

## COURSE SPECIFICATION

Course Aim and Title	BSc (Hons) International Business Management Top-up
Intermediate Awards Available	Undergraduate Certificate. Ordinary Bachelor's Degree
Teaching Institution(s)	
Alternative Teaching Institutions (for local arrangements see final section of this specification)	
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Business and Management (2019)
Additional Versions of this Course	
Date Specification Last Updated	January 2021

\* Subject to accreditation with CMI

## Course Aims and Learning Outcomes

This Course is designed to give you the opportunity to:

- Evaluate the main features and dynamics of a broad range of areas of business and management, including their interrelationship from an international and intercultural context.
- Critically analyse data sets and learn techniques to utilise data to create, evaluate and propose solutions to complex business problems.
- Understand the key drivers influencing decision-making in a global environment by senior managers.
- Communicate complex business ideas and arguments in a timely and effective manner both individually and as part of a group/team.
- Synthesise and communicate innovative developments, strategies and approaches to leadership that are relevant for the contemporary multinational business looking to secure a sustainable future.

What you will learn:

Knowledge

### **Knowledge**

1. Demonstrate a broad and in-depth knowledge of the dynamic and changing nature of the international business environment.

2. Develop understanding of organisations, functions, processes operations and management. This includes different sizes and structures of organisations within the international context.
3. Appreciate the inter-relationship between the business environment, at a local, national and international level, business strategy and the internal business environment.
4. Understand the international trading environment, the development, access and operations of markets and the management of customer relationships in an international setting.
5. Demonstrate systematic knowledge of people management, linking structure and culture, supporting competitive advantage through crosscultural people management, change, and management of diverse teams.
6. Discuss the role of communication in an international context, including the role of digital technology.

#### Thinking skills

1. Analyse, evaluate and apply theories and models related to management and operations in multinational organisations.
2. Reflect on the impact of diversity and complexity within an international environment on the strategic, marketing, HR and financial decisions of organisations.
3. Critically analyse linkages between international structures and cultures and the structures and processes of businesses.
4. Synthesise solutions to business problems using complex and conflicting information.

#### Subject-Based Practical skills

1. Critically analyse facts and circumstances to determine the cause of a problem and developing and selecting appropriate solutions.
2. Employ numeracy skills and the ability to use quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena and formulate solutions.
3. Devise plans demonstrating international 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.
4. Exercise people management skills in the international context, including communication, team building, leadership and motivating others.

#### Skills for life and work (general skills)

1. Articulate and effectively explain information.
2. Accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.
3. Demonstrate emotional intelligence and empathy.
4. Work with people from a range of cultures.

## Learning and Teaching

Teaching is through several means, depending on the specific topic or module. It is clear that there is an overlap between these four categories of learning. A scaffolding approach is taken to learning and teaching, expecting that the beginning of the course students will need more support with learning (at a new University for this final stage of their degree but also are L6 students) than later in the course.

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Online discussions and activities

Thinking skills are developed through

- Seminar activities
- Online activities and discussions
- Reflective activities with feedback
- Guided reading and case studies
- Assessment development

Practical skills are developed through

- Seminars and workshops
- Formative activities with feedback
- Guided reading and case studies
- Synchronous and asynchronous small group and large group activities
- Assessment development

Skills for life and work (general skills) are developed through

- Synchronous and asynchronous small group and large group activities
- Case studies,
- Assessment development

## Assessment

Knowledge is assessed by

- Coursework
- Essays

Thinking skills are assessed by

- Coursework
- Project work
- Case studies

Practical skills are assessed by

- Practical reports
- Project work
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Individual written reports
- Reflective reports

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the Course.

## Work or Study Placements

Not applicable

## Course Structure

All Courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree Course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree Course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree Course.

- 6 Equivalent in standard to the third year of a full-time undergraduate degree Course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this Course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
6	HR6026:	Mental Wealth: Global Enterprise and Consultancy Practice	20	Core	N
6	HR6020	Corporate Social Responsibility and Ethics	20	Core	N
6	HR6031	Leadership in a Global Context	20	Core	N
6	MK6022	Contemporary Issues in Marketing	20	Core	N
6	SG6011	Entrepreneurship and Intrapreneurship in Practice	20	Core	N
6	FN6020	International Economics and Finance	20	Core	N

*Please note: Optional modules might not run every year, the Course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the Course module structure: A core module for a Course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a Course is a module selected from a range of modules available on the Course.

The overall credit-rating of this Course is 120 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

## Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this Course is 1 year full-time or 2 years part-time.

A student cannot normally continue study on a Course after 2 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a Course in part time mode is 4 years from first enrolment.

## Further Information

This course has a January and September intake.

More information about this Course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The Course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL Courses are subject to thorough Course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our Courses by listening to student and employer views and the views of external examiners and advisors.

## Alternative Locations of Delivery

This Course is also taught by the London College of Contemporary Arts, Holborn, Myanmar Noble University, Yangon and the British College of Applied Studies, Columbo, and awarded by the University of East London