

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) International Business (Top-up)
2	BCU Course Code	US 1415 / US 1417
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>On our BA (Hons) International Business (Top-Up) course, you will learn from industry-experienced lecturers.</p> <p>This degree develops your knowledge and skills so you can apply what you learn to the global setting. We focus on giving you real business scenarios to put your learning to the test and give you as much experience of the business world as possible. The international focus of the course is derived through a variety of means including the student body, the teaching team and the use of international teaching materials. Our International Business (Top up) course gives you the chance to broaden your knowledge of business within the global business environment. We'll teach you to apply your knowledge to real international business scenarios, helping you to progress into employment, having already dealt with many situations you find in the working world.</p> <p>What's covered in the course?</p> <p>We're living in an international world, where global communication and accessible customer and client services are vital. This course gives you the confidence to get out there and engage with overseas businesses.</p> <p>This course explores vital areas of international business such as operations, issues and solutions, analytics, communications, management and entrepreneurship in the digital age. We encourage you to apply your learning to real international business scenarios, so you'll learn through group presentations, live projects and business case studies.</p> <p>You'll benefit from our exceptional links to business. Our staff bring in expert guest speakers and industry gurus to help you with your projects. They've worked all over the world and bring experience from public and private sector and multimillion-pound conglomerates. Our staff will support and tailor your learning with expert industry knowledge and experience.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours International Business	6	360
	Bachelor of Arts with Honours International Business with Professional Placement Year	6	480
7b	Exit Awards and Credits Awarded		
	Bachelor of Arts International Business with Professional Placement Year	6	420
	Bachelor of Arts International Business	6	300
	Diploma of Higher Education International Business	5	240

8	Derogation from the University Regulations
	None.

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	1 Year (level 6)	US1415
	Full Time	City Centre	2 Years (levels 5 and 6)	US1417

10	Entry Requirements
	<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.</p>
11	Course Aims
	<p>The aim of this course is to equip students with the knowledge, skills and experience needed to be successful in a global business environment. In particular, the course aims to:</p> <ol style="list-style-type: none"> 1. Develop analytical and problem-solving skills for analyzing global business challenges and finding innovative solutions. 2. Foster cross-cultural competencies for better understanding global and local context. 3. Enhance global business knowledge along with its application to the international environment. Inculcate strategic and ethical decision making in leadership roles.

12 Course Learning Outcomes	
	Knowledge and Understanding: On successful completion of the BA (Hons) International Business (Top Up) course you will be able to:
K1	Demonstrate a critical knowledge and understanding of the international business environment in which business professionals operate.
K2	Identify, critically evaluate and apply theories of international business.
K3	Apply practical knowledge of doing business in an international setting, including financial, legal and regulatory requirements.
K4	Collect, analyze, and critically evaluate information and data on international markets and firms.
K5	Critically evaluate and appraise the context of business decision making, including international policy constraints and external influences, and its impact on business process and systems.
Skills and Other Attributes: On successful completion of the BA (Hons) International Business (Top Up) course, you will have acquired skills in the following areas, with the ability to:	
T1	Effectively communicate and present information, arguments and analysis in a variety of forms, including written and oral communication.
T2	Compose and construct effective methods of communicating international business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
T3	Apply appropriate professional skills in a variety of international business scenarios.
T4	Utilize and apply appropriate professional skills to create and justify compelling innovative business solutions.
T5	Use acquired skills to act independently in constructing own learning models, plan and undertake tasks, and accept accountability for own learning decisions.

13 Course Level Outcomes	
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Business and Management standards as well as the overall course learning outcomes detailed.
Level 5	
1	Acquire the knowledge and skills to respond proactively to contemporary issues and the challenges of the international business environment.
2	Develop personal awareness and intellectual attributes required for employment.
3	Evaluate business strategies and the global perspective of those strategies.
4	Develop understanding and skills to analyze business data for contextual implications and reporting.
Level 6	
1	Utilize international business knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain

	international business problems.
2	Compose and construct effective methods of communicating international business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Apply professional skills in contexts where the scope of the task and the criteria for decisions are generally well defined, but where some personal responsibility and initiative is required.
4	Utilize and apply professional and academic skills to create and justify compelling business solutions.

