

Title of Programme: BA (Hons) International Business

Programme Code: BSIBS

Programme Specification

22 September 2025

Associate Dean of School (Academic Quality Assurance):
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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

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

Programme Specification BA (Hons) 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).

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland Campus
Programme accredited by	EFMD
Final Qualification	BA (Hons)
All Final Award titles	BA (Hons) International Business
(Qualification and Subject)	BA (Hons) International Business with Study Abroad
	BA (Hons) International Business with a Year Abroad
	BA (Hons) International Business with Extended Study Abroad
	BA (Hons) International Business with Modern Languages
	BA (Hons) International Business with Modern Languages and Study Abroad
	BA (Hons) International Business with Modern Languages and a Year Abroad
	BA (Hons) International Business with Modern Languages and Extended Study Abroad
	BA (Hons) International Business (Sandwich)
	BA (Hons) International Business (Sandwich) with Study Abroad
	BA (Hons) International Business (Sandwich) with Modern Languages
	BA (Hons) International Business (Sandwich) with Modern Languages and Study Abroad
	BA (Hons) International Business with Employment Experience
	BA (Hons) International Business with Study Abroad and Employment Experience
	BA (Hons) International Business with Extended Study Abroad and Employment Experience
	BA (Hons) International Business with Modern Languages and Employment Experience
	BA (Hons) International Business with Modern Languages and Study Abroad and Employment Experience
	BA (Hons) International Business with Modern Languages and Extended Study Abroad and Employment Experience

FHEQ level of award 6

A. Programme Rationale

The BA International Business programme is accredited by EFMD Global. We are one of 11 schools in the UK and 96 schools worldwide holding the EFMD Accredited badge (2021). Both the rationale and the delivery of the programme were instrumental in this accreditation.

The BA International Business degree 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 also allows for a year-long work placement on the four year route for students who have studied abroad in year two. 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 and 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. The inclusion of a work placement opportunity will also help students to gain valuable employability skills during their studies. The students also have the opportunity to attain a dual award with our TABSA partners by spending two years at the partner institution.

B. Educational Aims of the Programme

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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 to explore organisations, their management and the 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 students' transferable, intellectual and study skills;
- foster an awareness of, and sensitivity to, their own and others' cultural backgrounds and influences, which may include a knowledge of a language other than their own;
- produce readily employable graduates possessing lifelong learning skills to make an immediate contribution to employing organisations and society at large.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (2019 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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
<p>A1- core functional areas of business, and the internal environment in which organisations operate</p> <p>A2- the complexities of the external environment for international business (including economic, legal social, political and sustainability influences)</p> <p>A3- managing diversity in the workplace and across nation states</p> <p>A4- Business operations and logistics relevant to international business</p> <p>A5- Business innovation and enterprise development</p> <p>A6- International marketing and consumer behaviour</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, tutorials, coursework and project work at levels 4, 5 and 6 of the programme. A4 and A5 are developed later in the programme, as students' grasp of international business grows.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a combination of examinations, online tests and assessed coursework. 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.</p>
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</p>	<p>Intellectual skills are developed through methods and strategies outlined in section A, above and student work evolving 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 (B1).</p>	<p>Intellectual skills are assessed through examination, coursework and project work. Essays tend to enable 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</p>

