Programme Specification

BA (HONS) GLOBAL BUSINESS MANAGEMENT (TOP-UP)

Institute of Business, Industry and Leadership

Academic Level:	6	Credits:	120
UCAS Code:	N122		
Awarding Body:	University of Cumbria		
Delivery Site:	London Campus		
Programme Length:	1 Year Standard Registration Period (Full Time) 2 Years Standard Registration Period (Part Time)		
Mode of Delivery:	Face-to-face, Blended Learning		
Pattern of Delivery:	Full time, Part time		
	Total weeks of study:	32 Weeks	
	Delivery pattern:	3 x 10 week semesters and 2 weeks Induction	
	Standard semester dates:	No	
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/undergraduate/global-business-management-top-up/		

Entry Criteria

Programme Specification

The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For APL, please refer to the University website.

Detailed criteria for admission to this programme can be found on the programme webpage.

The following additional requirements apply for entry to this programme: Interview and/ or Diagnostic Assessment.

PROGRAMME AIMS AND OUTCOMES

Programme Aims
By the end of this programme learners will be able to: 1. Develop a good grounding in the disciplines and methodologies of global business management and to stimulate a critical awareness of the factors associated with the changing focus of contemporary international business practice. 2. Evaluate aspects of global business management, drawing on a range of perspectives in the fields of international marketing, strategic management, entrepreneurship, international human resource management, and global business. 3. Develop your critical and conceptual thinking, reasoning and transferable skills relating to global business management. 4. Enhance your employability, career potential and personal effectiveness. 5. Develop your ability to carry out independent research in the field of global business management.

Programme Outcomes – Knowledge and Understanding
The programme provides opportunities for you to develop and demonstrate the following: **K1** The complex contexts within which global business operates including economic, environmental, cultural, digital, political, ethical, legal and regulatory contexts. **K2** The wide range of functions and processes of organisations and the role and contribution of management at a strategic level to the organisational mission. **K3** A range of advanced theories and models informing the practice of global business management, and critiques of them. **K4** Markets, marketing and sales, consumer behaviour, finance and resource allocations in the international and transnational context. **K5** Global business, leadership and management, people and their personal development, difference and diversity and strategies for managing and influencing these. **K6** Business intelligence, communications and digital business.

K7 Business policy and strategy, business innovation and enterprise development across national and international borders and cultures.

K8 Business ethics, values and social responsibility in a global context.

K9 The strengths and limitations of the main research methodologies and practices, and sophisticated data analysis within global business management.

If exiting with 60 credits, you will demonstrate partial Knowledge and Understanding of the above.

Programme Outcomes – Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

S1. People management: to include complex communications, team building, leadership and motivating others in challenging situations.

S2. Problem solving and critical analysis: analysing complex or ambiguous facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.

S3. Research: the ability to analyse and evaluate a range of business data, complex or contested sources of information and appropriate methodologies, which includes strong digital literacy and to use that research for evidence-based decision-making.

S4. Commercial acumen: based on an awareness of the key drivers for global business success, causes of failure and the importance of providing customer satisfaction and building customer loyalty in international contexts.

S5. Innovation, creativity and enterprise: the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property in a globalised business context, gain support and deliver successful outcomes.

S6. Numeracy: the use of quantitative skills to manipulate data, evaluate, estimate and model business problems, functions and phenomena with authority and confidence.

S7. Networking: an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contact, across national and cultural boundaries.

Generic skills and attributes:

S8. Ability to work collaboratively both internally and with external customers and stakeholders from range of cultures, and an awareness of mutual interdependence.

S9. Articulating and effectively explaining information.

S10. Building and maintaining relationships.

S11. Communication and listening including the ability to produce clear, structured business communications in a variety of media.

S12. Emotional intelligence and empathy.

S13. Conceptual and critical thinking, analysis, synthesis and evaluation.

S14. Self-management: a readiness to accept responsibility and flexibility, to be resilient, self-starting and appropriately assertive, to plan, organise and manage time.

S15. Self-reflection: self-analysis and an awareness/sensitivity to diversity in terms of people and cultures. This includes a continuing appetite for development.

If exiting with 60 credits, you will demonstrate partial Skills and Attributes of the above.

PROGRAMME FEATURES

Programme Overview

As a graduate of the BA (Hons) Global Business Management (Top-Up) programme, you will be enterprising and entrepreneurial in spirit. You will develop a global view of the challenges and opportunities in the world of global business. On completion of this programme, you will be able to cohesively integrate your knowledge of global business management and leadership in small, medium, or large organisations. You will develop the knowledge, skills and aptitude to work across local, regional, national and international (especially cross-cultural) boundaries.

