

Hertfordshire Business School

Title of Programme: BA (Honours) International Business

Programme Code: BSIBS

Programme Specification

This programme specification is relevant to students entering:
01 September 2021

Associate Dean of School (Academic Quality Assurance):
Veronica Earle

Signature



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment
Table 1a	L4: 4BUS1043 Accounting for Business replaced by 4BUS1148 Accounting Aspects of Business
Table 1a	L6 Removed: 6BUS1238 International Logistics Management 6BUS1239 Entrepreneurship, Innovation and Creativity 6BUS0300 Issues in International Relations 6BUS1115 International HRM in Practice 6LAW1055 International Organisations

	6BUS1041 International Financial Management
Table 1a	L6 modules added: 6BUS1047 Creative Problem Solving for Managers 6BUS1062 Social Networking and Enterprise 6BUS1193 Corporate Financial Strategy 6BUS1257 Databases for Strategic Decision Making 6BUS1019 International Human Resource Management 6BUS1259 Integrated Marketing communications 6BUS1194 Financial Aspects of International Business
Section 1	Updating PS throughout to incorporate the 3 Year Programme

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification

BA (Honours) International Business

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland Campus
Programme accredited by	EPAS
Final Qualification	BA (Hons)
All Final Award titles	International Business
(Qualification and Subject)	Further, all titles are available with the following suffix: with Study Abroad with a Year Abroad/and a Year Abroad with Extended Study Abroad with Employment Experience with <language> and Study Abroad with <language> and a Year Abroad with <language> and Extended Study Abroad with <language> and Employment Experience *Languages available: Mandarin, French, German, Japanese and Spanish
FHEQ level of award	6
UCAS code(s)	N120, N9R1, NCT9, French - N121, German - N122, Spanish - N125, Japanese - N123, Mandarin - N124
Language of Delivery	English

A. Programme Rationale

The BA International Business programme is accredited by EPAS/EFMD. There are only 102 such programmes in 76 institutions in the world, and 11 in the UK, which are currently accredited in this way. Both the rationale and the delivery of the programme were instrumental in this accreditation.

The BA International Business caters for students who wish to add an international dimension to their business education and who are aiming for a career in the global business market. It will be equally attractive to students from the UK and from other countries and will give them the opportunity to live and work in one, two or even three, countries other than their own. It is designed to provide the managers of tomorrow with the business and management skills, language competence and/or cultural awareness required for success in an international business environment. It will equip the student with the knowledge and skills required for managerial posts in the UK or other countries. The international experience will be an important and positive

factor in the personal development of students and will give them a competitive edge in the job market, whilst a foreign language competence will give them an additional edge.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- enable students study organisations, their management practices and changing global economy in which they operate;
- prepare and develop students for a career in business and management, especially in an international context.
- develop and enhance in students transferable, intellectual and study skills;
- enable students to attain a knowledge of a language other than their own, and for some, to gain a high level of proficiency in it;
- foster an awareness of, and sensitivity to, their own and others' cultural background and influences.
- produce readily employable graduates possessing lifelong learning skills to make immediate contribution to employing organization and society at large.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for General Business and Management (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- core functional areas of business, and the internal environment in which organisations operate	Acquisition of these core areas of the curriculum is through a combination of lectures, tutorials, coursework and project work at levels 4, 5 and 6 of the programme.	Testing of the knowledge base is through a combination of examinations and assessed coursework.
A2- the complexities of the external environment for international business (including economic, social and political influences)	A4 and A5 are developed later in the programme, as students' grasp of international business grows.	Assessment, which is both formative and summative, takes many forms, e.g. essay assignments, in-class tests, projects, 'business reports', portfolios, team work and presentations.
A3- managing diversity in the workplace and across nation states	Throughout, students are encouraged to undertake independent reading both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject	
A4- Business operations and logistics relevant to international business		
A5 – Business innovation and enterprise development		
A6 – International marketing and consumer behaviour		

Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Utilise cognitive skills of critical thinking, analysis and synthesis;</p> <p>B2- Conduct research into international business and management issues;</p> <p>B3- Formulate business policies and strategies, applying skills in problem solving and decision making to support more effective international business operations</p> <p>B4 - Evaluate business and management strategy from an ethical perspective, including aspects of social responsibility and ethical behaviour in organisations</p>	<p>Students work evolves from reviewing the basics of business and management in an international context, including quantitative and qualitative techniques, to gaining a fuller understanding of the complexities of the subject area. At levels 5 and 6 students increasingly exercise skills of critical thinking, evaluation, research and synthesis of findings. They examine policies and formulate business strategies, solve increasingly 'messy' problems, and, building on their level 4 quantitative methods and IT work, utilize business intelligence and information systems to better understand phenomena and make evidence-based decisions.</p> <p>Having received an introduction to ethical perspectives in their Business Environment module in Level 4, students go on to a more sophisticated study of ethics, business and sustainability in their final year (in addition to ethical considerations through the regular curriculum).</p> <p>All students have the opportunity to engage in the International Business Dissertation.</p>	<p>Intellectual skills are assessed via examination, coursework and project work. Essays tend to enable the students to analyse theoretical concepts in depth. Reports provide an opportunity to apply skills in secondary research, analysing data, synthesis of key theoretical literature, examinations of trade information etc. Exams test very specific areas of knowledge within the breadth of the curriculum, and require concentration on specific problems and issues.</p> <p>The International Business Dissertation provides a platform for students to showcase their advanced research and analytical skills in an area of their choosing.</p>
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1- Communicate in a language other than their own, and develop the adaptability to operate in a foreign culture.</p> <p>C2- Apply mathematical and quantitative skills, including use of information systems for statistical analysis and the provision of business intelligence, to solve problems and inform decision making</p> <p>C3- Develop interpersonal skills of effective listening, negotiating, persuasion,</p>	<p>The programme is strongly committed to ensuring students adapt to language and cultures, through the Study Abroad and overseas placement opportunities its supports. This enables students to grow in confidence, adaptability, and understand international business from a personal perspective.</p> <p>Throughout, students engage with research and IT, using information and data analysis to help them examine business problems and use this understanding to better manage business operations.</p>	<p>The language requirement at level 4 ensures that students are assessed on their abilities to learn a language other than their own, and assessment in these modules is purely practical.</p> <p>The compulsory study abroad immerses students in another culture. Passing this element of the programme, through academic performance overseas, including working with students from other cultures, enables the students to generate an additional suffix</p>

<p>and presentation and their use in generating business contacts</p>	<p>The programme provides multiple opportunities for both group working and individual work, and encourages negotiation skills through role-play and in-class exercises and assessments. Students emerge confident and able to work in a variety of organizational environments across the globe.</p>	<p>to their degree award title (with Study Abroad, a Year Abroad or with Extended Study Abroad).</p> <p>From the start, students learn the value of quantitative methods in the context of international business, and are assessed on their ability initially, to undertake business data analysis, but ultimately, to use that analysis to inform strategic decisions.</p> <p>Students' interpersonal skills and understanding of leadership and teamwork are developed in the teamwork in formative and summative assessments, as well as academically within the Human Resource Management modules.</p>
<p>Transferable skills</p> <p>D1- Effectively self-manage in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise;</p> <p>D2- Communicate effectively, both orally and in writing;</p> <p>D3- Work effectively within a team environment;</p> <p>D4- Learn to take responsibility for their own personal and professional development.</p>	<p>Teaching and learning methods</p> <p>Transferable skills are developed throughout the programme by the methods and strategies outlined in sections A, B and C, above.</p> <p>Throughout, the programme supports students' evolution into independent learners, and the adoption of skills such as time management, communication and leadership to enable them to transition effectively into the workplace – and remain lifelong learners.</p>	<p>Assessment strategy</p> <p>Students are encouraged to map their assessments and plan for deadlines throughout their time at UH.</p> <p>Modules in the areas of marketing, enterprise particularly encourage entrepreneurship and creativity through assessment design.</p> <p>Assessment criteria for written reports, presentations, and teamwork help them to understand what is required of them to perform well, and to a professional standard. Feedback enables an ongoing process of self-improvement.</p>

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered as a full time, 3 year OR 4 year degree with a mandatory study abroad period (minimum of one semester). Both these routes are detailed below