<p>problem solving and decision making to support more effective international business operations</p> <p>B4- Evaluate business and management strategy from an ethical and sustainability perspective, including aspects of social responsibility and ethical behaviour in organisations</p>	<p>B2 is developed in the following ways. At levels 5 and 6 students increasingly exercise skills of critical thinking, evaluation, research and synthesis of findings.</p> <p>B3 is developed through students examining policies and formulating business strategies, solving 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>B4 is developed with the following. Having received an introduction to ethical perspectives in the Global Business Environment module at level 4, students look at equality and inclusivity at level 5 and progress 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 a Dissertation.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study, a virtual exchange and study abroad opportunities</p>	<p>information etc.</p> <p>Examinations test very specific areas of knowledge within the breadth of the curriculum and require concentration on specific problems and issues.</p> <p>The 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- Become adaptable and sensitive to operating in a foreign culture which may include communicating in a language other than their own</p> <p>C2- Apply mathematical and quantitative skills, including use of information systems</p>	<p>Practical skills are developed through a series of tutorials and varied assessment methods.</p> <p>C2 is developed throughout as 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>Practical skills are assessed through the following activities:</p> <p>C1 is developed by the language option at level 4 which 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>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, and presentation and their use in generating business contacts</p>	<p>C1 and C3 is developed through the programme's is strongly committed to ensuring students adapt to language and cultures, through study abroad and international placement opportunities it supports. This enables students to grow in confidence, adaptability, and understand international business from a personal perspective. C3 is also developed through the varying tutorial and assessment activities in the modules</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 thus developing C3. Students emerge confident and able to work in a variety of organisational environments across the globe.</p>	<p>C1 is also developed by the compulsory study abroad which immerses students in another culture. Fulfilling this element of the programme, through academic performance internationally, including working with students from other cultures, enables students to generate an additional suffix to their degree award title (with Study Abroad, a Year Abroad or with Extended Study Abroad).</p> <p>C2 is developed from the start where students learn the value of analysing and managing business data, and are assessed on their ability initially to undertake business data analysis, but ultimately, to use that analysis to inform strategic decisions.</p> <p>C3 is developed by students' interpersonal skills and understanding of leadership and teamwork being developed through teamwork in formative and summative assessments, as well as academically within the human resource management modules.</p>
<p>Transferable skills</p>	<p>Teaching and learning methods</p>	<p>Assessment strategy</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>Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C, above.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed through a range of assessments built into the curriculum to set deadlines – coursework reports and essays (D1, D2), oral presentations and debates (D1, D2), group projects (D3) and through engaging in study abroad (D1, D4)</p> <p>Students are encouraged to map their assessments and plan for deadlines throughout their time at UH (D1).</p> <p>Modules in the areas of marketing and entrepreneurship, particularly encourage innovation and</p>

creativity through assessment design (D1).

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 (D2, D3).

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

The programme is offered in full-time (3 years) and sandwich (4 years) modes, and leads to the award of a BA (Hons) International Business degree. Intake is normally in Semester A (September).

3-Year Programme Route

The programme is offered as a full-time 3-year degree, with a mandatory 'replacement' year or semester abroad in Year 2.

4-Year Programme Route

The programme is offered as a full-time and sandwich 4-year degree, with a mandatory Intercalated Year which is undertaken abroad. However, it can include a UK or home country based work placement in an international facing role if a) the student has studied abroad in Year 2 or b) if a direct entry student joining in Year 2 has completed a year of higher education in business outside of the UK. Students may additionally opt to study Year 2 of their degree abroad (as a 'replacement'). This is ideally for the whole year but could be for one semester.

Students can also receive a sandwich award if they have undertaken a year-long work placement which needs to be at least 30 weeks full-time equivalent placement activity from a maximum of two separate approved placements, neither of which will be normally less than 12 weeks in duration. This is only applicable to students who have studied abroad in Year 2 or to direct entry students who have completed higher education studies abroad.

In addition, on the 4-year route, there is an option to achieve a dual award with one of our TABSA (TransAtlantic Business School Alliance) partners. The TABSA dual award is available with our partners in Bremen (Germany), Marseille (France), Valencia (Spain) and Wilmington (USA). This will involve studying at UH for Year 1 and Year 4 and at the same partner for Years 2 and 3 following a prescribed programme of study including a work placement. For a dual award, a student intending to go to France, Germany or Spain will normally be required to study the host country language. For the US partner, students will still be required to study a foreign language to meet the general education requirements.

Common requirements for 3-Year and 4-Year Programme

Entry is normally at Year 1 with suitable A-level or equivalent qualifications, but direct entry at Year 2 is possible with suitable prior study and qualifications. The intake is in Semester A (September).

The programme offers 6 languages: French, German, Japanese, Korean, Mandarin and Spanish which can all be started at beginner level. French, German, Japanese and Spanish can be started at intermediate level which is where a student holds a GCSE equivalent. French and Spanish can be started at advance level where a student holds an A-level equivalent. A post experience (post placement) level is available in all languages.

These languages are all available as titles 'with Modern Languages' and will be added into the title if the student students a consistent language study at all levels (Years 1, 2 and 4) on the 4-year programme and Years 1, 2 and 3 on the 3-year programme.

Professional and Statutory Regulatory Bodies

The programme is accredited by the European Foundation for Management Development (EFMD) Global and holds the EFMD Accredited (formerly EPAS) badge. EFMD Accredited is an internationally recognised 'peer review' programme quality and improvement system for courses in business schools.

