

**PROGRAMME SPECIFICATION  
(Undergraduate)**



<b>1</b>	<b>Awarding Institution</b>	Newcastle University
<b>2</b>	<b>Teaching Institution</b>	Newcastle University
<b>3</b>	<b>Final Award</b>	BSc Honours
<b>4</b>	<b>Programme Title</b>	International Business Management
<b>5</b>	<b>UCAS/Programme Code</b>	N121 N120 (with placement) 1120U (with study abroad) 1447U (with work placement and study abroad) 1745U (inversion)(NUL Transfer) Various (IBM)
<b>6</b>	<b>Programme Accreditation</b>	N/A
<b>7</b>	<b>QAA Subject Benchmark(s)</b>	Business Management
<b>8</b>	<b>FHEQ Level</b>	Level 6
<b>9</b>	<b>Last updated</b>	February 2023 (September 2019 entry)

**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.

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 offer students the opportunity to develop skills in a foreign language and to practise these skills for a year within a country speaking that language.
4. 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.
5. To encourage the output of original research as students progress through the degree programme.
6. To expose students to a variety of learning and teaching experiences including lectures, seminars, case analyses, projects and a virtual learning environment.

7. 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.
8. To enable students to effectively gather data, both qualitative and quantitative, from libraries, IT and other resources.
9. To develop students' analytical and critical abilities in dealing with business concepts and practices, especially in an international context.
10. To provide a programme which satisfies the expectations of the QAA Benchmark for Business Management and which satisfies the criteria for a level 6 award as laid out in the Framework for Higher Education Qualifications
11. To provide a programme that complies with University policies and procedures and QAA codes of practice.
12. 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 programme outcomes have references to the QAA benchmark statements for Business Management (February 2015). The programme provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in this area.

### **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 the chosen foreign language (Spanish, French, German or Chinese).

### **Teaching and Learning Methods**

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. Students develop their knowledge and understanding of their chosen language (including English for non-native speakers) through participation in formal language teaching sessions, student-centred independent language learning and, where relevant, through a work

placement (A8) or a period spent abroad. The year abroad would also contribute to the development of the students' knowledge and understanding of different cultures (A2).

### **Assessment Strategy**

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.

### **Intellectual Skills**

On completing the programme students should be able to:

- B1 Demonstrate critical thinking about problems within the context of international business management.
- B2 Gather, synthesise and evaluate information.
- B3 Undertake independent critical analysis.
- B4 Use quantitative skills required for management in international business settings.

### **Teaching and Learning Methods**

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.

### **Assessment Strategy**

Intellectual skills are assessed using unseen written exams, essays, reflective reports, case studies, oral presentations, research projects, business simulations and multiple choice questions.

### **Practical Skills**

On completing the programme students should be able to:

- C1 Identify, locate and retrieve international business management materials in paper and electronic form.
- C2 Apply knowledge in practical situations.
- C3 Orally present information.
- C4 Produce business reports.
- C5 Undertake independent qualitative/quantitative research using an appropriate range of methodologies.
- C6 Show receptive (reading and listening) and productive (writing and speaking) skills in a chosen foreign language.

### **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). Language learning in the classroom context as well as during the year abroad enables students to develop their ability to communicate in their chosen foreign language (C6).

<b>Assessment Strategy</b>
Subject specific practical skills are assessed by means of essays, case studies, oral presentations, research projects and listening comprehension tests.
<b>Transferable/Key Skills</b>
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.
<b>Teaching and Learning Methods</b>
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 initially through communicative language training and is enhanced during the year abroad and in the development of group projects where students will work as part of nationally-diverse teams.
<b>Assessment Strategy</b>
Transferable Key Skills will be assessed through portfolio work, essays, case studies, oral presentations, unseen exams, reflective learning reports and project work.

<b>12 Programme Curriculum, Structure and Features</b>
<b>Basic structure of the programme</b>
<b>Duration:</b> The programme is studied over three or four years on a full-time basis. This consists of 30 weeks attendance per annum.
<b>Stages:</b> 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.
<b>Stage 1</b> 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. Students who are native English speakers or students with a level of English above IELTS 7.0 can study one of the following foreign languages: Spanish, French, German or Chinese (40 credits) with entry points depending upon the individual student competency, including the possibility of studying a language <i>ab initio</i> . Students would be allowed to study a language that they do not speak as a first language. All business modules at Stage 1 are compulsory.
<b>Stage 2</b> focuses on the functional aspects of international business management (80 credits of international business management compulsory modules). Students who study a foreign

language continue learning their selected foreign language to the value of 20 credits (40 credits for Chinese) and take one module in cross cultural communication.

**Stage 3** focuses on the strategic aspects of international business management and includes 80 credits of compulsory modules. For all students, this will include a 40-credit capstone module. Students will be able to choose between a research-based dissertation (BUS3052) or a management research briefing report (BUS3009) These modules will allow students to further

develop their independent learning and research skills. For all students (except those studying Chinese) it will also include 20 credits of optional modules. All students continue learning their selected foreign language to the value of 20 credits – or 40 credits in the case of Chinese.

Placements

Between Stages 2 and 3 students have the option of undertaking a year abroad (see below for detail).

#### **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 in a country where their language of study is spoken. Students who study a modern foreign language at level B in Stage 1 may undertake study abroad in the target language. Others will need to study at an institution, which teaches in English. This feature of the programme enhances student employability. The opportunity to study a chosen foreign language *ab initio* is also a unique feature of the programme, which makes it accessible to those students who otherwise would not be able to benefit from a programme of studies which includes language tuition and year abroad.

#### **Programme regulations (link to on-line version)**

[N121 Programme Regulations](#)

#### **13 Support for Student Learning**

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

[Generic information](#)

#### **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.

[Generic information](#)

*Accreditation reports*  
None.

*Additional mechanisms*  
None.

#### **15 Regulation of assessment**

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

[Generic information](#)

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

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

The 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.