



Course Information Form

This Course Information Form provides the definitive record of the designated course

General Course Information

Course Title	International Business International Business with Foundation Year International Business with Professional Placement Year
Qualification	Bachelor of Science
FHEQ Level	6
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	AA Luton Campus
Mode(s) of Study and Duration	Full-time over 3 years With Professional Practice year over 4 years With foundation year over 4 years
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	EPAS – EFMD (tbc)
UCAS Course Code	tbc
External Benchmarking	QAA General Business and Management Subject Benchmark 2015 http://www.qa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf
Entry Month(s)	October, February (see additional information) Students starting in February will be taught through the summer (semester three) allowing them to progress to the 2 nd year in October pending successful completion of the 1 st year

Why study this course?

Whether you plan to work for an organisation in the UK or abroad, BSc International Business at the University of Bedfordshire Business School (UBBS) is designed to equip you with the skills you need to succeed in diverse global environments. The course offers you a global perspective of business and an education to perform in multi-cultural business environments across different organisations and industry sectors.

BSc International Business offers students a holistic understanding of the global environment with a solid foundation in intercultural competencies, international business, marketing in a global context, global expansion strategies, international new ventures, cross-cultural negotiations, and international trade relations. The course units are delivered through stimulating modules and supported by an optional

placement opportunity. You will also be encouraged to take advantage of other initiatives available to UBBS students including our popular Go Global programme and centrally-run employability language classes.

UBBS not only offers an international business degree, but most importantly an international business experience through:

- International business programs, with various degree pathways, at all academic levels - undergraduate, Masters, and PhD;
- The opportunity to participate in international business and marketing competitions;
- A supervised final year project with an international focus;
- Research informed teaching delivered by an international faculty recognised for their top level research in international business, entrepreneurship, and marketing;
- Business Matters and other discussion forums where you can explore topical business issues;
- Go global experiences; and,
- Employability units and optional language classes.

Educational Aims

You will benefit from a degree which gives you a contextual understanding of global business operations at both strategic and functional levels. BSc International Business is mapped with a clear understanding of educational outcomes associated with a strategic planning of units for each year.

Level 1: This year offers a general exposure to business functions (for e.g., accounting for business and principles of marketing) and a range of units that address operational challenges and the management of data, coupled with a solid international business foundation unit.

Level 2: The second year focuses on a more in-depth exposure to international business topics through specialised units with a clear international flavour (for e.g., international new ventures and innovation, international business negotiations, international trade and investment relations, etc.).

Level 3: In the final year, you will have the opportunity to apply your international business knowledge and build on your experiences. You will actively engage in a specialist research project which will allow you to advance and further apply your learning of international business.

As part of your studies you will also develop transferable communication and collaborative skills as well as a recognisably high level of professionalism, enabling you to fit in and be effective from day one. You will develop analytical, research and problem-solving skills, interpersonal and collaborative communication skills along with personal effectiveness and credibility when working across cultures in international teams, allowing you to innovate, imagine, evaluate and achieve.

Course Structure

The Units which make up BSc International Business (including the optional Professional Practice Year) are:

Unit Code	Level	Credits	Unit Name	Core or option
MARxxx-1	4	30	Researching Business and Management	C
MAR001-1	4	15	Principles of Marketing	C
MARxxx-1	4	15	International Business	C
AAFxxx-1	4	30	Building Business Data with Practice	C
MAR013-1	4	15	Intercultural Competence in Business	C
AAFxxx-1	4	15	Accounting for Business	C
MARxxx-2	5	30	International Marketing	C
MARxxx-2	5	15	International New Ventures and Innovation	C
MARxxx-2	5	15	International Business Negotiations	C
AAFxxx-2	5	30	Economics for Business	O
MAR006-2	5	15	Career in Practice	C
MARxxx-2	5	15	International Trade and Investment Relations	C
Professional Practice Year (Optional)				
MAR008-3	6	15	Preparation for Specialist Research Project	C
MAR009-3	6	15	Continuing Professional Development	C
MARxxx-3	6	30	Business Ethics and Corporate Social Responsibility	C
SHR004-3	6	30	Strategic Management	C
MAR011-3	6	30	Specialist Research Project	C