3 Year Programme route

The programme is offered as a full-time, 3 year degree, with a mandatory year or semester abroad at level 5 (as a 'replacement' year). Successful completion of this period of International Study will lead to the award of:

1. BA (Hons) International Business with Study Abroad (for students who have studied one semester abroad)
2. BA (Hons) International Business with a Year Abroad (for students who have studied two semesters abroad)

4 Year Programme route

The programme is offered as a full-time, 4 year degree, with a mandatory year abroad in the placement year. Students may additionally opt to study Level 5 of their programme overseas (as a 'replacement' year). These periods of International Study, on successful completion lead to the awards of:

1. BA (Hons) International Business with Study Abroad (for students who have successfully studied one semester abroad, and combined this with a work placement semester)
2. BA (Hons) International Business with a Year Abroad (for students who have successfully studied two semesters abroad)
3. BA (Hons) International Business with Extended Study Abroad (for students who have successfully studied three semesters abroad with work placement, or studied four semesters abroad)

Common requirements for 3 Year and 4 Year Programme

Entry is normally at level 4 with suitable A-level or equivalent qualifications, but direct entry at level 5 is possible with suitable qualifications. The intake is normally in Semester A (September).

The programme offers 5 languages: French, German and Japanese at beginner and intermediate Levels, Mandarin at beginner level and Spanish at beginner, intermediate and advanced levels. A post experience or post placement level is available in all languages.

These titles are all available as titles 'with <French>, <German>, <Spanish>, <Mandarin Chinese> or <Japanese>', and these languages will be added into the title if the student passes a minimum of 75 credits of consistent language in years 1, 2 and 4 on the 4 year programme and in years 1, 2 and 3 on the 3 year programme.

Where languages enter into a degree title with the addition of Study Abroad or a Year Abroad etc. the final award shall look like this:

Examples:

BA (Hons) International Business *with* French *and* Study Abroad

BA (Hons) International Business *with* Spanish *and* a Year Abroad

BA (Hons) International Business *with* Japanese *and* Extended Study Abroad

Professional and Statutory Regulatory Bodies

This is an EFMD-accredited programme (formerly EPAS). EFMD is an international programme accreditation system. EFMD evaluates the quality of business and/or management programmes that have an international perspective.

Study and Placement Overseas

3 Year Programme

All students undertake a compulsory study abroad in their second year as a 'replacement year'. This will mean a minimum period of one semester abroad at a partner offering equivalent modules to the core modules studied at UH at Level 5. Ideally students will study at the partner for the whole academic year. Students wishing to pursue the development of their language skills, will need to study the language at the partner university to be able to continue the language at Level 6 and attain a "with language" degree title.

Students will study at one of the University's partner institutions in North America, Latin America, Australia, Africa, Asia or Europe for one or two semesters at Level 5, and must follow a programme of study, in English, broadly equivalent to level 5 of this programme back home. This has to be approved by the UH Programme Leader, the host institution, and also signed by the student. The student's study abroad cannot be in the student's country of origin (or in the UK).

The approved programme of study needs to be equivalent to 120 credits towards their degree (or 60 credits for one semester study). The study abroad year/ semester is 'pass/fail' with credits generated at the partner institution carried across. For these students, their degree calculation is derived solely from final year grades gained from UH modules at Level 6*.

4 Year Programme

All students undertake a compulsory placement year abroad in their third year. This placement period is an important element of the programme as it gives students a practical perspective to their academic studies and enables them to increase greatly their proficiency in the foreign language (where applicable). During that year students undertake a period of study of one semester minimum at one of the University's partner institutions, and are strongly encouraged to undertake an approved work placement abroad of at least 12 weeks duration before or after this period of study. This helps them to further develop their cultural awareness and acquire an understanding of foreign business practices. (Students are not permitted to take the placement year in their country of origin, in order to broaden their learning experience).

To pass the placement year, students are required to pass the equivalent of 45 credits of assessment per semester of study, and, if undertaking work placement, students need to successfully complete the 'Professional Experience - Short Placement' module.

Erasmus Exchange programme

The degree programme is open to all Erasmus students who select option choices from across the programme. For further details, please contact the Programme Leader.

