# MU LOGO_LDN_RGB.jpgBA (Hons) International

# Business and Trade

Programme Specification

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| 1. Programme title | BA (Hons) International Business and Trade |
| 2. Awarding institution  | Middlesex University |
| 3. Teaching institution  | Middlesex University |
| 4. Programme accredited by  |  |
| 5. Final qualification  | Bachelor of Arts (Honours) |
| 6. Academic year | 2014-15 |
| 7. Language of study | English |
| 8. Mode of study | Full Time / Part Time / Distance Learning |

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| 9. Criteria for admission to the programmeEntry to level 6 requires an HND International Business and Trade with a merit profile or another international 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 international business and trade. At least 8 ECTS must be passed in each of the following business subjects: Marketing, Human Resources, Finance & Accounting).The equivalence of qualifications from outside the UK will be determined according to NARIC guidance. |

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| 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 and trade 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 business and trade 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

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| 11. Programme outcomes |
| A. Knowledge and understandingOn 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) skillsOn 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 and trade;
2. identify, evaluate and construct arguments;
3. take and defend a decision or position on a given issue, considering commercial, ethical and other factors;
4. 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 skillsOn 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. interpret economic diagrams.
 | **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. |
| D. Graduate skillsOn completion of this programme the successful student will be able to: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.
 | **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. **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. |

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| 12. Programme structure (levels, modules, credits and progression requirements) |
| 12. 1 Overall structure of the programme |
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| *Level 6 entry* |  |  |  |  |  |  |
| LWO3100Global Business Culture and Strategy  |  | ECS3070International Trade |  | MSO3625Quantitative Methods and Accounting |  | Option |

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| *Options* | *Level 6* |
|  | ECS3350 | International Finance |
|  | ECS3060 | Globalisation and Trade |
|  | MGT3155 | Global Operations Management |
|  | MKT3132 | International Marketing |

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| 12.2 Levels and modulesStarting 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 6 (3) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:LWO3100ECS3070MSO3625 | Students must also choose 1 from the following:ECS3350ECS3060MGT3155MKT3132 |  |

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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. |
| 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) |
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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. |

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| 17. Particular support for learning (if applicable) |
| * English Language Support
* Learning Resources
* Programme Handbook and Module Handbooks
* Induction and orientation programme
* Access to student counsellors
* Student e-mail and internet access
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| 18. JACS code (or other relevant coding system) | 135N10B |
| 19. Relevant QAA subject benchmark group(s) | General Business & Management |

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| 20. Reference points* QAA Guidelines for programme specifications
* QAA Qualifications Framework
* Middlesex University Regulations
* Middlesex University Learning Framework – Programme Design Guidance, 2012
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| 21. Other information |
| 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 [title of Programme]

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 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 | Interpret economic diagrams. |
| A5 | Local and international business processes: planning, improvement and control |  |  |
| A6 | International business management practice |  |  |
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| 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 | Take and defend a decision or position on a given issue, considering commercial, ethical and other factors | D3 | Communicate persuasively using a range of media |
| B4 | Create and evaluate solutions to given problems | D4 | Contribute positively to team performance |
|  |  | D5 | Use ICT to improve personal productivity |
|  |  | D6 | Collect, analyse and critically interpret numerical data |
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| 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 |  |

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| Module Title  | Module Codeby Level | Programme outcomes |
| A1 | A2 | A3 | A4 | A5 | A6 |  | B1 | B2 | B3 | B4 |  | C1 | C2 | C3 | C4 |  | D1 | D2 | D3 | D4 | D5 | D6 |  |  |  |
| Global Business Culture and Strategy  | LWO3100 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  | ✓ | ✓ | ✓ |  |  | ✓ | ✓ | ✓ |  |  | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |  |  |  |
| International Trade | ECS3070 |  |  | ✓ |  |  |  |  | ✓ | ✓ |  | ✓ |  | ✓ |  |  | ✓ |  |  |  |  |  | ✓ | ✓ |  |  |  |
| Quantitative Methods and Accounting | MSO3625 |  |  | ✓ |  |  |  |  | ✓ | ✓ |  | ✓ |  | ✓ |  |  |  |  |  |  | ✓ | ✓ | ✓ | ✓ |  |  |  |
| International Finance | ECS3350 |  | ✓ | ✓ |  |  | ✓ |  | ✓ |  | ✓ |  |  |  | ✓ |  |  |  |  | ✓ | ✓ |  |  | ✓ |  |  |  |
| Globalisation and Trade | ECS3060 |  |  | ✓ |  |  |  |  |  |  | ✓ | ✓ |  |  |  |  | ✓ |  |  |  |  |  | ✓ | ✓ |  |  |  |
| Global Operations Management | MGT3155 | ✓ | ✓ | ✓ |  | ✓ |  |  |  | ✓ |  | ✓ |  |  |  | ✓ |  |  |  |  | ✓ | ✓ |  |  |  |  |  |
| International Marketing | MKT3132 | ✓ | ✓ |  |  | ✓ | ✓ |  | ✓ |  |  |  |  | ✓ | ✓ |  |  |  | ✓ | ✓ | ✓ |  |  |  |  |  |  |
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