



Programme Specification

GENERAL INFORMATION	
<i>Awarding Institution//Body</i>	University of Bath
<i>Teaching Institution*</i>	School of Management
<i>Validated/Franchised/Licensed (if appropriate)</i>	
<i>Programme accredited by (including date of accreditation)*</i>	
<i>Programme approved by (including date & minute number of Senate)</i>	Initial approval: Academic Programmes Committee 24 October 2012 PAPAC 20 March 2013 (Chair's Action 04 September 2013)
<i>Final award</i>	Bachelor of Science (Hons) Students leaving an undergraduate programme prematurely may be eligible for a Certificate of Higher Education (www.bath.ac.uk/quality/documents/certhe.pdf) or a Diploma of Higher Education (www.bath.ac.uk/quality/documents/diplhe.pdf)
<i>Programme title*</i>	International Management
<i>UCAS code (if applicable)</i>	
<i>Subject Benchmark Statement*</i>	General Business and Management
<i>Intended level of completed programme (in line with FHEQ eg 5, 6, 7)*</i>	6 Honours
<i>Duration of programme & mode of study*</i>	4-year Thick Sandwich (full time)
<i>Date of Specification preparation/revision*</i>	21 Aug'15; 5 Sep'16
<i>Applicable to cohorts (eg. for students commencing in September 2012 or 2012/13-2013/14)*</i>	For students commencing 2016/17 onwards

Synopsis and academic coherence of programme*

The BSc International Management provides a foundation in the principal business and management functions and extends students' capacity to understand how they operate in an international business context. It further enables students to develop advanced knowledge and skills of the global economy and to undertake comparative analysis of business structures and practices in different parts of the world.

Year 1 introduces a range of management activities and their underpinning principles, and is common to the BSc Management suite of programmes. Year 2 offers a more specifically international application of those subjects, requiring more advanced study of International Business and also the application of subjects such as Accounting in an international context.

BSc in International Management

Year 3 is a year in an international context, which can be a placement, which enables students to apply their academic knowledge in an international workplace environment, or a period of approved study at an international academic exchange partner, or a combination of these.

The final year requires study of strategy, to equip students with the capacity to analyse the objectives and policies of whole businesses, and also a core of units that take the analysis of International Business to honours level. Options are also available to ensure that students can develop their understanding of other areas of management.

Educational aims of the programme*

The general ethos of the programme fits with the wider aims of School of Management programmes by encouraging students to link advanced academic study of management disciplines with the practical application of theory while providing a coherent stream of units in International Management through all stages of the programme.

The aims of the programme are to provide students with:

- a firm understanding of the major areas of business practice to support a coherent understanding of the way in which concepts and models of management theory may be applied;
- an ability to analyse and evaluate business and management problems so that they can reach considered and appropriate conclusions, and can competently communicate the reasoning behind these conclusions;
- an opportunity to attain their full academic potential, within an environment which is constructively critical and where current research of staff members informs their teaching;
- exposure to advanced research in International Business, supported by a progressive development of knowledge through foundational and intermediate units in the subject;
- practical experience in the application of knowledge gained at University, developing personal and business skills in an international context;
- opportunities to develop team leadership, presentational, time management and communication skills;
- self-development and assessment competencies necessary for the development of life-long learning.

The programme is designed to prepare students for managerial and administrative careers in industry, commerce and public administration and for professional training in fields such as finance, marketing, consulting, human resource management, and organisational development. Additionally, the transferable skills that the programme develops will support students in progressing to a wide variety of graduate career paths.

Intended learning outcomes * (including teaching, learning and assessment methods, specifying those applicable for interim awards where appropriate)

Units will be studied through a mixture of lectures and tutorials as specified in the unit templates. Assessment, similarly specified, will be through a variety of forms: individual assignments; group assignments; presentations; exercises; in-class tests, and closed- and open-book examinations.