<https://www.efmdglobal.org/accreditations/business-schools/efmd-accredited/>

Programme study plan options

The programme offers 3 study routes which are shown in Diagram 1 below:

BA International Business Review

Study Plan Options

	3-Year Option	4-Year Option	Dual Award Option (TABSA)
Year 1 (Level 4)	Hertfordshire	Hertfordshire	Hertfordshire
Year 2 (Level 5)	Hertfordshire (one semester) and Partner (one semester) or Partner (whole year)	Hertfordshire (whole year) or Hertfordshire (one semester) and Partner (one semester) or Partner (whole year)	Partner (whole year)
Year 3 (Level 6 on 3-year option)	Hertfordshire	Partner (whole year) or Partner (one semester) and 12-week work placement or 12-month work placement	Partner (whole year)
Year 4 (Level 6)		Hertfordshire	Hertfordshire

Diagram 1: Study plan options for International Business degree

3-Year Programme Route

All students undertake compulsory study abroad in their second year as a 'replacement'. This will mean a minimum period of one semester at a partner institution offering equivalent modules to the compulsory modules studied at UH at Year 2 (level 5) and in English. Ideally students will study at the partner for the whole academic year. Students wishing to pursue a language will need to study the language at the partner institution to be able to continue the language at Year 3 (level 6) and attain a 'with Modern Languages' degree award title.

Students will study at one of the University's partners in Europe, North America, Latin America, Australia, Africa or Asia. The programme of study must 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 programme of study must be equivalent to 120 credits for a year or 60 credits for a semester. The study abroad year/ semester is 'pass/fail' with credits achieved at the partner institution transferred and recognised. For these students, their degree calculation is derived solely from their Year 3 (level 6*) modules and grades.

4 Year Programme Route

All students undertake a compulsory Intercalated Year abroad in their third year. In this year students have three choices: they can study at one or two of the University's partners, they can combine study at a partner for one semester with an approved work placement of a minimum of 12 weeks duration, or they can undertake a full year work placement of at least 30 weeks duration (This can be made up of two separately approved placements). They can only elect to take a full year work placement if they have studied at a partner institution in Year 2. This will help them to heighten their cultural awareness, improve their language proficiency and acquire an understanding of foreign business practices.

Students are not permitted to take the Intercalated Year in their country of origin in order to broaden their learning experience. The work placement can be in the UK or the student's home country providing it is an international facing role and fulfils the placement requirements.

To pass the Intercalated Year, students are required to pass the equivalent of 45 credits of assessment per semester of study, and, if undertaking a work placement, students need to successfully complete the HBS Placement module (6BUS1228).

Optional second year abroad (4-Year Programme ONLY)

Students may choose to study Year 2 of their programme at a partner institution in another country and for non-UK nationals not in their country of origin (see Diagram 1). Students on this route study at one of the University's partners for one or two semesters in Year 2 and must follow a programme of study in English broadly equivalent to Year 2 of the programme at UH. This must be approved by the UH Programme Leader, the host institution, and signed by the student.

The programme of study must be equivalent to 120 credits for a year or 60 credits for a semester. The study abroad year/ semester is 'pass/fail' with credits achieved at the partner institution transferred and recognised. For these students, their degree calculation is derived solely from their Year 4 (level 6*) modules and grades.

Students who complete Year 2 abroad will study a further 'Intercalated Year' abroad which can include studying at a different partner in another country for the whole year, studying for a semester and combining with a work placement (of minimum 12 weeks full time work) or completing a full year work placement. The work placement will normally be outside of the UK. However, it can be in the UK or the student's home country provided the student has studied abroad in Year 2 and the work placement is in an international facing role. Students passing three semesters or more of overseas study qualify for the degree suffix 'with Extended Study Abroad'.

Further details on study abroad are available from the Programme Leader and the University's Study Abroad Team.

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

Work-Based Learning, including Sandwich Programmes

A sandwich award requires the successful completion of at least 30 weeks placement activity (or students can opt to take a maximum of two separate placements, neither of which should be normally less than 12 weeks in duration). Students at HBS are then required to submit and pass a Placement Portfolio in order to gain the suffix '(Sandwich)' to their award. Information and support is available from the University's Careers, Employment and Enterprise Service. See UPR11 2.4.1:

https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf

A sandwich award is only available on the four-year route provided the student has completed study abroad in Year 2 of their studies. The work placement can be in the abroad or, if in the home country of the student, must be in an international facing role. On the four-year route, students can also complete a semester placement which needs to be a minimum of 12 weeks in Year 3 of their studies to get the "With Employment Experience" in their title.