In this award, consideration is given to the functions of management, strategy, human resources management, entrepreneurship, and marketing subject areas. You are encouraged to critically evaluate creative and sustainable solutions to contemporary global business issues.

This award provides an internationalisation of the curriculum including cross-cultural awareness and engagement, creating a rich setting for the interchange of ideas and academic concepts, and applying them to multinational and global settings. You will be taught by a group of specialised tutors who will get to know you, challenge, and widen your horizons, and nurture your learning journey.

The BA (Hons) Global Business Management (Top-Up) also addresses the University's portfolio themes of Physical and mental health and wellbeing, Innovation and entrepreneurship, Environment, and sustainability. This programme has also incorporated curriculum focus areas such as Creativity and leadership skills, Employability and graduate attributes, Partnerships with industry and community. The programme has been designed in consultation with industry professional and employer's participation. During the delivery of the programme, there will also be opportunity to include guest lectures from these specialists in their field.

You will work both individually and in groups. Working with a diverse range of team members provides authentic scenarios and challenges that you will face in your future career. Critically reflecting on how to work in such situations provides consolidation of learning and develops skills which will stay with you throughout your professional career.

Learning, teaching and assessment of this programme is designed to provide highly engaging means of enhancing the cohesion of your year group, drawing together the themes that emerge from the modules that make up the programme, and considerably augments your graduate-level employability. The emphasis is on building on your existing competencies to achieve graduate level skills and attributes. You will also be allocated a Personal Tutor as part of your enhanced student experience.

Key Features of this award are:

- A holistic view of business needs and solutions encompassing a broad range of functional specialisms

- Module delivery by a range of industry professionals and research active academics

- Opportunities in engagement of work-related learning

- Industry and Employer participation

Learning and Teaching

Learning and Teaching

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative, and dynamic learning environment. Teaching, assessment, and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

We use a variety of approaches to learning and teaching to make sure you develop an appropriate level of understanding of concepts, knowledge, theories and practices, alongside academic and work-related skills. On your programme you can expect to participate in all the following: lectures, group projects, problem solving exercises, practical workshops and masterclasses, seminars, one-to-one tutorials:

- **Lectures** are used by both practice and theory tutors using a variety of media as support. You will be expected to take notes, ask questions and contribute to any group discussions that ensue. Typically, you will be recommended reading to prepare you for lectures and extend what has been delivered.
- **Seminars** will explore issues in greater depth with both tutor and student-led formats. These will require you to engage in research and background reading and will consider the relation of theory to practice and help develop wide ranging transferable skills.
- **Tutorials** provide individually tailored feedback to you. They can range from one-to-one to small group situations. They will be scheduled into timetabled sessions and as the course progresses you will be encouraged to request tutorials with specialist tutors for more involved feedback reflecting the advanced level at which you are working.

- **Practical Workshop Sessions** will provide the opportunity for you to develop and apply skills and knowledge. They normally take the form of tutor-led session, designed to allow you to focus on, experiment with, develop and personalise specialised skills, techniques and concepts.

- **Problem based learning** is a key element of your learning as 'problem solving' is an important skill for those working in business. Either as an independent trader, a small or large business employer or leader or as a member of a large multi-national organisation, you are likely to be faced with a range of business problems to 'solve'. There will never be only one answer or response to a problem and professionals need to resolve the demands of the situation within the resources and knowledge available to them, but also needs to work out the most effective way to respond to a brief and communicate efficiently with an audience. Over the course you will be given a number of 'business problems' to solve, either independently or as a team, and these will require thorough research, synthesising the information you have discovered and developing and presenting an appropriate response.

- **Simulations** are a great opportunity for you to apply their knowledge and skills to a 'real-life' scenario. For example, you might be asked to draw up a business plan for a new business or develop a digital marketing strategy for a struggling high street business. In the simulation you may be given a briefing by members of the company and be asked to report back.

- **Group work** is very important in business, as teamwork, getting input from different voices, the demands of different bodies and situations require that you develop skills in working with others, communication, trust, responsibility, flexibility and reliability. Many of the projects and tasks that you will be given will allow you to experience, consider and develop your team-working skills.

