

# Undergraduate Programme Specification

## BA (Hons) International Business

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
<b>Programme Title</b>	International Business		
<b>Final Award</b>	Bachelor of Arts with Honours in International Business		
<b>Awarding Body</b>	Glasgow Caledonian University		
<b>School</b>	Glasgow School <i>for</i> Business and Society		
<b>Department</b>	Department <i>for</i> People and Organisations		
<b>Mode of Study</b>	Full-time Part-time/ Distance Learning subject to availability		
<b>Location of Delivery</b>	Glasgow Other campuses where available		
<b>UCAS Code</b>	N120		
<b>Accreditations (PSRB)</b>			
<b>Period of Approval</b>	<b>From:</b>	September 2024	<b>To:</b> August 2029

EDUCATIONAL AIMS OF PROGRAMME
<p>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.</p> <p>The aim of 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.</p> <p>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 aligns with a number of UN Sustainable Development Goals (SDGs).</p> <p>This programme will:</p> <ul style="list-style-type: none"> <li>• Provide an applied and intellectual education in the area of international business, which demonstrates an enquiring, critical, analytical and creative approach.</li> <li>• Encourage students to focus on their employability at key stages of their learning journey while developing deeper knowledge of international business tracks linked to their preferred career paths.</li> <li>• Develop 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.</li> <li>• Provide the opportunity for the development of personal transferable skills across different cultural, social and economic contexts.</li> </ul>

## LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

### **A: Knowledge and understanding;**

- A1 Principles, policies and values relating to the UN Sustainable Development Goals (SDGs) in a range of geographic and industry contexts.
- A2 Strategic, ethical, financial, human resource and operational challenges International Business managers face in a variety of business contexts.
- A3 Business and social science research philosophies, methodologies and techniques to advance scholarship and research in International Business.
- A4 Principles theories and concepts of International Business in relation to transferability of knowledge and skills across nation, industry, sector and organisation.
- A5 Specialised knowledge of International Business through academic engagement with advanced principles and concepts.
- A6 Nature and role of leadership and ethics in relation to employability and economic sustainability at a local and global level.

### **B: Practice: Applied knowledge, skills and understanding;**

- B1 Critically review, synthesise and apply knowledge relevant to International Business contexts.
- B2 Critically analyse, evaluate and utilise qualitative and quantitative information in International Business research.
- B3 Critically analyse current thinking, research and business practice in International Business across a range of contexts.
- B4 Utilise relevant information sources in an appropriate manner to generate alternative operational and strategic decisions and formulate creative, responsible, sustainable and ethical solutions to business challenges.
- B5 Demonstrate originality, insight and innovativeness in identifying, exploring, addressing opportunities and challenges.
- B6 Understanding and sensitivity to individual professional development through interaction with applied practices and skills in International Business

### **C: Generic cognitive skills;**

- C1 Critical reading and thinking.
- C2 Ethical awareness.
- C3 Self-reflection and awareness.
- C4 Creativity.
- C5 Diagnostic and problem-solving.
- C6 Confidence.
- C7 Decision-making.
- C8 Research skills: information retrieval and collection; data analysis and synthesis.

### **D: Communication, numeracy and ICT skills**

- D1 Effective use of communication and digital technologies to present ideas in a range of contexts.
- D2 Professionalism in the use of a range of oral communications techniques when articulating ideas and concepts.
- D3 Report and project writing skills.
- D4 Numeracy and quantitative skills in interpreting financial and statistical data.
- D5 Presentation skills including verbal and written communication in a variety of formats.
- D6 Inter-personal skills including questioning and listening, influencing and persuading advising others and giving feedback.

### **E: Autonomy, accountability and working with others.**

- E1 Effective and responsible leadership.
- E2 Group working skills including teambuilding, negotiation and conflict resolution.
- E3 Time-management; planning and organising work, self-discipline.

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|----|---|
| E4 | Taking ownership; independent learning and working; reflecting and acting on constructive feedback.   |
| E5 | Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mind-set. |
| E6 | Career development and networking.  |
| E7 | Continuing professional and personal development skills.  |

## LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

## ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

## ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-international-business-glasgow>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

## PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS<sup>1</sup>

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %
M1N230354	Global Challenges for Business & Society	Core - A	7	20	40% / 40% / 20%	
M1N530484	Principles of Marketing	Core - A	7	20	50%	50%
M1L130358	International Economic Issues and Challenges	Core – A	7	20	50%	50%
M1N630481	Fundamentals of Managing People	Core – B	7	20	30% / 70%	
M1N230404	Management Theory and Concepts	Core – B	7	20	60%	40%
M1M230355	Law in Business	Option – B	7	20	60% / 40%	
M1L130406	Introduction to Quantitative Data Analysis	Option – B	7	20		100%
M1L325482	The Business of Social Science	Option – B	7	20	100%	
M1N330466	Fundamentals of Risk Management	Option - B	7	20	100%	
M2N330359	Fundamentals of Financial Management for Decision Makers	Core – A	8	20	40%	60%
M2N230570	International Work, Organisations and Society	Core – A	8	20	60%	40%
M2L160415	International Institutions and Environments	Core – A	8	20	50%	50%
M2N230410	Operations and Supply Chain Management	Core – B	8	20	100%	
M2N230571	Responsible Management and Practice	Core – B	8	20	50%	50%
M2N230499	Learning and Development for Individuals, Organisations and Society	Option – B	8	20	30% / 70%	
M2N530489	Social Media Marketing	Option – B	8	20	100%	
M2N230412	Ethics and Responsible Leadership	Option – B	8	20	40% / 60%	
M2N430429	Fundamentals of Financial Technology	Option - B	8	20	50%	50%
M3N230361	Business Case Investigation	Core – A	9	20	100%	
M3N230566	International Business Strategy	Core – A	9	20	50% / 50%	
M3L130418	Impact of International Trade Policy	Core – A	9	20	50% / 50%	
M3N230387	Sustainability, Corporate Responsibility and Ethics (SCoRE)	Core – B	9	20	30% / 70%	
M3N230362	Citizenship and Community Participation <i>or</i>	Core 1 of 2 – B	9	20	100%	
M3N230368	Work Experience Placement	Core 2 of 2 - B	9	20	100%	
M3N230385	Designing Transparent and Sustainable Supply Chains	Option – B	9	20	40% / 60%	
M3N530491	Marketing Analytics for Strategic Decision Making	Option – B	9	20	100%	
M3N230461	Managing People and Diversity at Work	Option - B	9	20	30% / 70%	
M3N630605	Talent Management in Changing Global Contexts	Option - B	9	20	30% / 70%	
M3N330363	Data Analytics	Option - B	9	20	70%	30%

<sup>1</sup> Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here:

M3N230365	Professional Practice 2	Option - B	9	60	100%	
MHN630605	Graduate Talent Employability	Core – A	10	20	100%	
MHN230606	Leading for Change	Core – A	10	20	50% / 50%	
MHN230367	Honours Research Project	Core - AB	10	40	100%	
MHN230421	Contemporary Issues in World Economy	Core – B	10	20	40%	60%
MHN130401	Managing Sustainable Business Excellence	Option – B	10	20	50% / 50%	
MHN630511	Strategic HRM in Contemporary Contexts	Option – B	10	20	30% / 70%	
MHW230525	Global Social Entrepreneurship and Enterprise	Option – B	10	20	40% / 60%	
MHN530495	Global Brand Storytelling	Option – B	10	20	100%	
MHN230567	Procurement Challenges in the Public and Private Sector	Option – B	10	20	100%	

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme<sup>2</sup>:

**Certificate of Higher Education in International Business-** *achieved upon successful completion of 120 credits*

**Diploma of Higher Education in International Business** - *achieved upon successful completion of 240 credits*

**Bachelor of Arts in International Business-** *achieved upon successful completion of 360 credits*

**Bachelor of Arts with Honours in International Business-** *achieved upon successful completion of 480 credits*

#### ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:

<https://www.gcu.ac.uk/aboutgcu/services-and-facilities/qualityassuranceandenhancement/regulations-and-policies>

#### VERSION CONTROL (to be completed in line with AQPP processes)

**Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.**

Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	Updated as part of programme review	June 2024	September 2024
2.0	removal of M3N230365 Professional Practice 1; change of trimester details for Responsible Management in Practice M2N230571, Operations and Supply Chain Management M2N230410.	June 2025	September 2025
3.0	Update to assessment weighting error for Impact of International Trade Policy	June 2022	June 2026

<sup>2</sup> Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

## Curriculum Map

The curriculum map links the modules listed in the Programme Structure to the Learning Outcomes

This map provides both a design aid to help academic staff identify where the programme outcomes are being developed and assessed within the course. It also provides a checklist for quality assurance purposes and could be used in approval, accreditation and external examining processes. This also helps students monitor their own learning, and their personal and professional development as the course progresses.