Applicable to 4 Year Programme only - Optional Extra Year Abroad at Level 5: The 'Two Country Route'

Students may also choose to study Level 5 (second year) of their programme abroad, in a partner institution overseas, rather than at UH (see Diagram 1: Study routes, below). Students on this '**Two Country Route**' study at one of the University's partner institution in North America, Latin America, Australia, Africa, Asia or Europe for one or two semesters at Level 5, and must follow a programme of study, in English, broadly equivalent to level 5 of this programme back home. This has to be approved by the UH Programme Leader, the host institution, and also signed by the student. The student's study abroad cannot be in the student's country of origin (or in the UK).

The approved programme of study needs to be equivalent to 120 credits towards their degree. The study abroad year is 'pass/fail' with credits generated at the partner institution carried across. For these students, their degree calculation is derived solely from final year grades gained from UH modules at Level 6*.

The **Two Country Route** is classified as an integrated (or 'replacement') Level 5 Study Abroad year, and this option is available subject to students achieving sufficiently high grades, and programme leader approving the proposed programme of study. BAIB Level 5 overseas would then go on to study a further 'Placement Year' abroad in a different **country** to that in which they studied Level 5, either taking a further two semesters at the

next University, or studying in the first semester and spending the second in a short work placement (min. 12 weeks full time work). Students passing three semester or more of overseas study qualify for the degree suffix 'with Extended Study Abroad'.

Further details on Study Abroad are available from your Programme Leader and the Study Abroad Office.

*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14-D6.

Study routes

The programme offers 6 study routes (European, North American, Latin American, Asian, Australian, African and 'Two Country'). These are shown in Diagram 1 for the 3 Year Programme and in Diagram 2 for the 4 Year Programme.

Diagram 1: Study routes for 3 Year Programme

One Country route	
Level 4	Study at UH
Level 5	Study at partner institution: Europe (in English) North America Latin America (in English) Asia (in English) Australia Africa (in English) Could be combined with studying one semester at UH
Level 6	Study at UH

Diagram 2: Study routes for 4 Year Programme

	One Country route	Two Country route
Level 4	Study at UH	Study at UH
Level 5	Study at UH	Study at partner institution: Europe (in English) North America Latin America (in English) Asia (in English) Australia Africa (in English)
Placement Year	Study at partner institution with option of 6-month work placement: Europe North America Latin America Africa Asia Australia	Study at partner institution in different country with option of 6-month work placement: Europe North America Latin America Africa Asia Australia
Level 6	Study at UH	Study at UH

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

Mode of study Full Time

Entry point Semester A

Year 1, Level 4

All BAIB students study Level 4 at UH. Students must choose between Business Technology Trends (**4BUS1156**) or a Language in semester A and Introduction to Marketing Communications (**4BUS1011**) or a Language, in semester B.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Semester A							
Academic Skills	0BUS0003	0	English	0	0	0	A
Organisations and People	4BUS1124	15	English	0	100	0	A
Economics for International Business	4BUS1133	15	English	0	100	0	A
Marketing for International Business	4BUS1134	15	English	0	100	0	A
Business Technology Trends <u>or</u>	4BUS1156	15	English	0	100	0	A
Language	Various	15	Various	0	0	100	A
Semester B							
The Global Business Environment	4BUS1154	15	English	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	English	0	100	0	B
Quantitative Methods for International Business	4BUS1137	15	English	0	100	0	B
Introduction to Marketing Communications <u>or</u>	4BUS1011	15	English	0	100	0	B
Language	Various	15	Various	0	0	100	B

Year 2, Level 5

Students may study at UH, or, those electing to study Level 5 overseas (as part of the 'Two Country Route' on the 4 Year Programme OR on compulsory on the 3 Year Programme) should ensure that their programme matches the modules below as closely as possible (Programme Leader approval required).