Course-Specific Regulations

None

Entry requirements

- Standard entry requirements for UK students – <http://www.beds.ac.uk/howtoapply/ukugentryregs>
- Students from the European Union – <http://www.beds.ac.uk/howtoapply/eu/guides>
- International Students – <http://www.beds.ac.uk/howtoapply/international/apply>

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Understand an international business context and apply interdisciplinary strategic and operational skills, allowing you to function quickly in a wide variety of areas of business whether as a manager or in an operational capacity;
- Apply your understanding and empathy for culture and context to work collaboratively with others from different cultures, backgrounds and subject specialisms;
- Be enterprising, using your initiative and knowledge of resources to develop and implement ideas and practices that can make a difference to international business culture and practice and displaying your qualities of enquiry, reflection, imagination, creative thinking and innovation.

Course Learning Outcomes

Upon successful completion of this course, you should be able to:

1. Use knowledge and skills, and apply and evaluate a range of relevant management theories, models and conceptual frameworks in relation to international business;
2. Appreciate the interrelatedness of the functional disciplines and understand the way in which the international business environment affects these functional disciplines;
3. Conduct appraisal of current management techniques and practices within a variety of environments, in particular the multi-cultural and international environments;
4. Display qualities of enquiry, reflection, imagination, creative thinking and innovation in the approach to the management of global organisations;
5. Apply skills of rational argument, critical analysis, diagnosis, conclusion drawing, intra and inter-cultural communication and presentation (both written and oral) to all business situations;
6. Utilise rigorous research methodologies to define, design, analyse, and present your research.
7. Apply relevant professional business skills and academic ability to continue into postgraduate study or to take up national and international career opportunities.

If you decide to take the Professional Practice Year route, you should be able to demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.

Learning and Teaching

This course offers a rich learning experience which:

- Is highly vocational with a focus on knowledge and understanding of business organisations from a global perspective;
- Focuses on a variety of organisational contexts (SMEs, Multinationals, and New Ventures);
- Instils a high level of professionalism from the outset;
- Has a strong theoretical base in each unit;
- Develops interpersonal and collaborative communication skills;

- Includes a supervised final year dissertation involving an individually conducted research element;
- Provides further opportunity for professional development in a work placement relevant to international business;
- Has small class interactive teaching environments;
- Focuses on hard and soft management skills

Assessment

This course uses a range of assessment types and methods including essays and reports, portfolios, research proposals and exams. Assessment focuses on tasks that develop vocational skills, underpinned by subject knowledge, requiring higher levels of cognition in the later years of the course. Some group work is included at each level since being able to function as part of a team is a critical skill for international business, and assessments are used to develop your employability as a graduate going into the international market place.

Support to enable you to submit your best work is provided in a variety of ways including briefings in class, supporting materials provided through the virtual learning environment, drop in sessions with the Study Hub team, subject-specific Academic Librarians and individual tutors. In addition, extensive online supporting materials are available.

Assessment Map

Unit Code	C/O	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
MARxxx-1	C								WR-I							WR-I														
MAR001-1	C														Ex-OT															
MARxxx-1	C						WR-I								Ex-OT															
AAFxxx-1	C																					CWRW							Ex-OT	
MAR013-1	C																						CWRW					Ex-OT		
AAFxxx-1	C																												Ex-OT	
MARxxx-2	C									Ex-PT						WR-GR														
MARxxx-2	C								WR-I						Ex-CS															
MARxxx-2	C						WR-I							CWRW																
AAFxxx-2	C																						EX-PT							Ex-OT
MAR006-2	C																						CW-PORT						CWRW	
MARxxx-2	C																								EX-PT			WR-I		

Developing your employability

From volunteering, internships and placements, through to an optional year in industry, we offer a whole host of opportunities to enhance your employability.