Modules			Programme Learning Outcomes																																
Code	Title		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	E7
SCQF 7	M1N230354	Global Challenges For Business & Society	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	M1N530484	Principles Of Marketing	x	x		x	x		x	x	x	x	x		x	x		x	x	x	x	x	x	x	x		x	x		x	x	x	x		
	M1L130358	International Economic Issues And Challenges	x	x		x	x	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x		x			x	x	x		
	M1N630481	Fundamentals Of Managing People	x	x		x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	x		
	M1N230404	Management Theory And Concepts	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x	x		
		Options:-																																	
	M1M230355	Law In Business	x	x			x		x	x	x	x	x			x	x		x	x	x	x	x	x	x		x			x	x	x			
	M1L130406	Introduction To Quantitative Data Analysis			x				x	x										x			x			x					x	x			
	M1L325482	Business Of Social Science	x		x				x	x	x	x	x	x			x	x			x	x	x	x	x	x		x	x		x	x	x		
M1N330466	Fundamentals Of Risk Management	x	x		x	x		x	x	x	x	x	x			x	x		x	x	x	x	x	x	x	x	x		x	x	x				

Modules			Programme Learning Outcomes																																
Code	Title		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	E7
SCQF 8	M2N230571	Responsible Management and Practice	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	M2N330359	Fundamentals Of Financial Management For Decision Makers		x		x	x		x	x						x				x		x	x	x		x	x				x	x			
	M2N230570	International Work, Organisations And Society	x	x	x	x	x		x	x	x	x	x			x	x			x		x	x	x	x		x			x	x	x			
	M2N230410	Operations And Supply Chain Management	x	x		x	x		x	x	x	x	x			x	x			x		x	x	x		x	x			x	x	x			
	M2L160415	International Institutions And Environments	x	x	x	x	x	x	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x		x	x	x	x		
		Options:-																																	
	M2N230499	Learning & Development For Individuals, Organisations And Society	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x		x		x	x	x	x		x	x		x	x	x	x		
	M2N530489	Social Media Marketing	x	x		x	x		x	x	x	x	x	x			x	x		x	x	x	x	x	x		x	x		x	x	x	x		
	M2N230412	Ethics & Responsible Leadership	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x		x
	M2N430429	Fundamentals Of Financial Technology		x	x	x	x		x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x		x	x	x			

Modules			Programme Learning Outcomes																																
Code	Title		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	E7
SCQF 9	M3N230361	Business Case Investigation	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	M3N230566	International Business Strategy	x	x		x	x		x	x	x	x	x			x	x	x	x	x	x	x	x	x	x	x		x		x	x	x	x		
	M3L130418	Impact Of International Trade Policy	x	x	x	x	x	x	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x			x	x	x		
	M3N230387	Sustainability, Corporate Responsibility And Ethics	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
	M3N230362	Citizenship And Community Participation <i>OR</i>	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
	M3N230368	Work Experience Placement						x						x	x	x		x	x					x	x			x			x	x		x	x
		Options:-																																	
	M3N330363	Data Analytics		x	x		x		x	x	x	x				x				x		x	x	x	x	x	x			x	x	x			
	M3N530491	Marketing Analytics For Strategic Decision Making	x	x		x	x		x	x	x	x	x	x			x	x		x	x	x	x	x	x	x	x	x		x	x	x		x	x
	M3N230461	Managing People & Diversity At Work	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x			x	x		x	x	x		x	x		x	x	x	x	
M3N630605	Talent Management In Changing Global Contexts	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x			x	x		x	x	x		x	x		x	x	x	x		
M3N230365	Professional Practice 2	x	x		x	x		x	x	x				x	x	x	x	x	x	x		x	x	x	x	x			x	x	x	x	x		
M3N230385	Designing Transparent & Sustainable Supply Chains	x	x	x	x	x		x	x	x	x				x	x			x		x	x	x	x	x	x	x		x	x	x	x			

Modules			Programme Learning Outcomes																																
Code	Title		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	E1	E2	E3	E4	E5	E6	E7
SCQF 10	MHN630605	Graduate Talent Employability	x			x		x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	MHN230606	Leading For Change	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	MHN230367	Honours Research Project	x	x	x	x	x		x	x	x	x	x	x	x	x	x			x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
	MHN230421	Contemporary Issues In World Economy	x	x	x	x	x	x	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x	x		x	x	x	x	
		Options:-																																	
	MHN130401	Managing Sustainable Business Excellence	x	x		x	x		x	x	x	x	x	x			x	x			x	x	x	x	x	x		x	x		x	x	x	x	
	MHN630511	Strategic HRM In Contemporary Contexts	x	x		x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x			x	x	x	x		
	MHW230525	Global Social Entrepreneurship & Enterprise	x	x	x	x	x	x	x	x	x	x	x	x			x	x			x	x	x	x	x	x	x	x	x		x	x	x	x	
MHN530495	Global Brand Storytelling		x		x	x		x	x	x	x	x	x			x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	x		
MHN230567	Procurement Challenges In The Public & Private Sector	x	x	x	x	x		x	x	x	x	x	x			x	x			x		x	x	x	x	x	x		x	x	x				