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Semester A							
Geopolitics	5BUS1089	15	English	0	100	0	A
Economics for Global Economy	5BUS1191	15	English	0	100	0	A

European Consumer Markets: Issues and Trends	5BUS1065	15	English	0	100	0	A
<i>And select 1 x 15 credit option from the Level 5 options list in the table below</i>	-	15	English	-	-	-	A
Semester B							
Global Supply Chain Management	5BUS1190	15	English	0	100	0	B
Finance for Global Business	5BUS1186	15	English	0	100	0	B
HRM for International Business	5BUS1189	15	English	0	100	0	B
<i>And select 1 x 15 credit option from the Level 5 options list in the table below</i>	-	15	English	-	-	-	B

Option Modules

Module Title

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Choose 1x15 credit module from Sem A:							
Language	Various	15	English	0	0	100	A
Digital Marketing Practice	5BUS1016	15	English	0	100	0	A
Organisational Psychology	5BUS1030	15	English	0	100	0	A
Choose 1x15 credit module from Sem B:							
Language	Various	15	Various	0	0	100	B
Project Planning and Control	5BUS1008	15	English	0	100	0	B

Progression to level 6 on the honours route requires 240 credits at levels 4 and 5, of which at least 120 credits must be at level 5. For students with fewer than 240 credits at levels 4 and 5 (with at least 120 credits at level 5) progression will be determined by the Programme Examination Board

Applicable to the 4 Year Programme ONLY: Year 3 – Compulsory Study Abroad/Placement Year

The placement year can comprise of one semester study abroad combined with a short work placement (min. 12 weeks full time work) **or** two semesters study abroad. For **Two Country Route** students, the Placement Year is spent in a different country to that in which they studied Level 5.

Compulsory Modules

Module Title

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Placement Study Abroad AB (Asia/ Africa)	6BUS0240	0	0	100	0	AB
Placement Study Abroad AB (North or Latin America)	6BUS0318	0	0	100	0	AB
Placement Study Abroad AB (Australia)	6BUS0324	0	0	100	0	AB
Placement Study Abroad A (Europe)	6BUS0329	0	0	100	0	A
Placement Study Abroad B (Europe)	6BUS0330	0	0	100	0	B
Placement Study Abroad AB (Europe)	6BUS0331	0	0	100	0	AB
Industrial Placement Semester A only	6BUS0381	0	0	100	0	A
Industrial Placement Semester B only	6BUS0108	0	0	100	0	B

All students taking a work placement need to take and successfully pass the 'Short Placement: Professional Experience' module (6BUS1228)

4 Year Programme: Year 4, Level 6 at UH OR 3 Year Programme: Year 3, Level 6 at UH

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Semester A							
International Strategic Leadership	6BUS1260	15	English	0	100	0	A
<i>And select 45 credits of option modules from the Level 6 Semester A options list</i>	-	15x3	English	-	-	-	A
Semester B							
Contemporary Issues in Ethics, Business & Sustainability	6BUS1210	15	English	0	100	0	B
<i>And select 45 credits of option modules from the Level 6 Semester B options list</i>	-	15x3	English	-	-	-	B
Optional Modules for Level 6							
Semester A Options							
International Production and Governance	6BUS1010	15	English	0	100	0	A
Creative Problem Solving for Managers	6BUS1047	15	English	0	100	0	A
Social Networking and Enterprise	6BUS1062	15	English	0	100	0	A
Corporate Financial Strategy	6BUS1193	15	English	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15	English	0	100	0	A
Integrated Marketing Communication	6BUS1259	15	English	50	50	0	A
International Business Dissertation* (including):	6BUS1236	30	English	0	100	0	AB
Research Methods	6BUS1086	0	English	0	100	0	A
Language	Various	15	Various	0	0	100	A
Semester B Options							
Issues in Global Economy	6BUS1011	15	English	0	100	0	B
International Human Resource Management	6BUS1019	15	English	0	100	0	B
Global Marketing Ethics and Culture	6BUS1025	15	English	0	100	0	B
Islamic Finance and Banking	6BUS1040	15	English	0	100	0	B
Knowledge Management and Business Intelligence	6BUS1035	15	English	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	English	0	100	0	B
International Business Dissertation*	6BUS1236	30	English	0	100	0	AB
Language	Various	15	Various	0	0	100	B

*The dissertation:

- Research Methods is compulsory for any student who selects the dissertation option. It is 0 credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)
- To be eligible for the dissertation option students must have passed 120 credits at level 4 AND level 5, at least 60 of which at 50% or above at level 5 and no level 5 module grade below 40%.

