Aston University

PROGRAMME SPECIFICATION 2012-13

Programme Title	**INTERNATIONAL BUSINESS AND MANAGEMENT**
UCAS/JACS Code	NNC2
School/Subject Area	ASTON BUSINESS SCHOOL
Final Award	BSc
Interim Award(s)	CERTIFICATE IN HE (YEAR 1 – 120 CREDITS) DIPLOMA IN HE (YEARS 1 & 2 – 240 CREDITS)
Mode(s) of Study	SANDWICH
Normal Length of Programme	4 YEAR (WITH PLACEMENT YEAR)
Total Credits	480 credits
Programme Accredited By	Association of Chartered Certified Accountants (ACCA) Association of International Accountants (AIA) Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Chartered Institute of Purchasing and Supply (CIPS) Institute of Chartered Secretaries and Administrators (ICSA) Chartered Insurance Institute (CII) (for details see Aston Business School website www.abs.aston.ac.uk)
Dates Programme Specification Written and Revised	January 2004 , 26th August 2005, 10th August 2006, 10th September 2007, 22nd September 2008, 18th September 2009, 29th September 2010, 14th September 2011, 29th August 2012

Educational Aims of the Programme	• To attract well qualified applicants • To provide students with an excellent learning experience that draws on the research and consultancy of Aston academic staff • To provide well qualified graduates with key skills for life long learning • To meet the accreditation requirements of appropriate management-related professional bodies • To ensure relevance by maintaining and enhancing the School's links with business, professional and public sector organisation • To maintain and enhance the employability of graduates • To produce graduates who can operate as managers across a range of international business cultures and environments
Relevant Subject Benchmark Statements and other External and Internal Reference Points used to inform programme outcomes	The following reference points were used in designing the programme: • The Mission, Aims and Objectives of the ABS UG Programme • A range of professional bodies (see previous page) • QAA Benchmarking Statement on Business and Management • National qualifications framework • ABS Advisory Board • Framework for HE Qualifications (FHEQ)

Programme Structures and Requirements: Levels, Modules and Credits **Stage I**				
Module Title	Credits	Level	Module Code	Core/ Elective
Introduction to Financial Accounting	10	4	BF1100	CORE
Introduction to Management Accounting	10	4	BF1114	CORE
Introduction to Organisational Behaviour	10	4	BH1107	CORE
International Perspectives in Organisations	10	4	BH1109	CORE
English Legal Method and Contract Law	10	4	BL1104	CORE
Introduction to Marketing Management	10	4	BM1134	CORE
Foundations of/Introduction to Business Analytics	10	4	BN1115/6	CORE
Principles of Operations Management	10	4	BN1135	CORE
Information Technology for Business	10	4	BN1160	CORE
Economic Environment for Business	10	4	BS1102	CORE
Topics in Applied Economics	10	4	BS1108	CORE
Perspectives on Business and Management	10	4	BS1131	CORE
TOTAL	120			

Programme Structures and Requirements: Levels, Modules and Credits **Stage II**				
Module Title	Credits	Level	Module Code	Core/Elective
Strategic Finance	10	5	BF2244	CORE
Business Game	10	5	BN2225	CORE
Business Policy	10	5	BS2232	CORE
Business, Government and Society	10	5	BS2246	CORE
Modules to the value of 40 credits in each of two chosen subject areas from the following (at least one of which should be the stream in International Management or International Communication for Business):				
International Management				
Effective Teamwork	10	5	BH2286	ELECTIVE
International Business Environment	10	5	BS2209	ELECTIVE
International Business Economics	10	5	BS2223	ELECTIVE
Emerging and Transitional Economies	10	5	BS2261	ELECTIVE
International Communication for Business				
Intercultural Communication	10	5	LE2003	ELECTIVE
Language at Work	10	5	LE2007	ELECTIVE
Modules to the value of 20 credits in ONE of the languages below:-				
Intermediate French 1	10	4	LF1009	ELECTIVE
Intermediate French 2	10	4	LF1010	ELECTIVE
French for Beginners 1	10	4	LF1013	ELECTIVE
French for Beginners 2	10	4	LF1014	ELECTIVE
Advanced French 1	10	4	LF1016	ELECTIVE
Advanced French 2	10	4	LF1023	ELECTIVE
Intermediate German 1	10	4	LG1003	ELECTIVE
Intermediate German 2	10	4	LG1004	ELECTIVE
German for Beginners 1	10	4	LG1408	ELECTIVE
German for Beginners 2	10	4	LG1409	ELECTIVE

