

Programme Specification for
BA (Hons) International Business Administration



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| 1. Programme title | BA (Hons) International Business Administration |
| 2. Awarding institution | Middlesex University |
| 3. Teaching institution | Middlesex University |
| 4. Details of accreditation by professional/statutory/regulatory body | |
| 5. Final qualification | BA (Honours) |
| 6. Year of validation Year of amendment | |
| 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 and 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;
- develop knowledge and skills needed by those students wishing to follow an international business career encompassing different cultures;
- provide an introduction to an understanding of key management tools and techniques in an international context;
- provide broad access educational opportunities which enables students from diverse backgrounds to develop knowledge, intellectual opportunities and potential;
- offer students a comprehensive and effective range of learning support and guidance mechanisms;
- develop the capacity to communicate effectively in written, oral and other forms of presentation;
- 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; international business

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 methods

Students' knowledge and understanding is assessed by:

- in-class and on-line objective tests;
- examinations;
- written assignments.

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| <p>management practice.</p> | |
| <p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 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. | <p>Teaching/learning methods</p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> • individual and group exercises and case study; • tutor-led seminars and class discussions; • feedback on assessments. <p>Assessment methods</p> <p>Students' cognitive skills are assessed by:</p> <ul style="list-style-type: none"> • essays, oral presentations and written examinations, sometimes based on case analysis. |
| <p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 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 skills appropriate to a given international business situation. 5. Apply skills of cultural sensitivity in | <p>Teaching/learning methods</p> <p>Students learn practical skills through:</p> <ul style="list-style-type: none"> • workshops; • simulations; • role-plays; • individual and group case analysis and problem solving. <p>Assessment methods</p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> • individual and group exercises; • individual assignments and examinations. |

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| relation to international business practice. | |
| <p>D. Graduate skills</p> <p>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</p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> • on-line exercises and class activities embedded in modules; • tutorial guidance and feedback on assessment. <p>Assessment methods</p> <p>Students' graduate skills are assessed by:</p> <ul style="list-style-type: none"> • highlighting graduate skills within assessments for relevant modules; • career plans which are developed as part of an on-line PDP, but given their individualised nature are not subject to summative assessment. |

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Overall structure of the programme

12.2 Levels and modules

Level 4 (1)

COMPULSORY

OPTIONAL

PROGRESSION
REQUIREMENTS

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| Students must take all of the following: | | Students must normally pass all Level 5 modules to progress to Level 6. |
| Level 5 (2) | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| Students must take all of the following: ACC2220 HRM2005 MKT2225 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 XX from the following: ECS3350 HRM3005 MGT3155 MKT3132 | |

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

| Module level | Module code |
|--------------|-------------|
| | N/A |

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 and 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.

Appendix 2: Curriculum Map

Curriculum map for BA (Hons) 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 | |
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| 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. |

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| | | D6 | Collect, analyse and critically interpret numerical data. |
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| Programme outcomes | | | | | | | | | | | | | | | | | | | | | |
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| 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 | | | | | | | | | | | | | | | | | | | | | |
|--|-------------------------|--------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | | A1 | A2 | A3 | A4 | A5 | A6 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 | D1 | D2 | D3 | D4 | D5 | D6 |
| Managerial Finance and Accounting | ACC2211 | X | | X | | X | | X | | | X | | X | X | | | | | X | X | | | X |
| HRM in Practice | HRM2005 | X | | | | X | | X | | X | X | | | | X | X | | X | X | X | X | | |
| Marketing | MKT2225 | X | X | | | X | | X | | X | | | X | X | | X | | | X | X | | | |
| Operations Management | MGT2220 | | | X | X | X | | X | X | | X | | | X | X | | | X | X | | | X | |
| Global Business Strategy | MGT3201 | X | X | X | X | X | X | X | X | | X | | X | X | X | | | | X | X | X | X | X |
| Managing Across Borders | MGT3203 | X | X | | | X | | X | X | X | X | X | X | | | X | X | X | X | X | | | |
| International Finance | ECS3350 | | X | X | | | X | X | | | X | | | X | | | | | X | X | | | X |
| Leadership and Management Development in an International Context | HRM3005 | | X | | | | X | X | X | X | | X | X | | X | X | | | X | X | X | | |
| Global Operations Management | MGT3155 | X | X | X | | X | | | X | X | | X | | | X | | | | | X | X | | |
| International Marketing | MKT3130 | X | X | | | X | X | X | | X | | | X | X | | | X | X | X | X | | | |