The award of an Honours degree requires 360 credit points, with at least 240 credits at level 5 or above, of which at least 120 credits must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credits at level 5 or above, of which at least 60 credits must be at level 6.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	International Business	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> OR <i>For untitled awards: See UPR AS11, section 13:</i> http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> OR <i>For untitled awards: See UPR AS11, section 13:</i> http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	International Business	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

BA (Hons) International Business, and BA International Business titles are available with the appropriate suffix listed below:

- with Study Abroad
- with a Year Abroad
- with Extended Study Abroad
- with Employment Experience
- with <language> and Study Abroad

- with <language> and a Year Abroad
- with <language> and Extended Study Abroad
- with <language> and Employment Experience

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#) with the exception of those listed below, which have been approved by the University:

The results for the placement year - two semesters of study or one semester of study and 12 weeks of work placement - will be shown on University transcripts as Pass or Fail.

Students on their placement year (relevant to the 4 Year Programme only) who do not pass 45 credits (22.5 ECTS or equivalent) of assessment at one of the University's partner institutions abroad will not be able to pass the placement year, but can stay on the programme and complete their International Business degree though without gaining the addition of "study abroad", "a year abroad" or "extended study abroad" to their degree title. Students could also choose to transfer to a default Business programme, as arranged with their Programme Leader.

Research Methods is compulsory for any student who selects the dissertation option. It is 0 credit rated, so does not 'count' as an option choice (it is part of the dissertation support process)

To be eligible for the dissertation option students must have passed 120 credits at level 4 AND 120 credits passed a level 5, and students need to achieve a module grade of at least 50% in half of the 120 Level 5 modules.

Taking Level 5 overseas as a 'replacement' for Level 5 UH Study (Mandatory on the 3 Year Programme and optional on the 4 Year Programme):

- As in the UPRs, but included here for clarity, Students opting to study Level 5 overseas, as a 'replacement' year (replacing UH Level 5 study), receive [pass/fail] credits based on their results from the partner institution (using appropriate world-wide equivalence tables for grade translations). Their final degree award is based on UH generated credit at level 6, based on their average numeric grade calculated from the best 90 of 120 credits at Level 6 (UPR AS14 D.6.1.1)
- Students who opt to study abroad for all of level 5 and fail up to the equivalent of 30 UH credits or equivalent will have to repeat equivalent, UH modules on their return to the University of Hertfordshire in their final year, in order to remain on the Honours pathway.
- Students who opt to study abroad for all of level 5, and fail more than the equivalent of 30 UH credits or equivalent, will not be allowed to proceed to the placement year (Or final year on the 3 Year Programme), and must either repeat the year or transfer to another Business programme at level 5, as arranged with their Programme Leader.

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- The Dean of School
- The Head of Subject Group
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Leaders who are responsible for individual modules
- Careers and Placements Officers to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

Support

Students are supported by:

- An orientation week for overseas students
- An induction week at the beginning of each new academic session
- A programme/pathway tutor to help students understand the programme structure and support learning.
- A European and Study Abroad Office
- An Exchange Programme Coordinator
- Student representatives on programme committees
- A designated administrative team
- A Business School Reception to provide academic support
- A Business School International and Direct Entry Support Tutor
- A Business School team of Academic Support Tutors
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Religious Provision, Student Support and Counselling and Childcare Provision
- Medical Centre
- An Equality Office and Disability Services team
- A Careers and Placement Office
- A Mathematics Drop-in Centre
- The Students' Union
- Attractive modern study environments in two Learning Resource Centres
- Guided student-centred learning through the use of StudyNet, a versatile on-line interactive intranet and learning environment

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Natasha Khilji, Programme Leader, g.khilji@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to AQO@herts.ac.uk

