

Appendix A: Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION

1. Programme Title:	BA (Hons) International Business
2. Final Award:	BA (Hons) International Business
3. Exit Awards:	Certificate of Higher Education Diploma of Higher Education BA International Business
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	November 2018
6. School:	Glasgow School for Business and Society
7. Host Department:	Management and HRM
8. UCAS Code:	N120
9. PSB Involvement:	
10. Place of Delivery:	Any GCU Campus
11. Subject Benchmark Statement:	QAA Business and Management Benchmark 2015
12. Dates of PSP Preparation/Revision:	April 2022

2. EDUCATIONAL AIMS OF THE PROGRAMME

With the increasing globalisation of economic, social and business activity, there is a growing need for business students to understand the forces that are driving how they interact and connect in the 21st Century workplace.

The aim of BA/BA (Hons) International Business programme is to prepare students for a workplace that is international and requires business graduates capable of addressing multiple business challenges in a way that generates sustainable value within a variety of social and global contexts.

On this programme, students will experience an education equipping them with proficiency in their discipline as well as heightening their confidence, entrepreneurial awareness, knowledge and understanding of international cultural, social and economic contexts. The programme design meets the QAA General Business and Management Benchmark Statement 2015, Principles of Responsible Management Education (PRME) and UN Sustainable Development Goals (SDGs).

This programme will:

- Provide an applied and intellectual education in the area of international business, which demonstrates an enquiring, critical, analytical and creative approach.
- Provide a foundation year that encourages students to focus on their employability and develop a broad understanding of business and management prior to developing deeper knowledge of international business tracks linked to their preferred career paths.
- Develop enterprising and responsible leadership behaviours and provide an opportunity to apply this knowledge to business/societal issues and challenges in an ethical, sustainable and entrepreneurial way to ensure students are work ready.
- Provide the opportunity for the development of personal transferable skills across different cultural, social and economic contexts.

- Provide students with the opportunity to broaden their international perspectives and cultural knowledge through the optional study of a foreign language and an opportunity to attend a partner institution abroad.
- Provide a solid grounding for students who intend to undertake further study, either for a postgraduate degree or professional qualifications.

The design of the foundation year reflects a belief in the value of developing inter-disciplinary, reflective practitioners who can understand the broad context and principles of managing organisations. Level 2 modules allow students to expand knowledge in both core and optional subject areas linking with the level 2 theme of raising business awareness. Challenge and opportunity is a theme embedded implicitly and explicitly within level 3 and finally at level 4 the programme enables individual development in terms of deeper specialism and identity. By participating in this programme students embark on a development programme that focuses on fostering ethical leadership, enterprise and entrepreneurship and through involvement in various team projects, learn about managing self and others. During their time in the university community students are required to develop a range of GCU Common Good Attributes that will prepare them for a number of work contexts and cultures. This degree will further enhance student understanding of the world of work through participation in a wide range of teaching and learning experiences including integrative case studies, company sponsored group projects, company visits and industry speakers.

3. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 7

Module Code	Module Title	Credit
M1N626553	Enterprising Behaviours for the Business Professional	20
M1N625621	Essentials of Managing Human Resources	20
M1N525493	Principles of Marketing	20
M1N326692	Fundamentals of Financial Management	20
M1L126648	International Economic Issues and Challenges	20
	Option	20

Options (one from the following):

M1M225558	Law in Business
M1L325482	The Business of Social Science
	Language (French, Spanish, Italian or German)
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)

Exit Award – Certificate of Higher Education **120**

SCQF Level 8

Module Code	Module Title	Credit
M2N225595	Ethics & Responsible Leadership	20
M2N225584	International Work, Organisations and Society	20
M2N426567	Financial Management for Decision Makers	20
M2N525513	Social Media Marketing	20
M2L125511	International Institutions and Environments	20
	Option	20

Options (one from the following):

M2N225586	Learning and Development for Individuals, Organisations and Society
M1L125512	Introduction to Quantitative Data Analysis
M2N325569	Bank Management in a Global Context
	Language (French, Spanish, Italian or German)
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)

Exit Award – Diploma of Higher Education **240**

SCQF Level 9

Module Code	Module Title	Credit
M3N225489	Entrepreneurship for Business, Society and the Professions	20
M3N225568	International Business Strategy	20
M3L125539	Economics of International Trade and Regulation	20
M3N225492	Business Research Methods: Theory and Practice	20
M3N225535	Operations Management	20
	Option	20
	Options (one from the following):	
M3N325605	Work Placement Experience	
M3N525520	Digital Business & Marketing	
M3N225566	Talent Management in Changing Global Contexts	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	

Exit Award – BA International Business**360****SCQF Level 10**

Module Code	Module Title	Credit
MHN225481	Dissertation	40
MHN225555	Sustainability Corporate Responsibility and Ethics in International Business	20
MHN625591	Leading Organisations in a Changing Global Context	20
MHN225546	Contemporary Issues In World Economy	20
	Option	20
	Options (one from the following):	
MHN525488	International Advertising Strategy	
MHN125559	Managing Sustainable Business Excellence	
MHN225589	HRM Strategies for Organisational Performance and Reward	
	Language (French, Spanish, Italian or German)	
	Language module level will be selected according to students' prior language knowledge (Introductory, Preliminary, Intermediate, General or Professional)	

Exit Award – BA (Hons) International Business**480**

4. ASSESSMENT REGULATIONS

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at:

<https://www.gcu.ac.uk/gag/regulationsandpolicies/assessmentregulationsandassociatedpolicies>

DATE: January 2019