Advanced German 1	10	4	LG1033	ELECTIVE
Advanced German 2	10	4	LG1034	ELECTIVE
Spanish for Beginners 1	10	4	LS1400	ELECTIVE
Spanish for Beginners 2	10	4	LS1401	ELECTIVE
Intermediate Spanish 1	10	4	LS2400	ELECTIVE
Intermediate Spanish 2	10	4	LS2401	ELECTIVE
Advanced Spanish 1	10	4	LS1011	ELECTIVE
Advanced Spanish 2	10	4	LS1012	ELECTIVE
Chinese for Beginners 1	10	4	LX1400	ELECTIVE
Chinese for Beginners 2	10	4	LX1401	ELECTIVE
Arabic for Beginners 1	10	4	LZ1400	ELECTIVE
Arabic for Beginners 2	10	4	LZ1401	ELECTIVE
Intermediate Arabic 1	10	4	LZ1003	ELECTIVE
Intermediate Arabic 2	10	4	LZ1004	ELECTIVE
Business and Government				
Comparing Public Policies	10	5	LB2011	ELECTIVE
Environmental Policy	10	5	LB2012	ELECTIVE
Government, Globalisation and Money	10	5	LB2015	ELECTIVE
Global Society	10	5	LY2022	ELECTIVE
Management Science				
Management Science Methods	10	5	BN2288	ELECTIVE
Operational Research Techniques 1	10	5	BN2290	ELECTIVE
Operational Research Techniques 2	10	5	BN2291	ELECTIVE
Introduction to Econometrics 1	10	5	BS2247	ELECTIVE
Marketing				
Market Research	10	5	BM2217	COMPULSORY ELECTIVE
Consumer Behaviour	10	5	BM2258	COMPULSORY ELECTIVE
Marketing Communications	10	5	BM2282	COMPULSORY ELECTIVE

e-Marketing	10	5	BM2243	ELECTIVE
Principles of Services Marketing	10	5	BM2249	ELECTIVE
Information Systems				
Systems Analysis	10	5	BN2228	ELECTIVE
Systems Analysis Project	10	5	BN2229	ELECTIVE
IT and Web Development	10	5	BN2234	ELECTIVE
Databases	10	5	BN2237	ELECTIVE
Business Psychology				
Theories and Practice of HRM	20	5	BH2212	ELECTIVE
Psychology and Work	20	5	BH2239	ELECTIVE
Accounting				
Making Managerial Decisions	20	5	BF2210	ELECTIVE
Financial Accounting	20	5	BF2211	ELECTIVE
e-Business				
Principles of Intellectual Property	10	5	BL2205	ELECTIVE
e-Marketing	10	5	BM2243	ELECTIVE
IT and Web Development	10	5	BN2234	ELECTIVE
Doing e-Business	10	5	BN2285	ELECTIVE
Operations Management				
Total Quality Management	20	5	BN2284	ELECTIVE
Doing e-Business	10	5	BN2285	ELECTIVE
Enterprise Resource Planning	10	5	BN2289	ELECTIVE
Law				
Principles of Intellectual Property	10	5	BL2205	ELECTIVE
Principles of Criminal Law	20	5	BL2295	ELECTIVE
Principles of Business Law	10	5	BL2296	ELECTIVE
TOTAL	120			

Programme Structures and Requirements: Levels, Modules and Credits **Stage III**				
Module Title	Credits	Level	Module Code	Core/Elective
COMPULSORY PLACEMENT YEAR	120	P	BUP100	Core
TOTAL	120			