Student Exchange programme Incoming Exchange

Modules on the programme are open to all exchange students who can select options from across the programme. For further details, please contact the Programme Leader.

Study Abroad

Study Abroad is compulsory on the programme and students need to complete a minimum of one semester abroad at an approved partner university. Level 5 studies abroad must be in English (apart from language studies). Details are provided above.

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.

Direct entrants

The programme will accept direct entry students at Year 2 provided the student has successfully completed a broadly equivalent first year programme of study at a higher education institution that has been approved by the School's admissions tutor.

If this study has been outside the UK, the student does not need study abroad in Year 2 if they join the 3-year route. The student may still opt for the 4-year route to take up the opportunity of a further study abroad year which could include a work placement.

If the direct entry student has completed first year studies in the UK, they will be required to study abroad for a semester in Year 2 in Semester B if they wish to join the 3-year route. Alternatively, they could join the 4-year route.

Table 1a Outline 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.

Mode of study Full Time

Entry point Semester A

Level 4

All BAIB students study level 4 at UH. Students have two optional slots and can choose to take a language or business related options shown below.

Compulsory Modules Module Title	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
People and Organisations	4BUS1124	15	0	0	100	0	A
Economics for International Business	4BUS1133	15	0	0	100	0	A
Marketing for International Business	4BUS1134	15	0	0	100	0	A
Business Technology Trends <u>or</u>	4BUS1156	15	0	0	100	0	A

Introduction to Tourism, Hospitality & Event Management <u>or</u> Language	4BUS2019 Various	15 15	0 0	0 0	100 100	0 0	A A
The Global Business Environment	4BUS1154	15	0	0	100	0	B
Accounting Aspects of Business	4BUS1148	15	0	0	100	0	B
Analysing and Managing Business Data	4BUS1149	15	0	0	100	0	B
Introduction to Marketing Communications <u>or</u> Language	4BUS1011 Various	15 15	0 0	0 0	100 100	0 0	B B
Help Build Success in International Business	4BUS2035	0	0	0	P/F	0	AB

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Level 5

Students may study at UH or a partner institution. Those electing to study level 5 overseas should ensure that their programme of study matches the compulsory programme below as closely as possible (Programme Leader approval required).

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Geopolitics	5BUS2036	15	0	0	100	0	A
Economics for Global Economy	5BUS1191	15	0	0	100	0	A
Global Consumer Markets: Issues and Trends	5BUS2031	15	0	0	100	0	A
<i>And select 1 x 15-credit option from the level 5 options list in the table below</i>	-	15	-	-	-	-	A
Global Supply Chain Management	5BUS1190	15	0	0	100	0	B
Financial Management	5BUS1158	15	0	0	100	0	B
HRM for International Business	5BUS1189	15	0	0	100	0	B
<i>And select 1 x 15-credit option from the level 5 options list in the table below</i>	-	15	0	0	100	0	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Optional Modules (delete this part if not applicable) Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Choose 1x15 credit module from Semester A:							
Language	Various	15	0	0	100	0	A
Project Management in Business	5BUS1205	15	0	0	100	0	A
Exploring Business Ethics	5BUS1049	15	0	0	100	0	A
Choose 1x15 credit module from Semester B:							
Language	Various	15	0	0	100	0	B
Cross-Cultural Management	5BUS1054	15	0	0	100	0	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Progression to level 6 requires a minimum of 240 credits of which at least 120 credits must be at level 5.

Applicable to 4-Year Programme ONLY

Year 3, Intercalated Year

The Intercalated Year can comprise of one semester study abroad combined with a short work placement (minimum 12 weeks full time work) **or** two semesters study abroad. It can also include a full year work placement. For students taking two years abroad, the Intercalated Year must be spent in a different country to that in which they studied at level 5.