BSc in International Management

<p>➤ Knowledge & Understanding:</p>	<p>By the end of the degree, students will be able to display:</p> <ul style="list-style-type: none"> ➤ a sound understanding of theories of business and management, including strategy and international management, and be able to appraise models and evidence critically. ➤ a sound understanding of the international environment (economic, legal, social, political) in which organisations operate, and the relationships between organisations and their stakeholders. ➤ an awareness of the implications of changes in business and management practice and the international environment for the strategic development of organisations.
<p>➤ Intellectual Skills:</p>	<p>Graduates of the programme will have demonstrated an ability to:</p> <ul style="list-style-type: none"> • evaluate and interpret new information, and engage in problem solving, thereby demonstrating a capacity to think clearly and logically about a range of contemporary international business issues. • apply models and concepts for strategic decision-making in a complex environment of contemporary business. • exercise independent judgement and construct a reasoned argument accompanied by evidence in support of conclusions.
<p>➤ Professional Practical Skills:</p>	<p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> • understand the structure of international organisations and be capable of investigating and assessing career options prior to graduation. • use their experience and knowledge of the global environment to inform their career choices and to put to use immediately in employment the skills they have developed. • work in managerial or professional capacities in the private, public or voluntary sectors, or proceed to postgraduate programmes in international management or related disciplines. • demonstrate consistent and effective analytical skills that will be useful in their careers • contribute to management decision-making in a range of functional areas. • be able to develop their own careers through applying the skills they have gained in real world situations and adapting to future changes in the global

BSc in International Management

	economy.
➤ Transferable/Key Skills:	<p>Graduates of the programme will be able to:</p> <ul style="list-style-type: none"> • demonstrate consistent and effective written and oral communications skills, both individually and in a group environment. • communicate information effectively to audiences of different kinds and nationalities. • analyse quantitative data and apply statistical techniques appropriately. • plan, organise and prioritise their time effectively. • work effectively in teams. • appreciate their own strengths and weaknesses as learners and plan their future educational development. • use information technology effectively in the context of analysing business problems.
<p>Structure and content of the programme (including potential stopping off points) <i>(Append the relevant programme description (PD) form(s) and cross reference below)</i></p>	
<p>The programme lasts for four years full-time, including a year in an international context which will be credit-bearing and assessed either through written evaluation of a business problem (for work placements) or academic assessment (international exchange). Year 3 will not contribute to the overall programme average.</p> <p>Year 1 comprises a set of core units, which cover areas of business practice such as Marketing, Operations, Accounting, Finance and Human Resource Management. Students will also be required to develop skills in quantitative analysis and the study of the wider context of international business.</p> <p>Year 2 builds on this foundation by requiring students to take units in International Management and also some other supporting subjects such as Accounting in an International Context, Finance and Business Analytics. They are also able to choose options which will deepen their understanding of some of the other subject areas, such as Human Resource Management.</p> <p>Year 3 will consist of one of a) a placement, covering a minimum of 39 weeks, in an international environment, b) academic exchange for two semesters in one of our exchange partner institutions, during which equivalent study to 60 ECTS credits will be undertaken, or c) a combination of a minimum 22 weeks of placement and one semester of academic exchange, during which the equivalent study to 30 ECTS credits will be undertaken.</p> <p>Year 4 requires students to take units in Strategy, to give a core of relevant advanced analytical knowledge, and International Business for all students on the programme. Students will also take a minimum of three other units in International Business but will also be able to take other subjects that build on core and optional units taken in Year 2. Subjects will be available that reflect the research interests of all the subject groups in the School of Management.</p>	

BSc in International Management

See programme structure attached separately

BSc in International Management

Details of work placements / work-based learning / industrial training / study abroad requirements

Students undertaking work placements will do these in an international environment for a minimum of 39 weeks. A placement in an international environment will involve either: (i) a placement outside the UK; (ii) a placement based in the UK but with a substantial international exposure as demonstrated by job title and international travel or frequent interaction with international business partners.