We value real-world experience to prepare you for life beyond university, which is why we have a practice-based curriculum. You will focus on employability throughout your studies, starting with working for a live client in your first week. This practice-based focus continues throughout your studies with guest lecturers, real projects, optional weekly discussion groups and cases in class to help you develop your knowledge and understanding of a wide range of industry sectors.

You are introduced to business and management research in the Level 4. Creativity, originality, idea generation, and communication are all enterprise and employability skills that will be developed throughout this unit and the application of knowledge and skills acquired across levels 5 and 6 of your course.

You are introduced to the Work Placement in Level 4 and offered support by the Careers Advisors throughout Level 5 to find a placement. In Level 6 you are encouraged to take greater responsibility for your career management, with the support of the Careers Service, which offers one-to-one career coaching.

You are encouraged to use the various Career Management on-line tools available for self-assessment and identification of career opportunities and to work with the University Careers Advisors throughout your studies.

Students who register for the degree with professional practice year will additionally attend a series of workshops and activities related to securing a suitable placement and compulsory briefings at the end of year 2 to ensure that all legal requirements for health and safety, safeguarding etc. training have been met,. This will be explained more fully in your professional practice handbook once you have registered with the Careers and Employability Service's Student Development and Awards Team in your first year. If you will be working with children and/or vulnerable people you will be required to have a DBS check and undertake Safeguarding and Prevent training.

After Graduation

According to prospect.ac.uk (2017), more than three quarters of international business graduates are employed six months after graduating. Of these, half are working in business, HR, finance, marketing, PR or sales with the most popular job being marketing executive. Many graduates choose to pursue further study, with 11.5% studying or choosing to combine work and study.

Besides introducing you to business in different countries and cultures, the same source highlights that a degree in international business provides you with a range of in-demand skills, such as:

- appreciation of cultural differences
- communicating to different audiences (both academic and practitioner)
- critical thinking skills
- planning and management skills
- problem-solving skills
- research and data analysis
- team working skills

We, at the UBBS, made sure the above skills are embedded in the BSc IB course throughout its various units and assessment points.

Additional Information

Students starting in February will be taught through the summer (semester three) allowing them to progress to the 2nd year in September.

Peer Assisted Learning (PAL) will be timetabled in Year one. The PAL scheme at University of Bedfordshire is based upon 2nd/3rd year students (PAL Leaders) working in pairs or trios, to facilitate friendly, weekly PAL sessions with first year students. PAL is intended to help new first year students:

- Adjust quickly to university life
- Make friends and connections
- Create an informal learning community for student scholars
- Acquire a clear view of course direction and expectations
- Improve their study skills/adjust their study habits to meet the requirements of higher education
- Enhance their understanding of the subject matter of your course through collaborative group discussion
- Prepare better for assessed work and exams

Student Support during the course

In addition to the University's Student Information Desk (SID), all students are allocated a Personal Academic Tutor (PAT) who will give you academic advice and support throughout your course. Close support and mentoring will help you identify and achieve your personal goals and targets. Your PAT tutor stays with you for the duration of the three year course.

You will have a number of induction sessions before the formal classes begin. These will cover areas such as administrative arrangements, academic study in the UK, financial regulations and personal safety. If you have questions or problems with academic matters, support is provided by the Course Coordinator. In the event that you have an illness during the course or have significant personal or family problems the Student Information Desk (SID) offers independent and confidential advice, and can authorise extensions to assignment deadlines where appropriate. Other support, including counselling and help for students with additional needs is provided through the SID and by the Students Union.

Subject specific Academic Librarians work regularly with all students developing your understanding of the resources available and nurturing your research abilities, illustrating information literacy as a valuable asset in the business environment which will help your study here and in the workplace.

