

Overview

Programme Code	36417
Programme Title	Business with International Business Management
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Lucinda McGrath

Partner Name	Partnership Type
Westford University College	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Business and Management (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	February	Westford University College	1 Years
Full-Time, Face to Face	September	Westford University College	1 Years

Aims and Outcomes

Educational Aims of the Programme

The BA (Hons.) Business with International Business Management programme aims to produce graduates who have: Acquired knowledge of business theories, models and techniques and issues rigorously and who have the practical skills needed within the business environment. Developed the knowledge and skills necessary for a successful career in business or to undertake a further academic study. Developed the personal and key skills to enable them to work effectively on their own and within teams and to be able to meet the challenges of working in a changeable business environment. Developed knowledge and skills in international business management. The ability to apply their skills and knowledge in a work situation. The optional placement/sandwich modules seek to enhance the intellectual skills needed to develop and embed a positive attitude to lifelong learning for those students on this option.

Learning Outcomes

Code	Description
PLO1	Demonstrate a comprehensive understanding and ability to analyse and evaluate the nature, structure, functions, processes of international business management.
PLO2	Apply the skills necessary for academic study and enquiry.
PLO3	Select, use and evaluate information from a variety of sources.
PLO4	Apply theoretical concepts and practical techniques and skills to the solution of complex problems.
PLO5	Analyse and interpret quantitative and qualitative data.
PLO6	Utilise judgement to draw appropriate conclusions and make recommendations.
PLO7	Analyse, evaluate and synthesise theoretical and applied knowledge and information to develop a coherent understanding and conclusion.
PLO8	Develop own leadership, team-working and other personal qualities necessary for international business management career.
PLO9	Understand the role of international business management in a business recognising its development and implications for the organisation.
PLO10	Apply the business and international business concepts and philosophy to private, public and not-for-profit sector organisations.

Code	Description
PLO11	Recognise the importance of collecting relevant data, and the variety of information sources, both primary and secondary.
PLO12	Analyse the contemporary issues in business and international business management.
PLO13	Apply a range of theoretical concepts to practical organisational or industry sector issues or problems.
PLO14	Demonstrate knowledge of the business communications tools and the need for integration.
PLO15	Demonstrate detailed knowledge of business and international business management.
PLO16	Demonstrate an awareness of strategic, legal and ethical issues affecting business organisations and international business management.

Programme Structure

Programme Structure Description

Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 100 credit points	CORE
[MODULE] 6502WUCBW Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6503WUCBW Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6504WUCBW Innovation and Creativity for Business Approved 2022.01 - 20 credit points	
[MODULE] 6509WUCBW International Business Organisations Approved 2022.01 - 20 credit points	
[MODULE] 6510WUCBW International Business Cultures Approved 2022.01 - 20 credit points	
Level 6 Optional - 40 credit points	OPTIONAL
[MODULE] 6500WUCBW Corporate Social Responsibility Approved 2022.02 - 20 credit points	
[MODULE] 6501WUCBW Personal Development and Employment Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

Acquisition of knowledge is achieved through a broad range of teaching methods including lecture, seminar, workshop, action workshop, case study, video, practical, business game simulation, international and national case studies. Assessment methods are specified in each module handbook but include unseen examination, open book examination, coursework assignments and presentations. Intellectual skills are developed through practical (case study or 'real-world') tutorial work and coursework assignments. Open ended practical and project work is designed to permit students to demonstrate achievement of all the learning outcomes in this category. Examples of teaching and learning on the programme include: Lectures Tutor-led seminars Student-led seminars Workshops Self-directed learning Business game simulations Intellectual skills are assessed. A variety of assessment methods are used and formal examination, coursework (including formal reports and presentations) are the main methods for assessment. Examples of assessment on the programme include: Essays Reports In-Class Tests Unseen Examinations Open Book Examinations Portfolio A variety of assessment methods are used to assess practical skills including practical tasks, formal reports, presentations, portfolios. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Transferable skills are assessed. A variety of assessment methods are used including examinations, portfolios of learning, formal reports, presentations and business game simulations.

Opportunities for work related learning

The four elements of Work Related Learning (WRL): 1. Learning about oneself 2. Learning and practising skills 3. Experiencing the world of work 4. Experiencing and learning how to learn and manage oneself in a range of situations This will be addressed through the continuing development of graduate skills that are embedded into the programmes as well as via campus based work related learning. With respect to elements 1, 2 and 4 the team is of the opinion that the comprehensive mapping exercise of the graduate skills clearly demonstrates that these elements are incorporated into the Programme, as all the skills will be taught, practised and assessed via the core modules. The programme also has strong employer involvement. Many modules have guest speakers from industry.

Entry Requirements

Type	Description
Other international requirements	Pearson BTEC Level 5 HND in Business Any applicant whose first language is not English will be required to have IELTS 6.0 with no less than 5.5 in any component, or an acceptable equivalent.

Extra Entry Requirements