

**PROGRAMME SPECIFICATION
(Undergraduate)**



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| 1 | Awarding Institution | Newcastle University |
| 2 | Teaching Institution | Newcastle University (London Campus) |
| 3 | Final Award | BSc Honours |
| 4 | Programme Title | International Business Management |
| 5 | UCAS/Programme Code | N122 N123 (with placement) 1123U (with study abroad) 1121U (with placement and study abroad) |
| 6 | Programme Accreditation | N/A |
| 7 | QAA Subject Benchmark(s) | Business and Management |
| 8 | FHEQ Level | Level 6 |
| 9 | Last updated | July 2021 |

10 Programme Aims

In accordance with QAA guidelines the overall education aims of the programme are:

- Study of organisations, their management and the changing global environment in which they operate. Organisations include a wide range of different types, e.g. private, public and not-for-profit, together with a variety of sizes and structures.
- Preparation for and development of a career in international business and management.
- Enhancement of lifelong learning skills in personal development to contribute to society at large.
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Specifically this programme aims are:

1. To provide for the students on the programme a supportive and stimulating learning environment within the context of a social science faculty.
2. To offer students a broad, coherent, balanced and comprehensive portfolio of modules appropriate to a first degree level and covering the main disciplines of international business management. These modules will be relevant to understanding the role and problems of business in a global context in order to equip graduates for a successful career in international business management, or in further study of international business management, or in other careers where the degree will provide a general educational preparation.
3. To foster intercultural awareness and understanding (an appreciation both of international diversity and of transcultural connectedness of cultures), and an attitude of curiosity and openness towards different cultures.
4. To encourage the output of original research as students progress through the degree programme.

5. To expose students to a variety of learning and teaching experiences including lectures, seminars, case analyses, projects and a virtual learning environment.
6. To develop students' transferable skills including numeracy, literacy, report writing skills, leadership, group working skills, communications skills, ethical awareness and an appreciation of working in a multicultural environment.
7. To enable students to effectively gather data, both qualitative and quantitative, from libraries, IT and other resources.
8. To develop students' analytical and critical abilities in dealing with business concepts and practices, especially in an international context.
9. To provide a programme which is aligned with the QAA Benchmark for Business Management and which satisfies the criteria for a level 6 award in the Framework for Higher Education Qualifications
10. To provide a programme that complies with University policies and procedures.
11. To produce highly marketable graduates who can contribute immediately to an employing organisation through their application of the knowledge and practical skills gained on the programme, which are grounded firmly upon a sound conceptual base and an understanding of relevant institutional frameworks at different levels.

11 Learning Outcomes

The learning outcomes have references to the benchmark statements for General Business and Management. This programme provides opportunities for students to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories in their subject area, and combines theory with the application of skills to generate solutions in their discipline.

Knowledge and Understanding

On completing the programme students should have:

- A1. Knowledge and understanding of core business areas (finance, economics, marketing, organisational behaviour/human resource management) as subjects of academic study and as practical activities.
- A2. Knowledge and understanding of the internal diversity and connections between cultures and nations.
- A3. A detailed understanding of the issues and problems appropriate to business management and how it operates internationally and globally.
- A4. An understanding of how to critically evaluate ideas, concepts and practices related to the international dimensions of business and management.
- A5. Knowledge of the business environment and institutions, including business firms, governments, international organisations, and the markets in which businesses operate.
- A6. Knowledge and understanding of key research in the disciplines studied (including research by members of staff where relevant).
- A7. Knowledge and understanding of specialist areas within international business management through optional modules.
- A8. Knowledge and understanding of communication in English in business contexts.