Course Equality Impact Assessment

Question	Y/N	Anticipatory adjustments/actions
Is the promotion of the course open and inclusive in terms of language, images and location?	Y	
Are there any aspects of the curriculum that might present difficulties for disabled students? For example, skills and practical tests, use of equipment, use of e-learning, placements, field trips etc.	N	Special examination arrangements are available on application for students with additional needs.
Are there any elements of the content of the course that might have an adverse impact on any of the other groups with protected characteristics ¹ ?	N	
If the admission process involves interviews, performances or portfolios how have you demonstrated fairness and avoid practices that could lead to unlawful discrimination?	N/A	
Have you framed the course learning outcomes and Graduate Impact Statements in a non-discriminatory way?	Y	
Does the course handbook make appropriate reference to the support of disabled students?	Y	

¹ Age, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion and belief, Sex, Sexual orientation

Administrative Information – Faculty completion	
Faculty	UBBS
Portfolio	International Business
Department/School	International Business, Marketing & Tourism
Course Coordinator	Dr Alia El Banna
Trimester pattern of operation	Oct (Trimester 1), Feb (Trimester 2), June (Trimester 3)
PSRB renewal date (where recognised)	Not applicable
Version number	1/18
Approved by (c.f. Quality Handbook ch.2)	University Periodic Review
Date of approval (dd/mm/yyyy)	29/30 November 2017
Implementation start-date of this version (plus any identified end-date)	October 2018
Study model type (e.g. study centre)	

	Name	Date
Form completed by	Dr Alia El Banna	02-07-18
Signature of Chair of Faculty TQSC		

Course Updates – ensure that the revised CIF is given a new version number each time a change is made		
Date	Nature of Update	FTQSC Minute Ref:

Administrative Information – Academic Registry completion	
Route code (post approval)	
JACS / HECoS code (KIS)	
SLC code (post approval)	
Qualification aim (based on HESA coding framework)	



Annexes to the Course Information Form

*These annexes will be used as part of the approval and review process and **peer academics** are the target audience.*

General course information

Course Title	International Business International Business with Foundation Year International Business with Professional Placement Year
Qualification	Bachelor of Science
Route Code (SITS)	tbc
Faculty	UBBS
Department/School	International Business, Marketing, and Tourism
Version Number	1/18

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Unit code	MARxx x-1	MAR0 01-1	MARx xx-1	AAFxx x-1	MAR 013-1	AAFxx x-1	MARx xx-2	MARx xx-2	MARx xx-2	AAFxx x-2	MAR00 6-2	MARxx x-2	MAR0 08-3	MAR00 9-3	MARxx x-3	SHR00 4-3	MAR01 1-3
Level	4	4	4	4	4	4	5	5	5	5	5	5	6	6	6	6	6
Credits	30	15	15	30	15	15	30	15	15	30	15	15	15	15	30	30	30
Core or option	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Course Learning Outcome (number)	<i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>																
LO1	LO1	LO1			LO2	LO1	LO1		LO1							LO1	
LO2	LO1		LO1				LO1			LO1							
LO3		LO2	LO2		LO1		LO2	LO1		LO1	LO1	LO1			LO1	LO1	
LO4	LO2				LO2			LO2						LO1		LO2	
LO5				LO1	LO1		LO2			LO2			LO1		LO2	LO2	
LO6	LO1/2			LO2			LO2		LO1			LO2	LO2		LO2		LO1
LO7						LO2			LO2		LO2	LO2		LO2			LO1/2

Annex B: Named exit or target intermediate qualifications

This annex should be used when Schools wish to offer intermediate qualifications which sit under the main course qualification as named exit or target awards, rather than unnamed exit/default awards.