BA (Hons) International Business

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding						Intellectual Skills				Practical Skills			Transferable Skills				
Module Title		Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
Level 4	Organisations and People	4BUS1124	x	x	x					x					x	x	x	x	
	Economics for International Business	4BUS1133	x	x					x						x	x	x		x
	Principles of International Marketing	4BUS1134	x	x				x	x	x					x	x	x	x	
	The Global Business Environment	4BUS1154		x								x	x			x	x		
	Accounting Aspects of Business	4BUS1148	x						x					x	x	x	x		
	Quantitative Methods for International Business	4BUS1137							x		x			x		x	x		x
	Business Technology Trends	4BUS1156	x			x	x		x	x	x								
	Introduction to Marketing Communications	4BUS1011	x	x					x			x				x	x	x	
	Language (Various)	Various											x		x	x	x		x
Level 5	Geopolitics	5BUS1089		x	x				x	x		x	x		x	x	x		x
	Economics for Global Economy	5BUS1191		x	x				x	x		x		x	x	x	x	x	
	European Consumer Markets: Issues and Trends	5BUS1065		x	x			x	x	x	x	x			x	x	x	x	
	Digital Marketing in Practice	5BUS1016		x		x	x	x	x			x			x	x	x	x	
	Organisational Psychology	5BUS1030			x				x	x	x	x			x	x	x	x	x
	Global Supply Chain Management	5BUS1190	x	x		x			x	x	x			x	x	x	x	x	
	Finance for Global Business	5BUS1186	x						x	x	x			x	x	x	x		
	HRM for International Business	5BUS1189	x	x	x				x	x		x	x	x	x	x	x		x

Level 6	Project Planning and Control	5BUS1008	x	x		x	x		x	x	x	x		x	x	x	x		x	
	Language (Various)	Various											x		x	x	x		x	
	International Strategic Leadership	6BUS1260	x	x	x	x	x		x	x	x	x			x	x	x	x	x	
	Contemporary Issues in Ethics, Business and Sustainability	6BUS1210		x	x	x	x		x	x	x	x			x	x	x		x	
	International Production and Governance	6BUS1010				x				x	x	x			x	x	x	x		x
	Global Marketing, Ethics and Culture	6BUS1025		x				x	x	x	x	x			x	x	x			
	International Business Dissertation (inc. Research Methods)	6BUS1236	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Issues in Global Economy	6BUS1011		x		x			x	x					x	x	x	x		
	Islamic Banking	6BUS1040		x	x						x	x	x	x						
	Social Networking and Enterprise	6BUS1062			x		x		x	x						x	x	x	x	x
	Creative Problem Solving for Managers	6BUS1047	x	x		x	x		x	x	x	x				x	x	x	x	x
	Corporate Financial Strategy	6BUS1193	x	x					x	x	x	x			x	x	x	x		x
	Databases for Strategic Decision Making	6BUS1257	x				x		x		x				x	x	x	x		x
	International Human Resource Management	6BUS1019	x		x		x		x	x						x	x			x
	Integrated Marketing Communications	6BUS1259	x						x	x	x					x	x	x	x	
	Financial Aspects of International Business	6BUS1194	x	x		x			x	x	x				x		x	x		x
Language (Various)	Various												x		x	x	x		x	

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. core functional areas of business, and the internal environment in which organisations operate
- A2. the complexities of the external environment for international business (including economic, social and political influences)
- A3. managing diversity in the workplace and across nation states
- A4. Business operations and logistics relevant to international business
- A5. Business innovation and enterprise development
- A6. International marketing and consumer behaviour

Intellectual Skills

- B1. Utilise cognitive skills of critical thinking, analysis and synthesis;
- B2. Conduct research into international business and management issues;
- B3. Formulate business policies and strategies, applying skills in problem solving and decision making to support more effective international business operations
- B4. Evaluate business and management strategy from an ethical perspective, including aspects of social responsibility and ethical behaviour in organisations

Practical Skills

- C1. Communicate in a language other than their own, and develop the adaptability to operate in a foreign culture.
- C2. Apply mathematical and quantitative skills, including use of information systems for statistical analysis and the provision of business intelligence, to solve problems and inform decision making
- C3. Develop interpersonal skills of effective listening, negotiating, persuasion, and presentation and their use in generating business contacts

Transferable Skills

- D1. Effectively self-manage in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise
- D2. Communicate effectively, both orally and in writing
- D3. Work effectively within a team environment
- D4. Learn to take responsibility for their own personal and professional development

Section 2

Programme management

Relevant QAA subject benchmarking statements

Type of programme

Date of validation/last periodic review

Date of production/ last revision of PS

Relevant to level/cohort

Administrative School

General Business and Management (2015)

Undergraduate

July 2017

March 2021

Level 4 entering September 2021

Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECOS
BSIBS	BA (Hons) International Business	100080