

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	Birkbeck College
3	Programme Title(s)	BSc International Business
4	Programme Code(s)	UUBSINBS_C (3-year full-time) UBSINTBS_C (4-year part-time)
5	UCAS code	N120
6	Home Department	Management
7	Exit Award(s)	College Certificate of Continuing Education, Cert HE, Diploma of HE
8	Duration of Study (number of years)	3 years, 4 years
9	Mode of Study	Full time and part time
10	Level of Award (FHEQ)	6
11	Other teaching depts or institution	N/A
12	Professional, Statutory Regulatory Body(PSRB) details	N/A
13	QAA Benchmark Group	General Business and Management

14	Programme Rationale & Aims
	<p>Main Rationale and Aims:</p> <p>The overall aims of this academically rigorous undergraduate programme in International Business are two-fold:</p> <ol style="list-style-type: none"> 1) To provide graduates with a solid academic foundation to: <ul style="list-style-type: none"> ▪ pursue a career with multinational companies or companies engaged in international business, thus helping to meet the buoyant current and future labour market demand for more International Business graduates; and/ or ▪ progress, if desired, to one of the Master’s degree programmes in international business or international management at Birkbeck, thus helping to increase future demand for these programmes. 2) To enhance the fine reputation of Birkbeck, University of London and the Department of Management within the School of Business, Economics and Informatics and their strategic geographic location in London by offering an undergraduate programme in international business that builds on its successful track record of success in a range of postgraduate programmes in international business and international management. <p>Distinctive Features:</p> <p>Evening, face-to-face study, a range of teaching methods (lectures, tutorials, seminars involving case studies and formal presentations), various types of assignments (ranging from essays to mid-term tests), and unseen, formal examinations at the end of the academic term.</p>

15	Entry Criteria
	<p>For applicants who are studying or have recently studied a qualification with UCAS tariff equivalence, the entry requirement is normally three 'A' levels with BBC -ABB, or equivalent to 112 -128 UCAS tariff points.</p> <p>All other students may be admitted as mature students based on their qualifications, skills, or relevant experience which may include:</p> <ul style="list-style-type: none"> - Any level 3 qualification (Such as A-level or Access to HE Diploma, NVQ Level 3 etc) - Relevant work experience <p>Applicants will normally be expected to have grade 'C' or '4' GCSE level English and Maths. Applicants who do not hold this level of qualification may be required to carry out a skills audit at a selection evening, which comprises Maths and English. This audit assesses an applicant's potential to cope with and benefit from a particular programme of study.</p>
16	Learning Outcomes
	<p>To achieve the overall aims, the programme's <u>specific objective</u> is to foster the development of a broad-based skills, knowledge and expertise in the following areas:</p> <ul style="list-style-type: none"> • theory and core principles as well as practice of business, management and organisations in domestic and international contexts; • a broad range of functional areas of management in both their domestic and international dimensions (accounting, finance, marketing, human resources); • the multi-disciplinary context of the academic domain of international business and its inter-disciplinary relation to cognate fields; • a broad range of historical, current and emerging international business issues in an academic context; • the design and implementation of strategy at different levels of the corporate organisation, and the complexities presented when considering the international dimension; • the analysis of the environment in which business operates and how differences in business environments affect the comparative and competitive advantage of firms; • the conceptual and practical issues in international business and management through the pursuit of the dissertation, which fosters powers of independent judgment, critical analysis, theory development and the application of theories, concepts and principles with the use of qualitative and quantitative research methods; and • personal skills development and generic skills that are transferable to a wide range of research, teaching and work situations. This includes the skills of self-discipline, reflection, analysis, communication, leadership and life-long learning.
17	Learning, teaching and assessment methods
	<p>The programme of study has been designed so that as well as receiving information in the form of formal lectures, a student can take charge of their own learning by adopting a participative approach to learning. The tutorial/seminar sessions allow students to interact with their peers and develop insights into analysing and interpreting a wide and varied subject matter. Students will</p>