Section 1: General course information

Intermediate Qualification(s) and titles	
Mode(s) of Study and Duration	
Type of Intermediate Qualification(s)	
Route Code(s) (SITS) of Intermediate Qualification(s)	

Section 2: Qualification unit diet

One table to be used for each intermediate qualification

Confirmation of unit diet for:	<i>Insert intermediate qualification and title</i>	
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

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Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title														
The Units which make up this course are:					Contributing towards the learning outcomes <i>Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome</i>									
Unit Code	Level	Credits	Unit Name	Core or option	1	2	3	4	5	6	7	8	9	10

Annex C: Course mapping to FHEQ level descriptor, subject benchmark(s) and professional body or other external reference points

One set of mapping tables to be produced for the course and each named intermediate qualification

Course (or intermediate) qualification and title	BSc International Business
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FHEQ Descriptor for a higher education qualification	L6 Bachelor of Science	Course Learning Outcome(s)							
		1	2	3	4	5	6	7	
Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis		Y	Y	Y	Y	Y	Y		
Effectively communication information, arguments and analysis in a variety of forms to specialist and non-specialist audiences and deploy key techniques of the discipline effectively						Y	Y		
Undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility with organisations								Y	

Subject Benchmark Statement(s)	L6 Bachelor of Science	Evidence and/or Course Learning Outcome(s) <i>How the course takes account of relevant subject benchmark statements</i>
Have a side knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these and their application to practice		Learning Outcomes 1,2,3,7
Consistently demonstrate a command of subject-specific skills as well as proficiency in general skills and attributes		Learning Outcomes 4,5,7
Have a view of business and management which is influenced by a wide range of learning sources, based on a proactive and independent approach to learning		Learning Outcomes 1,2,6,7
Be distinguished by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore alternative solutions, to demonstrate critical evaluation and in integrate theory and practice in a wide range of situations		Learning Outcomes 1,3,5,6,7

The format of the following mapping tables may be adjusted.

Qualification Characteristic	BSc International Business	Evidence <i>How the course takes account of relevant qualification characteristics documents</i>
Synthesising knowledge and information to re-examine what a student thinks and independently seek answers.		Increasingly challenging content and assessment drives the student to develop their critical thinking skills and synthesis
Confidently use appropriate methods to approach and solve complex problems, applying methods. In so doing build new understanding from the arguments and evidence of others		This course starts by asking students to work within tightly defined and predictable business

	situations. These are carefully widened in Levels 4 & 5 leading to the final specialist project, where students are actively encouraged to build on the arguments and evidence of others.
Career in Practice (L5) and Continuing Professional Development (L6) Both units prepare the student to become 'job ready' – able to transition into the work environment with right attitudes and able to integrate themselves into new ways of working with highly diverse work groups	Working with the university's Careers Service, an early focus on career planning and employability is built on throughout the course, culminating in support for career management at Level 6. At Level 6 students are encouraged to take greater responsibility for their career management, with the support of the Careers Service, which offers one-to-one career coaching.

Professional body or other external reference points	The course is informed by the codes of conduct and professional standards of the following professional bodies:	Evidence <i>How the course takes account of Professional body or other external reference points</i>
Chartered Management Institute (CMI) Chartered Institute of Personnel and Development (CIPD) Association of Project Management (APM) Chartered Institute of Marketing (CIM) Association of Certified Chartered Accounting (ACCA) Chartered Institute of Management Accounting (CIMA)		Subject benchmarks have been used to inform subject specific unit content throughout

Annex D: Diet Template

Course Title:	International Business International Business with Foundation Year International Business with Professional Placement Year		
Route Code:		Mode: Full Time	
Length of course:	Full-time over 3 years With Professional Practice year over 4 years With foundation year over 4 years With foundation year and Professional Practice year over 5 years	FT	

Location of delivery (please tick):

Luton AA	<input checked="" type="checkbox"/>	
Bedford AB	<input type="checkbox"/>	
Milton Keynes AD	<input type="checkbox"/>	
Other (please state)	<input type="checkbox"/>	

Delivery pattern:

<u>Semesterised</u>	OCT	FEB	JUN
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A list of valid available period codes can be found on the intranet at <https://in.beds.ac.uk/registry/student-records/srs-training-and-development/sites>. Please refer to this when completing the diet sheet below. If your diets differ year to year e.g. SET A, SET B, please indicate clearly the academic year and set applicable.