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Placement Study Abroad AB (Asia)	1189	0	0	0	P/F	0	AB
Placement Study Abroad A (Asia)	6BUS2016	0	0	0	P/F	0	A
Placement Study Abroad B (Asia)	6BUS2017	0	0	0	P/F	0	B
Placement Study Abroad AB (Africa)	6BUS2018	0	0	0	P/F	0	AB
Placement Study Abroad A (Africa)	6BUS2019	0	0	0	P/F	0	A
Placement Study Abroad B (Africa)	6BUS2020	0	0	0	P/F	0	B
Placement Study Abroad AB (Australia)	6BUS2021	0	0	0	P/F	0	AB
Placement Study Abroad A (Australia)	6BUS2022	0	0	0	P/F	0	A
Placement Study Abroad B (Australia)	6BUS2023	0	0	0	P/F	0	B
Placement Study Abroad AB (Europe)	6BUS2024	0	0	0	P/F	0	AB
Placement Study Abroad A (Europe)	6BUS2025	0	0	0	P/F	0	A
Placement Study Abroad B (Europe)	6BUS2026	0	0	0	P/F	0	B
Placement Study Abroad AB (North America)	6BUS2027	0	0	0	P/F	0	AB
Placement Study Abroad A (North America)	6BUS2028	0	0	0	P/F	0	A
Placement Study Abroad B (North America)	6BUS2029	0	0	0	P/F	0	B
Placement Study Abroad AB (Latin America)	6BUS2030	0	0	0	P/F	0	AB
Placement Study Abroad A (Latin America)	6BUS2031	0	0	0	P/F	0	A
Placement Study Abroad B (Latin America)	6BUS2032	0	0	0	P/F	0	B
International Business Sandwich AB	6BUS2034	0	0	0	0	100	AB
International Business Work Experience (A or B)	6BUS2035	0	0	0	0	100	A or B

All students taking a work placement need to take and successfully pass the HBS placement module (6BUS1228).

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Year 4, Level 6 (4-Year) OR Year 3, Level 6 (3-Year)

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
International Strategic Leadership	6BUS1260	15	0	0	100	0	A
Entrepreneurship, Innovation and Creativity	6BUS1239	15	0	0	100	0	A
<i>And select 30 credits of optional modules from the Level 6 Semester A options list</i>	-	15x2	-	-	-	-	A
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210	15	0	0	100	0	B
Digital Economy	6BUS1267	15	0	0	100	0	B
<i>And select 30 credits of optional modules from the Level 6 Semester B options list</i>	-	15x2	-	-	-	-	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
International Production and Governance	6BUS1010	15	0	0	100	0	A
Databases for Strategic Decision Making	6BUS1257	15	0	0	100	0	A
Corporate Financial Strategy	6BUS1193	15	0	0	100	0	A
Integrated Marketing Communications	6BUS1259	15	0	0	100	0	A
Creative Problem Solving for Managers	6BUS1047	15	0	0	100	0	A
Contemporary Employment Relations	6BUS2036	15	0	0	100	0	A
Data Visualisation for Business Decisions	6BUS2009	15	0	0	100	0	A
Language	Various	15	0	0	100	0	A
Issues in Global Economy	6BUS1011	15	0	0	100	0	B
Diversity and Equality at Work	6BUS1225	15	0	0	100	0	B
Social Networking and Enterprise	6BUS1062	15	0	0	100	0	B
Global Marketing	6BUS1284	15	0	0	100	0	B
Islamic Finance and Banking	6BUS1040	15	0	0	100	0	B
Knowledge Management and Business Intelligence	6BUS1035	15	0	0	100	0	B
Financial Aspects of International Business	6BUS1194	15	0	0	100	0	B
International Business Dissertation *	6BUS1236	30	0	0	100	0	AB
& Undergraduate Research Skills and Preparation	6BUS2040	0	0	0	P/F	0	AB
Language	Various	15	0	0	100	0	B

Coursework assessment may include the following activities:
Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

***Dissertation:**

- Undergraduate Research Skills and Preparation is compulsory for any student who selects the Dissertation option. It is zero 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 obtained 240 credits with an average of at least 60% in their L5 modules.

