language and numeracy Support offered by the Learner Development Unit
- Learning Resources
- Programme Handbook and Module Handbooks
- Induction and orientation programme
- Access to student counsellors
- Student e-mail and internet access
- On-line learning materials

18. JACS code (or other relevant coding system)

135N10B

19. Relevant QAA subject benchmark group(s)

General Business & Management

20. Reference points

- QAA Guidelines for programme specifications
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA Subject Benchmark in Business and Management
- QAA Codes of Practice
- Middlesex University Regulations
- Middlesex University and Business School Learning, Teaching and Assessment Strategy
- Middlesex University Mission and Vision
- Middlesex University Learning Framework – Programme Design Guidance, 2012

21. Other information

Indicators of quality:

- Student achievement
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

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

See Middlesex university's Learning and Quality Enhancement Handbook for further information

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 International Business Administration

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

Knowledge and understanding		Practical skills	
A1	Stakeholders of organisations, especially in an international context: their expectations and behaviour	C1	Locate, categorise, prioritise, and synthesise information necessary for business purposes
A2	The environment of international business and its impact on strategy	C2	Interpret business reports and evaluate performance within a global context
A3	Business resources: acquisition, application and control	C3	Set objectives for business change & plan implementation
A4	Organisations: their functions, structure and management	C4	Identify and demonstrate interpersonal skills appropriate to a given international business situation
A5	Local and international business processes: planning, improvement and control	C5	Apply skills of cultural sensitivity in relation to international business practice
A6	International business management practice		
Cognitive skills		Graduate Skills	
B1	Evaluate, explain and apply models, concepts and theories relevant to the operation and practice of international business	D1	Clarify career objectives & develop plans to achieve them
B2	Identify, evaluate and construct arguments	D2	Learn flexibly and effectively from diverse opportunities
B3	Demonstrate self awareness and sensitivity to others	D3	Communicate persuasively using a range of media
B4	Take and defend a decision or position on a given issue, considering commercial, ethical and other factors	D4	Contribute positively to team performance
B5	Create and evaluate solutions to given problems	D5	Use ICT to improve personal productivity
		D6	Collect, analyse and critically interpret numerical data

Programme outcomes																									
A1	A2	A3	A4	A5	A6		B1	B2	B3	B4	B5		C1	C2	C3	C4	C5		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	

Module Title	Module Code by Level	Programme outcomes																									
		A 1	A 2	A 3	A 4	A 5	A 6		B 1	B 2	B 3	B 4	B 5		C 1	C 2	C 3	C 4	C 5		D 1	D 2	D 3	D 4	D 5	D 6	
Managerial Finance and Accounting	ACC2211	✓		✓		✓			✓			✓			✓	✓						✓	✓			✓	
HRM in Practice	HRM2005	✓				✓			✓		✓	✓				✓	✓				✓	✓	✓	✓			
Marketing Research	MKT2220	✓	✓			✓			✓		✓				✓	✓		✓				✓	✓				
Operations Management	MGT2220			✓	✓	✓			✓	✓		✓			✓	✓					✓	✓			✓		
Global Business Strategy	MGT3201	✓	✓	✓	✓	✓	✓		✓	✓		✓			✓	✓	✓					✓	✓	✓	✓	✓	✓
Managing across borders	MGT3203	✓	✓			✓			✓	✓	✓	✓	✓		✓			✓	✓		✓	✓	✓				
International Finance	ECS3350		✓	✓			✓		✓			✓			✓							✓	✓			✓	
Leadership and Management Development in an International Context	HRM3005		✓				✓		✓	✓	✓		✓		✓		✓	✓				✓	✓	✓			
Global Operations Management	MGT3155	✓	✓	✓		✓				✓	✓		✓				✓						✓	✓			
International Marketing	MKT3132	✓	✓			✓	✓		✓		✓				✓	✓			✓		✓	✓	✓				