	<p>develop their intellectual capability through arguments; learn how to question existing knowledge and approaches; develop a critical appreciation of the subject matter; improve their communicative style; and develop their interpersonal skills.</p> <p>This programme is assessed through a range of assessment methods. Modules that emphasise the learning of numerical skills lean toward the use of mid-term tests coupled with unseen, formal examination at the end of each term. Mid-term tests are short tests set during the term and are designed to provide early feedback on performance. Other modules use individual or group presentations, written essays, or formal end of term examinations, as sole assessments or in combination. In the final year of studies, students independently design and complete a large written assignment, in the form of a research project/dissertation.</p>
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18	<p>Programme Structure</p> <p>Description: This programme can be studied: full time over 3 years; part time over 4 years (equivalent to 75% intensity of full time). Two sets of degree structure for 3 and 4 year studies, are provided below.</p>
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Full-time programme (3 years)				
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	BUMN077H4	Management Studies I	15	Core
4	BUMN078H4	Management Studies II	15	Core
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	Status*
5	MOMN033H5	Macroeconomics for Business	15	Compulsory
5	BUMN094H5	International Marketing	15	Compulsory
5	BUMN142H5	International Business Environment	15	Compulsory
5	BUMN151H5	International Business (level 5)	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate) (level 5)	15	Compulsory
5		Option modules - free choice from modules in the Department of Management	45	Option
Year 3				
Level	Module Code	Module Title	Credits	Status*
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory
6	BUMN141H6	International Strategy and Operations	15	Compulsory
6	BUMN111S6	International Financial Management	30	Compulsory
6	MOMN039D6	Research Project: Management	60	Compulsory

Part-time programme (4 years)				
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	BUMN077H4	Management Studies I	15	Core
4	BUMN078H4	Management Studies II	15	Core
4	BUMN131H4	Introduction to Accounting	15	Compulsory
4	MOMN022H4	Quantitative Methods	15	Compulsory
4	BUMN051H4	Business Information Systems	15	Compulsory
4	BUMN138H4	Personal and Academic Skills for Success	15	Compulsory
Year 2				
Level	Module Code	Module Title	Credits	*Status
4	BUMN149H4	Microeconomics for Business (Level 4)	15	Compulsory
4	BUMN144H4	Principles of Marketing (Undergraduate)	15	Compulsory
5	MOMN033H5	Macroeconomics for Business	15	Compulsory
5	BUMN094H5	International Marketing	15	Compulsory
5	BUMN142H5	International Business Environment	15	Compulsory
5		Option modules - free choice from modules in the Department of Management	15	Option
Year 3				
Level	Module Code	Module Title	Credits	Status*
5	BUMN151H5	International Business (level 5)	15	Compulsory
5	BUMN146H5	Research Methods in Management (Undergraduate) (level 5)	15	Compulsory
6	BUMN111S6	International Financial Management	30	Compulsory
5		Option modules - free choice from modules in the Department of Management	30	Option
Year 4				
Level	Module Code	Module Title	Credits	Status*
6	MOMN069H6	Strategic Management (Undergraduate)	15	Compulsory
6	BUMN141H6	International Strategy and Operations	15	Compulsory
6	MOMN039D6	Research Project: Management	60	Compulsory
Indicative list of module options				
Level	Module Code	Module Title	Credits	Status*
5	BUMN067H5	Buyer Behaviour	15	Option
5	MOMN018H5	Commercial Law for Business	15	Option
5	BUMN150H5	Critical Perspectives on People Management	15	Option
5	BUMN104H5	Digital Marketing	15	Option
5	BUMN147H5	Management of Innovation (level 5)	15	Option
5	BUMN093H5	Marketing Communications	15	Option
5	MOMN019H5	Operations Management	15	Option
5	BUMN096H5	Services and Retail Marketing	15	Option
5	BUMN097H5	Sustainability and Stakeholder Marketing	15	Option
5	BUMN145S5	Financial Management (level 5)	30	Option
5	MOMN075S5	Financial Reporting (level 5)	30	Option

Year of entry: 2021/22

5	FDPD022S5	Policy in Practice	30	Option
5	FDPD023S5	Work-Based Learning	30	Option

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

23	Programme Director	Dr Paz Estrella Tolentino
24	Start Date <i>(term/year)</i>	October 2019
25	Date approved by TQEC	July 2018
26	Date approved by Academic Board	Autumn 2018
27	Date(s) updated/amended	November 2022