The placement is valued at 60 credits and is assessed on a pass/fail basis. Students must satisfy the following conditions in order successfully to complete the placement and gain the relevant credits:

- i) carry out to a satisfactory standard the work prescribed by the employing organisation for a minimum of 39 weeks and adhere to the Code of Practice laid down by the Placements Office;
- ii) complete satisfactorily the prescribed preparation work before each placement period;
- iii) complete satisfactorily the prescribed post-placement debriefing including any written project work which is required and pass this work. A student who fails to reach the minimum standard must resubmit the work to a satisfactory standard within a set time period.

Students undertaking academic exchange will be expected to undertake a programme of study which is equivalent in demand to two semesters in the University of Bath: i.e. 60 ECTS credits and 1000 study hours. Minimum threshold requirements for the award of 60 credits will be determined for each exchange institution, bearing in mind the different assessment and classification practices in different countries.

Details of support available to students (e.g. induction programmes, programme information, resources)

1. An induction programme for students at the start of the first year is organised by the School of Management. This complements a more general induction programme offered by the University. New students are issued with the Programme Handbook. This contains information about academic and pastoral matters: the degree structure and also the Unit Catalogue for the 1st year (the whole unit catalogue can be consulted at any time on the University's web pages); standard information about student support services produced by the University and general advice about the personnel and resources available in the School of Management. They receive the current Guide to Student Support Services. They are introduced to their first-year subjects and teachers and given advice on studying and skills development.

2. Where there are changes to the programme, e.g. in the availability of optional units, the Director of Studies updates those students on the changes.

3. Each student is assigned a personal tutor, normally for the whole of their programme. The tutor's task is to advise tutees on any aspect of the programme, including on choices arising and how to approach their studies. They review individual progress with their tutees on a regular basis, helping students to identify areas of strength and weakness and to devise

BSc in International Management

appropriate strategies to remedy them, advising them to seek further assistance where necessary. They advise tutees on non-academic matters to the best of their ability, drawing attention to more specialised support services on campus where appropriate. They also act as referees for their tutees when asked to do so.

4. All teaching staff are available to see students in regular office hours or by appointment; students are always encouraged to seek advice from academic staff.

5. The Placements Officers provide considerable assistance and guidance throughout the placement process. They oversee the PDP programme, which enables the students to develop their transferable skills via major company presentations, mock interviews and by encouraging students to work closely with the Careers Service. Students consult the Placements Officers as they apply for placements and academic exchanges. While on placement or academic exchange, students will be able to contact relevant members of staff for support and guidance. Placement students will receive a visit (in person or remotely) as part of their placement. The placement and exchange process is competitive and students are not guaranteed a placement or exchange position.

6. The Student Experience Officer is also a member of staff who is available for students to consult about academic requirements. Students are encouraged to make use of the Student Experience Officer's knowledge in identifying areas of academic weakness and the resources that are available in the University for support.

7. The School of Management has its own IT resources in addition to computer resources provided through Bath University Computer Services (BUCS).

The School's policy is to integrate its support services with those provided centrally by the University. These services provide information, advice and support relating to accommodation, emotional difficulties, assessment of needs and provision of support relating to disability, student funding, general welfare, academic problems, student discipline and complaints, careers, international students, spiritual matters, part time work, security and personal safety. The Students' Union can also provide advocacy for students. More information about these services can be accessed via:
<http://www.bath.ac.uk/students/support/>.

There are also Medical and Dental Centres, and a Chaplaincy on campus that are very experienced in meeting the needs of a student population, and a University nursery and vacation play scheme to provide childcare for older children during the school holidays.

Students are encouraged to stay in University halls of residence during their first year and will be supported in their transition into University life and study by Resident Tutors. These are postgraduate students or staff who live in the halls of residence and are responsible for the general welfare, health and safety and discipline of student residents.