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)
BA (Hons)	International Business with Study Abroad	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)
BA (Hons)	International Business with a Year Abroad	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)
BA (Hons)	International Business with Extended Study Abroad	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)
BA (Hons)	International Business with Modern Languages	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)
BA (Hons)	International Business with Modern Languages and Study Abroad	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)
BA (Hons)	International Business with Modern Languages and a Year Abroad	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)
BA (Hons)	International Business	360 credit points including 240 at	6	All programme learning outcomes (see Table 2)

	with Modern Languages and Extended Study Abroad	level 6/5 of which 120 must be at level 6		
BA (Hons)	International Business (Sandwich)	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)
BA (Hons)	International Business (Sandwich) with Study Abroad	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)
BA (Hons)	International Business (Sandwich) with Modern Languages	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)
BA (Hons)	International Business (Sandwich) with Modern Languages and Study Abroad	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)
BA (Hons)	International Business with Employment Experience	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)
BA (Hons)	International Business with Study Abroad and Employment Experience	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)
BA (Hons)	International Business with Extended Study Abroad and Employment Experience	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)
BA (Hons)	International Business with Modern Languages and Employment Experience	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)
BA (Hons)	International Business with Modern Languages	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)

	and Study Abroad and Employment Experience	120 must be at level 6		
BA (Hons)	International Business with Modern Languages and Extended Study Abroad and Employment Experience	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	International Business with Study Abroad	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	International Business with a Year Abroad	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	International Business with Extended Study Abroad	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	International Business	300 credit points including 180 at	6	A1, A2 A3, A6, B1, B2, B3, C1, C2, C3, D1, D2, D3, D4.

	with Modern Languages	level 6/5 of which 60 must be at level 6		
BA	International Business with Modern Languages and Study Abroad	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	International Business with Modern Languages and a Year Abroad	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	International Business with Modern Languages and Extended Study Abroad	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	International Business (Sandwich)	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	International Business (Sandwich) with Study Abroad	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	International Business (Sandwich) with Modern Languages	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	International Business (Sandwich) with Modern Languages and Study Abroad	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	International Business with Employment Experience	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	International Business with Study Abroad and Employment Experience	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	International Business with Extended Study	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.

	Abroad and Employment Experience			
BA	International Business with Modern Languages and Employment Experience	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	International Business with Modern Languages and Study Abroad and Employment Experience	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	International Business with Modern Languages and Extended Study Abroad and Employment Experience	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 award titles are available with the appropriate suffixes.

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

Students on their Intercalated 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 will not be able to pass the Intercalated Year but can stay on the programme and complete their International Business degree though without gaining the suffix of 'with Study Abroad', 'with a Year Abroad' or 'with Extended Study Abroad' to their degree award title.

Students on the 3-Year Programme can elect to transfer to BA (Hons) Business Studies or BA (Hons) Business Administration at the end of Year 1 of the programme if they no longer wish or are able to study abroad in Year 2 as required. This will need to be agreed by the respective programme leaders.

Students on the 4-Year Programme can elect to transfer to BA (Hons) Business Administration at the end of Year 2 of the programme as arranged with their Programme Leader if they no longer wish or are able to undertake the Intercalated Year abroad and have not studied abroad in Year 2 as they would not fulfil the mandatory study abroad element.

Research Methods is compulsory for any student who selects the Dissertation option. It is zero 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 at level 5 and need to achieve an average of at least 50% in half of the 120 level 5 modules.

Students can only be compensated a maximum of 15 credits of study in their chosen language to receive the minor award suffix 'with <Modern Languages>'

Taking Year 2 (level 5) abroad 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 abroad, as a 'replacement' year or semester (replacing UH level 5 study), receive [pass/fail] credits based on their results from the partner institution (using ECTS or equivalent credit translation tables). Their final degree award is based on UH achieved 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 will need to repeat equivalent UH modules on their return to the University at level 6 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 will not be allowed to proceed to the Intercalated Year (or level 6 on the 3-Year Programme) and must either repeat the year or transfer to BA (Hons) Business Studies or BA (Hons) Business Administration 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 Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee
- Student representatives on programme committees
- Module Leaders
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme
- The Dean of School
- The Associate Dean Academic Quality
- The Associate Dean Undergraduate Student Experience
- A Personal Tutor
- An Admissions Tutor, with specific responsibility for open days and selection
- A School Placement Visits Coordinator to assist with the procurement and monitoring 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 induction week at the beginning of each new academic session
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, internal student support, etc.