14	Course Learning, Teaching and Assessment Strategy
	<p>The BA International Business (Top Up) course aligns to the college mission to ‘...<i>inspire creativity and innovative mindsets that provides sustainable solutions to communities and the wider world</i>’ and its vision to embed digital, entrepreneurial, and employability skills and experiential learning in our curriculum. The course also aligns to the university strategy 2030 strategic pillars of (1) developing talent for tomorrow by providing students studying on the course with transformative, inspiring and inclusive educational experience that equips them with the skills they need to be successful, and (2) powering prosperity by working in with our local and regional businesses and by leveraging on STEAM house to drive innovation, growth and productivity.</p> <p>A rich range of teaching methods and pedagogical approaches, opening up opportunities beyond the classroom through problem-based learning, critical thinking, collaboration, self-reflection, simulations and placements, is used for the delivery of Sustainable Development Education. Embedding active and meaningful learning and assessment opportunities within the curriculum encourages students to acquire the skills to be engaged members of the community. Establishing learning environments that encourage interdisciplinarity and focus on authentic approaches enables students to see their own experiences and challenges reflected throughout their studies.</p> <p>A diverse range of learning environments, methods, activities, content, skills and understandings supports students in developing their own approach to critical evaluation and enhances their ability to develop their own knowledge base. Small group learning environments, such as workshops and seminars, provide student-centred interaction, maximising effective student participation. Activities include problem solving exercises, debates, writing tasks and student-led teaching. Small group teaching gives opportunities to receive critical and constructive comments on students’ understanding and progress. Students will engage with a wide range of sources and be supported to develop the skills to critically evaluate them.</p> <p>Teaching and assessment strategies in the core modules prioritise support for cultivating belonging, inclusiveness and self-awareness, through personal study, and fostering a professional identity. As they learn the fundamentals of academic writing and research at undergraduate level, the teaching team will involve the Centre for Academic Success.</p>

15	Course Requirements		
15a	Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totaling 120 credits):</i>		
	Module Code	Module	Credits
	BUS5093	Contemporary Global Management	20
	MAN5108	Data Analytics and AI in Practice	20
	BUS5075	Business Strategy	20
	MAN5083	Introduction to Consultancy	20
	MAN5110	Sustainable Supply Chain Management and Logistics	20
	MKT5055	Integrated Marketing Communications	20
	Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totaling 120 credits):</i>		
	Module Code	Module	Credits
	MAN6084	Practical Applications of AI in Business	20
	MAN6071	Leading and Managing Change	20
	MAN6086	Crisis and Risk Management in Business	20
	MKT6062	Sustainable Marketing	20
	HRM6015	International Human Resource Management	20
	BUS6062	International Business	20

15b	Structure Diagram
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Level 5

Core BUS5093: Contemporary Global Management (20 credits) MAN5108: Data Analytics and AI in Practice (20 credits) BUS5075: Business Strategy (20 credits)	Core MAN5083: Introduction to Consultancy (20 credits) MAN5110: Sustainable Supply Chain Management and Logistics (20 credits) MKT5055: Integrated Marketing Communications (20 credits)
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Level 6

Core MAN6084: Practical Applications of AI in Business (20 credits) MAN6071: Leading and Managing Change (20 credits) MAN6086: Crisis and Risk Management in Business (20 credits)	Core MKT6062: Sustainable Marketing (20 credits) HRM6015: International Human Resource Management (20 credits) BUS6062: International Business (20 credits)
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13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 5 **Workload**

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	52%
Exam	28%
In-Person	20%

Level 6 **Workload**

17% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	360
Private Study	624
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	53%
Exam	0%
In-Person	47%