Admissions criteria (including arrangements for APL/APEL)

The standard criteria are:

GCSE

Essential- English and Mathematics grade B or 6 (or equivalent)

Preference for grade A or 7 (or above)

and

BSc in International Management

A Levels

Typical Offer: AAA/A*AB at A2 Level

Alternate Offer: AAB with specified grades per subject plus one of the following:

- Grade A in an EPQ
- Grade B in the Welsh Bacc Advanced Skills Challenge Certificate
- Grade M1 in Cambridge Pre-U Global Perspectives

Information on preferred subjects and subject combination can be found here:
<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

or

International Baccalaureate - 36 points including 6, 6, 6 or 7, 6, 5 in three Higher Level subjects

or

German Abitur 1.8 with 13/15 English and 12/15 Mathematics

or

Alternative or international qualifications, and non-academic criteria detailed here:

<http://www.bath.ac.uk/study/ug/prospectus/subject/business-administration/entry-requirements/>

For non-native speakers of English a minimum grade of 7.0 on IELTS is required with all components at 7 or more.

Decisions on APL are to be taken on a case-by-case basis by the team concerned with managing the programme. Students applying for APL will be required to submit a portfolio of evidence of the achievement of relevant learning outcomes, as specified in QA45 from the University's Quality Assurance Manual.

APEL may be available to candidates with professional experience. The same process of producing a portfolio of evidence of the achievement of learning outcomes will be required as for APL.

Summary of assessment and progression regulations

The programme is fully compliant with the University's New Framework for Assessment: Assessment Regulations (NFAAR). The NFAAR describes the rules for progression from one stage of the programme to the next (including supplementary assessment, and the extent of failure that can be condoned) as well as for the award of degrees. Students taking the programme will be assessed according to these rules; further information about the NFAAR is available at <http://www.bath.ac.uk/registry/nfa/index.htm> - Table 1 attached to the end of this specification indicates which sections of the web-page should be consulted for each stage of the programme.

Table 2, also attached to the end of this specification, describes how the programme is structured in terms of the NFAAR – including stages. Information about Designated Essential Units (DEUs) and Designated Alternative Programmes (DAPs), and the definitions for parts and stages of programmes, are also available in the NFAAR (see Appendix 2: Definitions).

BSc in International Management

Indicators of quality and standards (e.g. professional accreditation)

(For more general information on each part of the framework, click on the link)

To assure continuing excellence in its quality and standards, the University of Bath has a quality management framework including:

1. A [Quality Assurance Code of Practice](#) and associated regulations and policies
2. A learning, teaching and quality committee structure which monitors quality and standards and instigates action for enhancement. For further information:
[Governance](#)
[Review and Monitoring](#)
3. [Staff development arrangements](#) that assist staff in enhancing their own performance as educators, as researchers or as professional support services staff.

[Students](#) are involved in many of these processes. The emphasis here is upon the *informed* student voice - engaging with students as academic citizens to ensure they have opportunities to take an active part in shaping their own learning.

A more detailed overview of the University's [Quality Management Framework](#) is set out in a summary document.

The University's management of its academic standards and quality is subject to external institutional review by the Quality Assurance Agency on a six year cycle. In its 2013 Institutional Review, the QAA confirmed that the University met its expectations for the management of standards, the quality of learning opportunities, and the enhancement of learning opportunities. The University was commended on its provision of information.

Professional bodies such as European Quality Improvement System (EQUIS), require particular standards and content in our programmes so that students exit able to claim professional registration or recognition, enabling them to progress successfully in their subsequent careers. Current professional accreditations are reviewed periodically by the bodies concerned. They are shown against each relevant programme in the prospectus. The full list can be seen here: [QA8 Register of Accreditations](#).

Professional or industrial placements for a year or a semester are particularly supported at Bath by specialised staff and these arrangements are demonstrably effective for improving degree grade and employability within six months of graduation.

Sources of other information

The School of Management's web page at www.bath.ac.uk/management/courses/ provides a regularly updated source of information about the programme.

BSc in International Management

..... Dean/Head LPO

..... Date