- Office of Dean of Students, Student Wellbeing (incorporation Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- Canvas, a versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environment in 2 Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Hertfordshire Students Union
- Dedicated programme site
- Exchange workshops to prepare for study abroad and work placements
- A programme/pathway tutor to help students understand the programme structure and support learning
- A University level Study Abroad Team
- A School Student Success Team including dedicated pastoral support
- A dedicated Centre for Academic Skills Enhancement (CASE)
- Student representatives on programme committees
- A Business School International and Direct Entry Support Tutor
- A Careers and Employment Service for all current students and graduates, and including placement support

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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

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:
dhaq@herts.ac.uk

If you wish to receive a copy of the latest 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 delivered and 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	People and Organisations	4BUS1124	x		x										x	x	x		
	Economics for International Business	4BUS1133	x	x												x			
	Principles of International Marketing	4BUS1134	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
	Analysing and Managing Business Data	4BUS1149					x	x			x			x		x	x		x
	<i>Business Technology Trends (optional)</i>	4BUS1156	x			x									x		x		
	<i>Introduction to Marketing Communications (optional)</i>	4BUS1011	x	x				x	x								x	x	
	<i>Introduction to Tourism, Hospitality & Event Management (optional)</i>	4BUS2019	x	x					x	x				x		x	x	x	
	<i>Language (Various) (optional)</i>	Various																	
<i>Help Build Success in International Business</i>	4BUS2035												x	x	x	x	x	x	
Level 5	Geopolitics	5BUS2036		x					x	x						x	x		
	Economics for Global Economy	5BUS1191		x					x					x		x	x		
	Global Consumer Markets: Issues and Trends	5BUS2031		x				x	x	x	x	x				x	x	x	
	<i>Exploring Business Ethics (optional)</i>	5BUS1049		x								x				x	x	x	
	<i>Project Management in Business (optional)</i>	5BUS1205	x								x			x		x	x	x	
	Global Supply Chain Management	5BUS1190	x			x				x	x			x		x	x		
	Financial Management	5BUS1158	x								x			x		x	x		
	HRM for International Business	5BUS1189	x		x				x	x					x	x	x		
	<i>Cross-Cultural Management (optional)</i>	5BUS1054			x				x			x					x		
<i>Language (Various) (optional)</i>	Various													x	x	x			
Level 6	Placement Year									x	x								
	International Strategic Leadership	6BUS1260	x	x	x				x			x			x	x	x		

Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
Contemporary Issues in Ethics, Business and Sustainability	6BUS1210		x		x	x	x	x						x	x	x		x
Entrepreneurship, Innovation and Creativity	6BUS1239					x	x	x		x			x	x	x	x		x
Digital Economy	6BUS1267		x								x					x		x
International Production and Governance (optional)	6BUS1010				x			x			x					x		x
Global Marketing (optional)	6BUS1284	x						x	x		x					x		
International Business Dissertation (optional) (inc. Undergraduate Research Skills and Preparation)	6BUS1236 6BUS2040		x						x							x		x
Issues in Global Economy (optional)	6BUS1011		x					x						x	X	x		
Islamic Finance and Banking (optional)	6BUS1040		x										x			x		
Social Networking and Enterprise (optional)	6BUS1062					x	x	x		x				x	x	x		
Corporate Financial Strategy (optional)	6BUS1193	x				x	x			x			x			x		
Databases for Strategic Decision Making (optional)	6BUS1257	x				x	x	x			x		x					
Creative Problem Solving for Managers (optional)	6BUS1047							x		x				x	x	x		x
Integrated Marketing Communications (optional)	6BUS1259									x				x	x	x		
Financial Aspects of International Business (optional)	6BUS1194	x	x	x				x			x		x			x		x
Diversity and Equality at Work (optional)	6BUS1225			x										x	x	x		x
Contemporary Employment Relations (optional)	6BUS2036	x	x	x												x		x
Data Visualisation for Business Decisions	6BUS2009	x				x		x		x			x		x	x		x
Language (Various) (optional)	Various													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, legal, social, political and sustainability 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. Become adaptable and sensitive to operating in a foreign culture which may include communicating in a language other than their own
- 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