Programme Structures and Requirements: Levels, Modules and Credits **Stage IV**				
Module Title	Credits	Level	Module Code	Core/ Elective
Strategic Management	20	6	BM3399	CORE
Modules to the value of 60 credits in one compulsory subject area (either International Management or International Communication for Business) and 40 credits in the second chosen subject area (any of the subject areas listed). If you decide to continue with only one of the compulsory IBAM streams (ICB/IM) you may choose your remaining 40 credits from any of the modules shown below. (i.e. the 40 credits do not have to be chosen from one subject area)				
International Management subject area:				
International Finance	10	6	BF3334	ELECTIVE
Derivatives	10	6	BF3314	ELECTIVE
International Marketing	20	6	BM3309	ELECTIVE
International Operations	20	6	BN3322	ELECTIVE
International Communication for Business subject area:				
Critical Discourse Analysis	10	6	LE3011	ELECTIVE
Leadership and Management Communication 1	10	6	LE3019	ELECTIVE
Leadership and Management Communication 2	10	6	LE3020	ELECTIVE
Intercultural Business Communication Research Project	10	6	LE3021	ELECTIVE
Intermediate French 1	10	4	LF1009	ELECTIVE
Intermediate French 2	10	4	LF1010	ELECTIVE
French for Beginners 1	10	4	LF1013	ELECTIVE
French for Beginners 2	10	4	LF1014	ELECTIVE
Advanced French 1	10	4	LF1016	ELECTIVE
Advanced French 2	10	4	LF1023	ELECTIVE
Intermediate German 1	10	4	LG1003	ELECTIVE
Intermediate German 2	10	4	LG1004	ELECTIVE
German for Beginners 1	10	4	LG1408	ELECTIVE
German for Beginners 2	10	4	LG1409	ELECTIVE
Advanced German 1	10	4	LG1033	ELECTIVE
Advanced German 2	10	4	LG1034	ELECTIVE
Spanish for Beginners 1	10	4	LS1400	ELECTIVE

Spanish for Beginners 2	10	4	LS1401	ELECTIVE
Intermediate Spanish 1	10	4	LS2400	ELECTIVE
Intermediate Spanish 2	10	4	LS2401	ELECTIVE
Advanced Spanish 1	10	4	LS1011	ELECTIVE
Advanced Spanish 2	10	4	LS1012	ELECTIVE
Chinese for Beginners 1	10	4	LX1400	ELECTIVE
Chinese for Beginners 2	10	4	LX1401	ELECTIVE
Intermediate Chinese 1	10	4	LX2400	ELECTIVE
Intermediate Chinese 2	10	4	LX2401	ELECTIVE
Advanced Chinese 1	10	4	LX1001	ELECTIVE
Advanced Chinese 2	10	4	LX1002	ELECTIVE
Arabic for Beginners 1	10	4	LZ1400	ELECTIVE
Arabic for Beginners 2	10	4	LZ1401	ELECTIVE
Intermediate Arabic 1	10	4	LZ1003	ELECTIVE
Intermediate Arabic 2	10	4	LZ1004	ELECTIVE
Business & Government				
The Governance of Economic Development	10	6	LB3009	ELECTIVE
British Governance	10	6	LB3010	ELECTIVE
The Sociology of Work Organisations & Society	10	6	LY3012	ELECTIVE
Corporate Power in a Globalised World	10	6	LY3022	ELECTIVE
Management Science				
Simulation	10	6	BN3324	ELECTIVE
Effective Management Consultancy	20	6	BN3370	ELECTIVE
Data Envelopment Analysis	10	6	BN3373	ELECTIVE
Marketing				
Marketing Strategy	20	6	BM3326	ELECTIVE
Marketing Communications	10	6	BM3338	ELECTIVE
Advanced Marketing Communications	10	6	BM3382	ELECTIVE
Information Systems				
World-wide Management of IT	10	6	BN3320	ELECTIVE
Effective Project Delivery	20	6	BN3385	ELECTIVE