If your diet includes units which have not yet been assigned codes, please ensure this is clear by using NEW in the unit code column, followed by the correct prefix to be used e.g. ASS. Student Records will then assign a new unit code. **Please note that a change in the credit value of an existing unit will require a new unit code to be created.**

Diet for October start

Units for Academic Year 1

Unit Code	Unit Name	Unit Location	Core or option	Period of study	Credits
MAR024-1	Researching Business and Management	Luton	C	SEM1	30
MAR001-1	Principles of Marketing	Luton	C	SEM1	15
MAR023-1	International Business	Luton	C	SEM1	15
BSS004-1	Using Data to Build Business Practice	Luton	C	SEM2	30
MAR013-1	Intercultural Competence in Business	Luton	C	SEM2	15
AAF016-1	Accounting for Business	Luton	C	SEM2	15

Units for Academic Year 2

MAR035-2	International Marketing	Luton	C	SEM1	30
MAR036-2	International New Ventures and Innovation	Luton	C	SEM1	15
MAR034-2	International Business Negotiations	Luton	C	SEM1	15
AAF036-2	Economics for Business	Luton	O	SEM2	30
MAR027-2	Career in Practice	Luton	C	SEM2	15
MAR037-2	International Trade and Investment Relations	Luton	C	SEM2	15

Professional Practice Year

	Professional Practice Year		O	24 wks	0
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Units for Academic Year 3/4

MAR029-3	Preparation for Specialist Research Project	Luton	C	SEM1	15
MAR027-3	Continuing Professional Development	Luton	C	SEM1	15
MAR032-3	Business Ethics and Corporate Social Responsibility	Luton	C	SEM1	30
SHR004-3	Strategic Management	Luton	C	SEM2	30
MAR030-3	Specialist Research Project	Luton	C	SEM2	30

Please contact Student Records at studentrecords@beds.ac.uk with any queries.

Diet for February start

Units for Academic Year 1

Unit Code	Unit Name	Unit Location	Core or option	Period of study	Credits
BSS004-1	Using Data to Build Business Practice	Luton	C	SEM2	30
MAR013-1	Intercultural Competence in Business	Luton	C	SEM2	15
AAF016-1	Accounting for Business	Luton	C	SEM2	15
MAR024-1	Researching Business and Management	Luton	C	SEM3	30
MAR001-1	Principles of Marketing	Luton	C	SEM3	15
MAR023-1	International Business	Luton	C	SEM3	15

Units for Academic Year 2

MARxxx-2	International Marketing	Luton	C	SEM1	30
MARxxx-2	International New Ventures and Innovation	Luton	C	SEM1	15
MARxxx-2	International Business Negotiations	Luton	C	SEM1	15
AAFxxx-2	Economics for Business	Luton	O	SEM2	30
MAR006-2.	Career in Practice	Luton	C	SEM2	15
MARxxx-2	International Trade and Investment Relations	Luton	C	SEM2	15

Professional Practice Year

	Professional Practice Year		O	24 wks	0
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Units for Academic Year 3/4

MAR008-3	Preparation for Specialist Research Project	Luton	C	SEM1	15
MAR009-3	Continuing Professional Development	Luton	C	SEM1	15
MARxxx-3	Business Ethics and Corporate Social Responsibility	Luton	C	SEM1	30
SHR004-3	Strategic Management	Luton	C	SEM2	30
MAR011-3	Specialist Research Project	Luton	C	SEM2	30

Please contact Student Records at studentrecords@beds.ac.uk with any queries.