

## Programme Specification

### BA (Hons) International Business

### BA (Hons) International Business (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2022-23
<i>in the month(s) of:</i>	September and January (Level 6) <sup>1</sup>
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Certificate of Higher Education International Business Diploma of Higher Education International Business Diploma of Higher Education International Business (with placement) BA (Ord) International Business BA (Ord) International Business (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business and Management (2015)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> for full-time  Non-standard period of study as follows: <ul style="list-style-type: none"> <li>• Full-time 4 years with placement</li> </ul>
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

## Introduction and special features

Businesses in the twenty-first century face constant changes that impact upon their success. Developments in innovation, advances in technology, economic fluctuations, political movements, and social shifts all present issues that businesses must respond to. As the processes of globalization make the business environment more competitive and challenging, businesses need employees with the skills to understand the new international realities and understand risk and opportunity when developing sustainable business models. The BA (Hons) International Business degree will help to develop such skills and knowledge in preparation for a future career in a range of organisations.

This degree includes an appreciation of the wider social hinterland impacting upon international businesses, with modules related to international business economics, ethics and responsibility, the influence of international political decision making, and the impact of culture all designed to provide exposure to a wide range of business activities. Such modules are underpinned by theoretical concepts

<sup>1</sup> Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

and applied to contemporary examples to give all students a detailed and rounded experience in preparation for either a related career or future study.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

Aligned with our Work-Related Experiential Learning (WREL) framework, the BA (Hons) International Business degree responds to the increasing globalisation of business and demand for managers with an international perspective. This course develops your appreciation of the wider business issues that stem from global changes, whilst preparing you to work in national, international, and multi-national companies.

Examples of WREL activities include working with businesses to identify areas for their organisation's development, alongside ways that you, as a future member of the workforce, can present meaningful solutions to issues that arise in a rapidly changing global environment. You will receive feedback from practitioners on your skills to help you to reflect upon the impact on your career options and build more dynamic skills that equip you for a number of employment roles.

By studying the BA (Hons) International Business with placement variant you will undertake a year in industry between the second and third year. This option provides invaluable work experience to support the applied understanding of the course which is directly relevant to the international aspect of the degree and includes support from the university to prepare students in advance of placement, as well as offering support during the placement period.

### **Special features**

- A focus on the global economic environment which will provide the knowledge and skills you will need for a career in the international arena.
- Throughout the course there are regular opportunities to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships.
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to study abroad without extending the length of your degree.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory.
- Opportunity to compete in business simulation competitions both within the University and on national / international scales.
- Opportunity to qualify as a Microsoft Office Specialist.
- Systematic development of employability skills through a Continuing Professional Development framework.

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

## **Programme aim(s)**

### **The aims of the programme are to:**

1. Prepare you for a career in a rapidly changing business and social environment with the skills needed to adapt and develop as the international environment changes.
2. Enable you to be a graduate who is able to improve the quality of decision-making, and business practice across a range of economies and in a variety of contexts.

## **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

### **Level 4**

#### **Knowledge and understanding**

- 4.1 Examine and explain a range of relevant concepts, theories and models that impact upon outcomes for international businesses.
- 4.2 Investigate and evaluate the range of contexts that influence, and are influenced by, international business decisions.
- 4.3 Apply a range of ideas within economics to international business.

#### **Cognitive and thinking skills**

- 4.4 Demonstrate the ability to apply a range of academic, analytical and intellectual skills including: applying theoretical concepts to contemporary issues, appreciating a variety of perspectives on business decisions, engaging with the multidisciplinary nature of international business.
- 4.5 Articulate the range of themes and actors that direct an understanding of foundational international business practices, with key links made between business objectives and different socio-economic contexts.

#### **Practical/professional skills**

- 4.6 Demonstrate skills appropriate at level four in relation to research, argument formation, and communication in both written and oral forms.
- 4.7 Demonstrate the ability to respond to problems when working independently and within groups comprising a range of learning styles and cultural influences.

#### **Key transferable skills**

- 4.8 Demonstrate independent research skills to support problem-identification, analysis, and solving

### **Level 5**

#### **Knowledge and understanding**

- 5.1 Compare and contrast a range of relevant concepts, theories and models to inform an understanding of international business strategies.
- 5.2 Provide insight into the dynamics of international business within a range of interdependent national contexts.

#### **Cognitive and thinking skills**

- 5.3 Form, justify, and expand upon academic arguments, with an express focus upon the identification and application of appropriate theories to address international business concerns.

#### **Practical/professional skills**

- 5.4 Apply individual research skills, argument formation, communication, and articulation support an analytical understanding of international business concerns.
- 5.5 Demonstrate the ability to articulate supported responses to complex problems when working independently and within groups comprising a range of learning styles and cultural influences.

#### **Key transferable skills**

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.

## Level 6

### Knowledge and understanding

- 6.1 Selectively identify and apply appropriate theoretical concepts related to international business strategies and recognise areas of tension between such concepts to support a critical analysis of business behaviour.
- 6.2 Provide informed insight into the dynamics of international business within a range of interdependent national contexts.

### Cognitive and thinking skills

- 6.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information gathering, problem solving and the skill to critically analyse, synthesise, and evaluate information and data to aid business making decision

### Practical/professional skills

- 6.4 Illustrate the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.
- 6.5 Conduct research and enquiry to further your understanding of specific features in international business.

### Key transferable skills

- 6.6 Manage own learning to explore a wide variety of learning sources and opportunities.

### Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMB4003M	4	1	Entrepreneurship and the Business Environment	20	C	X
BMI4002M	4	1	Leading Global Business	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BMB4004M	4	2	Managing Business Resources	20	C	X
BMI4004M	4	2	The Politics of Business	20	C	X
<b>For students taking the 'with placement' programme</b>						
BMF5001M	5	1	International Finance	20	C	X
BMI5002M	5	1	Managing Cultural Complexity	20	C	X
BMI5003M	5	1	International Strategy and Global Dynamism	20	C	X
BMR5003M	5	2	Research Methods	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMI5001M	5	2	Controversies in International Trade	20	C	X
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC

BMB6002M	6	1	Developing Organisational Strategy in the Digital Age	20	C	X
BMI6002M	6	1	Multinational Corporations in Emerging Markets	20	C	X
BMM6004M	6	2	Global and Cross Cultural Marketing	20	C	X
BMI6003M	6	2	Beyond Economics: Understanding the Changing Global Economy	20	C	X

### **Continuing professional development**

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

### **Study abroad**

Note that to study abroad you must meet the university's standard study abroad requirements.

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad<sup>2</sup> as part of your studies during your second year.

### **Learning, teaching and assessment**

All modules are delivered through a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example, in Level 4 you will develop a thorough understanding of the fundamentals of Economics alongside a grounding in international business activity. At Level 5 you will develop skills in the first year to appreciate the impact of the changing global economy, alongside firm-level responses. Finally at Level 6 you will deepen your engagement with a range of social, political, and economic contexts that businesses operate in, with an appreciation that the changing international context provides challenges and opportunities in a rapidly evolving world.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your

---

<sup>2</sup> If you are taking the placement award you are only eligible for one semester abroad.

performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of global business arena.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

### **Progression and graduation requirements**

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

---

*Date written / revised: June 2019*

*Programme originally approved: July 2019*