- **Research** throughout your programme you will be asked to read and research various topics, both independently and with your peers (this is often called *secondary research* as you are identifying and reading material which already exists in books and papers). However, whilst on the programme you will also develop skills to enable you to carry out your own research and data collection. For example, in setting up a website you might want to find out what sort of images 'attract' people and set up a focus groups to get people's thoughts and ideas.

- **Independent Learning** forms a natural and expected extension of the formal aspects of the course. Your ultimate success will be dependent on your willingness to develop, experiment with and extend the concepts and approaches introduced by project briefs. It is only with continued application that lasting and valuable progress can be made.

- **E-learning and Blackboard** is the portal to access to project briefs, timetables and lecture notes, to submit module assessments and receive summative feedback. Learning packages which can be completed at your own pace are also a feature in some modules.

Assessment

This programme integrates theory and practice by providing inputs to the student learning from guest speakers, lectures, practising managers and through supporting assessment. All formative and summative assessments (such as case study analysis, portfolios, set exercises, assignments, presentations, critical reflection work) have been designed to ensure they are innovative, creative and authentic to ensure you have an enhanced student experience.

Blended learning and teaching is used, making good use of supporting VLE and e-portfolio. Contemporary teaching methods are also used such as lectures, seminars, workshops, field work, work-based learning including employer based case studies, live projects, guided learning, simulations, discussion groups including virtual forums and other digital formats.

You will also be asked to work in small groups which encourage collaborative learning.

We will motivate you through your learning and engagement in the following ways:

(a) By supporting you through your assessments and making sure you have a balanced workload and assessment schedule

(b) Through your learning and engagement with your studies, you will develop and enhance your ability to make informed judgements in relation to your own work

We will provide you with effective feedback (via marking rubric, forum discussion and Turnitin Studio) and feed forward i.e. looking ahead to the next assignment. Formative assessments are designed to support and enhance your summative assessments.

Graduate Prospects

Graduate prospects may include going on to pursue Masters studies, working for private, public or non-government organisations. Students who complete this programme will have the opportunity to hone their academic and transferable skills to be ready for a career change and/ or seek advancement in their chosen career. Employment prospects graduates can aspire to upon completion of the programme includes roles such as officers, assistant managers, team leaders, managers in corporate and non-corporate organisation. Other prospects may also including setting up your own business or expanding your current business. Some examples of our past graduate's employment include:

- Business consultants
- Marketing officers
- Further or Higher Education Tutors

- Entrepreneurs
- Sales consultants

MODULES

Year 1			
Code	**Title**	**Credits**	**Status**
UCBL6101	Strategic Management	20	Compulsory
UCBL6102	International Marketing	20	Compulsory
UCBL6105	Global Business	20	Compulsory
UCBL6104	Research Methods, Scholarship and Employability	20	Compulsory
UCBL6103	International Human Resource Management	20	Compulsory
UCBL6106	Innovation and Entrepreneurship	20	Compulsory
Students exiting at this point with 120 credits would receive a BA (Hons) Global Business Management (Top-Up). **Students exiting with 60 credits would receive a BA Global Business Management (Top-Up).**			

Key to Module Statuses	
Compulsory modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).

Timetables
Timetables are normally available a few weeks before the start of your first day of delivery. Please note that while we make every effort to ensure timetables are as student friendly as possible, scheduled learning can take place on any day of the week.
This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader. In such cases, you will study modules alongside the full-time cohort(s) that are running at the time

ADDITIONAL INFORMATION

Student Support
The Student Enquiry Point is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes: • Careers and Employability • Chaplaincy for faith and spiritual wellbeing • Mental Health and Wellbeing • Digital Skills • Disability and Specific Learning Difficulty (SpLD) • International Student Support • Library • Money Matters • Safeguarding • Skills@Cumbria • Sports and Fitness Facilities • University Student Accommodation As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University. The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me. You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs
Tuition Fees

Course fees can be found here: https://www.cumbria.ac.uk/study/student-finance/undergraduate/

Additional Costs

The following course-related costs are not included in the fees:

- Printing, IT equipment and optional field trips.

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

External and Internal Benchmarks

QAA (2019) Subject Benchmark Statement Business Management

Other external reference points may include:

- Framework for Higher Education Qualifications

Other internal reference points may include:

- UoC Strategic Plan

- UoC Learning, Teaching and Assessment Strategy

- UoC Academic Regulations and Academic Procedures and Processes

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:
https://www.cumbria.ac.uk/study/courses/undergraduate/global-business-management-top-up/