Level 6	Placement Year		D	D	D	D	D	D
	International Strategic Leadership	6BUS1260		D			D	D
	Contemporary Issues in Ethics, Business and Sustainability	6BUS1210		D	D		D	D
	Entrepreneurship, Innovation and Creativity	6BUS1239	D	D	D	D	D	D
	Digital Economy	6BUS1267	D	D	D	D	D	D
	International Production and Governance (optional)	6BUS1010	D	D	D	D	D	D
	Global Marketing (optional)	6BUS1284	D	D	D		D	D
	International Business Dissertation (optional) (inc. Undergraduate Research Skills and Preparation)	6BUS1236 6BUS2040	D	D	D	D	D	D
	Issues in Global Economy (optional)	6BUS1011	D	D	D	D	D	D
	Islamic Finance and Banking (optional)	6BUS1040	D	D		D	D	D
	Social Networking and Enterprise (optional)	6BUS1062	D	D		D	D	
	Corporate Financial Strategy (optional)	6BUS1193	D	D		D	D	D
	Databases for Strategic Decision Making (optional)	6BUS1257	D	D		D	D	D
	Creative Problem Solving for Managers (optional)	6BUS1047	D	D	D	D	D	D
	Integrated Marketing Communications (optional)	6BUS1259	D			D	D	
	Financial Aspects of International Business (optional)	6BUS1194	D	D			D	D
	Diversity and Equality at Work (optional)	6BUS1225	D	D	D	D	D	D
	Contemporary Employment Relations (optional)	6BUS2036	D	D	D	D	D	D
Data Visualisation for Business Decisions	6BUS2009	D			D		D	

Section 2

Programme management

Relevant QAA subject benchmarking statements	General Business and Management (2019)
Type of programme	Undergraduate
Date of validation/last periodic review	September 21
Date of production/ last revision of PS	March 2024
Relevant to level/cohort	Level 4 entering September 2025
Administrative School	Hertfordshire Business School
Language of Delivery	English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
BSIBS	BA (Hons) International Business	100080	N120

Study with us

About your course

Courses covered

Code	Title	UCAS Code
BSIBS	BA (Hons) International Business	N120

You can find full details of your course in the *Programme Specification*.

Important points

- Students must study abroad in the second or third year (or both) in order to obtain the International Business degree, which includes English speaking nations, and others requiring language ability.
- There is also an option to gain a dual degree on the four-year route at partner universities in Spain, Germany, France and the US where you would be based for year two and three of your degree.
- The programme provides the option to study a language in each semester, for students interested in developing their language skills further. To get the “with modern languages” students need to study 6 modules of consistent language across year 1, year 2 and final year of their degree studies.

Academic Year

Academic Year 2025 – 2026

The University’s academic year is made up of 3 Semesters (A, B and C). Semester A and B are made up of teaching weeks followed by exams, where applicable (the re-sit period falls within Semester C). Semester C is normally used for final dissertations and projects.

- *Semester A runs from Monday 22 September 2025 to Sunday 18 January 2026*
- *Semester B runs from Monday 19 January 2026 to Sunday 10 May 2026*
- *Semester C runs from Monday 11 May 2026 to Sunday 20 September 2026*

Expected workload

In the UK, a full time student is expected to spend 1200 hours on their studies each year. Please find below an estimate of how your time will be spent on this course during each year of study.

	Lectures, seminars, tutorials	Independent study	Placement
Year 1	16%	84%	0%
Year 2	15%	85%	0%
Year 3	15%	85%	0%

Method of assessment

	Test	Written Exam	Coursework	Practical
Year 1	0%	0%	100%	0%
Year 2	0%	0%	100%	0%
Year 3	0%	0%	100%	0%

Additional expenses

Description	Year	Mandatory/ Optional	Estimated cost
Books Undergraduate study requires extensive reading and access to reference works. Recommended texts are available in the Learning Resources Centre, however availability may be limited so students may wish to purchase their own copies. The average price of a recommended text is estimated at £50, although you may be able to buy second-hand copies.	ALL	Optional	£50 - £100 per module

<p>Level 5 Study Abroad</p> <p>There may be a tuition fee charge for a study abroad year. Further details are available in the attached 'Fees and Finance' policy.</p>	<p>2</p>	<p>Mandatory on 3 Year Programme and Optional on 4 Year Programme</p>	<p>Accommodation £80-£1445/month</p> <p>Food £85-£535/month</p> <p>Public transportation £0-£80/month</p> <p>Visa application fees (where applicable) £0-£275</p>
<p>Placement/Study Abroad Year</p> <p>The University does not charge tuition fees for their placement year but may incur additional costs i.e. travel and accommodation.</p> <p>There may be a tuition fee charge for a study abroad year. Further details are available in the attached 'Fees and Finance' policy.</p>	<p>3</p>	<p>Mandatory (Only applicable to 4 Year Programme)</p>	<p>Flights Dependent on location</p> <p>Student ID card £0-£50/year</p> <p>Health Insurance European Health Insurance Card (EHIC) coverage or Global Health Insurance Card (GHIC) Private provider costs vary</p> <p>Partner tuition fees £0</p>