Knowledge at Work	10	6	BN3386	ELECTIVE
Law				
Principles of Company Law	20	6	BL3306	ELECTIVE
Principles of International Sales and Transportation Law	20	6	BL3372	ELECTIVE
Business Psychology				
Contemporary Issues in Human Resource Management	20	6	BH3303	ELECTIVE
Employee Relations and Legal Issues in HRM	20	6	BH3308	ELECTIVE
Accounting				
Advanced Financial Accounting	20	6	BF3300	ELECTIVE
The Organisational Context of Management Accounting	20	6	BF3301	ELECTIVE
e-Business				
Advanced Business Computing	10	6	BN3369	ELECTIVE
Supply Chain Management	20	6	BN3372	ELECTIVE
E-Business Systems Development	10	6	BN3374	ELECTIVE
Operations Management				
Operations Strategy	20	6	BN3318	ELECTIVE
Supply Chain Management	20	6	BN3372	ELECTIVE
TOTAL	120			

Programme Outcomes and Learning, Teaching and Assessment Strategies			
A. Knowledge and Understanding			
	On successful completion of their programme students, are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
A1	Critically discuss the main functions of management and two specialist areas at least one with an international dimension	The following learning and teaching methods are used: Lectures: • to introduce students to key concepts and theories, • to indicate areas of further study and reading, • to provide a broad overview of the subject • to stimulate enthusiasm and desire for further enquiry Tutorials: • to clarify, reinforce and extend students' understanding and knowledge • to give an opportunity for more individual advice on difficult concepts • to give students the support which is most appropriate to their ability and experience in the subject • to stimulate discussion Independent learning such as computer-based learning packages: • to enable students to work through at their own pace and to develop an understanding of the subject	The following assessment methods are used to assess knowledge and understanding: Closed Book Examinations/Tests: • to examine appreciation of key issues • to assess understanding of content and aims Multiple Choice tests: • to assess students range of knowledge and understanding of the subject • to provide students with formative information on their progress A wide range of written assignments: • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches • to demonstrate whether student are able to apply what they have learnt
A2	Demonstrate knowledge of the theories, principles and underlying concepts of subjects relevant to management, and an understanding of business models and processes		
A3	Appreciate how strategic decision-making within organisations as a whole takes place		

B. Intellectual Skills			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
B1	Critically reflect on management problems and how to solve them, and particularly from an international and/or comparative perspective	Intellectual skills are developed through: Lectures: • to stimulate enthusiasm and desire for further enquiry Tutorials: • to give an opportunity for individual advice on difficult concepts • to stimulate discussion and critical thought	Intellectual skills are assessed via: Closed Book Examinations/Tests: • to assess the ability to marshal arguments, apply models, and present ideas in a coherent and literate way • to assess whether students can apply the techniques of analysis taught Open Book Examinations/Tests: • to allow students to prepare in advance in a more creative way A wide variety of written assignments: • to assess students' ability to research the topic • to assess students' ability to assemble and evaluate data, apply models, reason and present ideas in a coherent and literate way • to enable students to show their understanding of different perspectives and their critical appreciation of different questions and approaches

C. Professional Skills			
	On successful completion of their programme, students are expected to be able to:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
C1	Apply their key skills and competencies within a real work-based situation (via year abroad experience)	Subject Specific skills are taught via: Tutorials/Case Studies: • to facilitate practical exercises • to understand theory in a practical context • to place techniques and theories in a wider business environment Workshops/Simulation: • to give practical experience of packages and techniques which students will need to know as practising managers Year Abroad experience	Subject Specific skills are assessed via: Case Studies: • to assess ability to apply knowledge and skills to a practical scenario Group work/Business Games: • to assess ability to run a fictitious company Year Abroad essay, log book and report and/or reflective study abroad: • to assess ability to analyse a practical problem in a real world situation • to demonstrate progress in the development of relevant general and specific management skills
C2	Apply the knowledge and practice of two specialist management disciplines (at least one with an international dimension), as set out in the specific objectives of each specialist area		

D. Transferable Skills			
	On successful completion of their programme, students are expected to show:	Teaching, Learning and Assessment Strategies to enable outcome to be achieved and demonstrated	
		Learning and Teaching Methods	**Assessment Methods**
	A range of general and specific skills including:	Key skills are taught by a range of practical sessions: Tutorials: • to provide an opportunity for students to work in groups • to provide an opportunity for more individual advice on difficult concepts • to facilitate practical exercises Workshops: • to give practical experience of computer packages and techniques • to use computer facilities to obtain data and to communicate	Key skills are assessed via: Presentations: • to assess students' ability in analysing information and presenting their argument orally in front of a group of people Group Work: • to assess ability to work in a team Practical tests and portfolios: • to assess ability of using IT in a business environment Written work: • to assess ability to communicate effectively in written form • to assess ability to assemble and evaluate statistical and financial data by applying relevant models
D1	IT and computing skills		
D2	Report writing skills		
D3	Presentational skills		
D4	Communication (including international, cross cultural and/or foreign language skills) and team working skills		
D5	Competency in understanding relevant statistical analyses and financial reports		