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| Teaching and Learning Methods |
| <p>The primary means of imparting knowledge and understanding is through lectures and seminars which guide students towards independent reading and enable students to check their learning through group discussions and problem solving practice (A1, A2, A3, A7). Students are facilitated to read research articles, take part in projects and case study analysis during their progression over the three stages (A4, A5, A6). Students will have the option to undertake a year's study abroad or a work placement in the UK or abroad between stages 2 and 3. The year abroad contributes to the development of the students' knowledge and understanding of different cultures (A2).</p> |
| Assessment Strategy |
| <p>Knowledge and understanding are assessed by a range of approaches, chosen to accurately assess student capabilities. These comprise multiple choice questions, unseen written exams, aural and oral exams, essays, business reports, case studies, oral presentations, research projects and business simulations.</p> |
| Intellectual Skills |
| <p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> B1. Solve problems within the context of business, management and marketing. B2. Gather, synthesise and evaluate information. B3. Undertake independent critical analysis. B4. Use quantitative skills required for managing in a business environment. |
| Teaching and Learning Methods |
| <p>Intellectual skills are developed, in the first instance, via lectures where these skills are demonstrated and then followed up in seminar groups. Seminars are essential to enable students to practice and master the requisite problem solving, decision making, critical analytical and quantitative skills related to business situations. Students also have the opportunity to further practise these skills through project work.</p> |
| Assessment Strategy |
| <p>Intellectual skills are assessed using unseen written exams, essays, reflective reports, case studies, oral presentation, research projects, business simulations and multiple choice questions.</p> |
| Practical Skills |
| <p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> C1. Identify, locate and retrieve business management materials in paper and electronic form. |

- C2. Apply knowledge to practical situations.
- C3. Orally present information.
- C4. Produce business reports.
- C5. Undertake independent qualitative/quantitative research using an appropriate range of methodologies.

Teaching and Learning Methods

Practical skills are developed via lectures where the theory is demonstrated (C1, C4, C5) and then followed up in seminar groups. Seminars are essential to enable students to practise and master the ability to apply knowledge to practical situations (C2) and orally present information (C3).

Assessment Strategy

Subject specific practical skills are assessed by a means of essays, case studies, oral presentation and research projects.

Transferable/Key Skills

On completing the programme students should be able to:

- D1 Communicate effectively both orally and in writing.
- D2 Apply mathematical skills.
- D3 Use Information technology.
- D4 Work in a team.
- D5 Manage time and prioritise tasks.
- D6 Carry on their independent learning and take responsibility for their own personal and professional development.
- D7 Adapt and operate effectively within an international environment.

Teaching and Learning Methods

These skills are introduced to students through sessions in induction and within modules. Modules throughout the programme develop these skills (D1, D2, D3, D4, D5 and D6) through the different types of individual and group assessments students will be asked to undertake. Oral communication skills are further developed in seminars and through presentations (D1). IT and mathematical skills are further developed through specific modules (D2, D3). Team working skills are further developed through group based activities both inside and outside of seminars (D4). Time management skills are further developed through time constrained activities in class and through set work for seminars, as well as group projects for individual modules (D5). The ability to adapt and operate effectively within an international environment (D7) is developed through the development of group projects where students will work as part of nationally-diverse teams.

Assessment Strategy

Transferable Key Skills will be assessed through portfolio work, essays, case studies, oral presentations, unseen exams, reflective learning reports and project work.

12 Programme Curriculum, Structure and Features

Basic structure of the programme

Duration of the course: The programme is studied over three or four years on a full-time basis. This consists of 30 weeks attendance per annum.

Stages: Each stage of the programme requires students to study modules with a credit value of 120. A 20 credit module consists of 200 hours of student effort, covering lectures, seminars, private study, completion of coursework and revision. All modules in the programme are 20-credit modules.

Stage 1 All business modules at Stage 1 are compulsory and provide students with a general foundation in the main disciplines of international business management. This includes an introduction to accounting, finance, international business, management and organisation.

Stage 2 focuses on the functional aspects of international business management.

Stage 3 focuses on the strategic aspects of international business management and includes 80 credits of compulsory modules. In addition, students are required to produce either a 40-credit compulsory research-based dissertation or a 40-credit Consultancy Project. These research projects allow students to further develop their independent learning and research skills.

Key features of the programme (including what makes the programme distinctive)

Between Stages 2 and 3 students have the option of undertaking a year abroad, which they spend studying at a partner institution or/and in a work placement at an institution which teaches in English.

Programme regulations (link to on-line version)

[N122 Programme Regulations 21-22](#)

13 Support for Student Learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

14 Methods for evaluating and improving the quality and standards of teaching and learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

Accreditation reports

None.

Additional mechanisms

None.

15 Regulation of assessment

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/undergraduate/degrees/#subject>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.