PROGRAMME REGULATIONS

This programme is governed by the University's current General Regulations for Undergraduate Programmes, except where they are modified by the following Programme Regulations. Copies of the General Regulations for Undergraduate Programmes may be obtained from the Aston Business School Undergraduate Programme Office or the Registry.

1. Introduction	The BSc programme in International Business and Management shall have a duration of four years with industrial/professional training. There shall be an Honours Degree and an Ordinary Degree.
2. Entry Requirements	2.1 Candidates must meet the general University entry qualifications as set out in the General Regulations for Undergraduate Programmes. 2.2 Candidates must satisfy the specific entry requirements for each programme as approved by the School Learning and Teaching Committee.
3. Attendance Requirements	3.1 Students are normally required to attend the University for nine terms over a period of four consecutive academic years including industrial/ professional training. 3.2 In order to qualify for the award of the Degree a student must have attended at least 80% of the required proportion of tutorials, seminars, practical classes, and lectures, as set out in the Student Handbook.
4. Industrial/ Professional Training	4.1 Students will be required to undertake an appropriate programme of integrated industrial/professional training of at least 30 weeks and a maximum of 48 weeks at such times as approved by the Director Undergraduate Programmes. NB. The normal length of an Undergraduate industrial placement within the Business School is 48 weeks. 4.2 Certain students will be required to undertake the programme of industrial/ professional training by studying at specified institutions abroad. 4.3 The Director Undergraduate Programmes may exempt students from the Placement Year if they have overseas status or have very special circumstances. 4.4 Marks from the placement year contribute to the degree classification as specified in the General Regulations for Undergraduate Programmes.
5. Specific Assessment Requirements for Modules (If any, e.g. Modules which may not be condoned)	5.1 All modules are condonable. 5.2 A calculated module mark of 29, rounded up to 30, will only normally be condonable if all elements of assessment in that module have been completed.

6. Assessment	6.1 Requirements for the Honours Degree 6.1.1. Honours Degree Examinations will be held at specified times before the final year of the programme and will comprise the modules set out in the programme specification. 6.2 Requirements for the Ordinary Degree 6.2.1. The Board of Examiners may require a student to transfer to the Ordinary Degree programme if the student's performance in the Level 4 or Level 5 Examination of the Honours Degree programme is not of Honours Degree standard. 6.2.2. The conditions governing Ordinary degrees are as set out in the University General Regulations. 6.2.3. At the discretion of the Director Undergraduate Programmes, students who have been transferred to the Ordinary Degree at the end of the first year may follow the Honours degree requirements in their second year in order to give them the opportunity to return to the Honours degree at the end of the academic year if their performance is deemed at Honours level by the second year Examination Board. 6.2.4. Students in their final year, who are studying for an Ordinary Degree, must successfully complete the core module BM3399 Strategic Management. 6.2.5. Ordinary Degree Examinations will be held at specified times before the final year of the programme (as set out in the General Regulations) and will comprise the same modules as those pursuing the Honours programme less those agreed by the Director Undergraduate Programmes.
7. Classification of Awards	. 7.1 The final degree classification will be calculated as set out in the University General Regulations.
8. Prizes	8.1 The award of available Prizes is at the discretion of the Examination Board. 8.2 The Board of Examiners will not award a prize to any student who has failed the module in question or who is unsuccessful in progressing to the next stage of the degree.
9. Certificate/Diploma of Higher Education	The Board of Examiners may award a Certificate of Higher Education (after satisfactory completion of year one) or a Diploma of Higher Education (after satisfactory completion of year one and year two) to a student who, for whatever reason, is unable to complete their degree programme.

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.