



Course Specification

Bachelor of International Business (BAIB) Top Up

Faculty of Business and Law School of Strategy and Leadership

**FBLU042 (On Campus)
FBLU075 (Online)
Academic year: 2021/2022**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A - Course Specification

Bachelor of Arts International Business (BAIB) Top Up

1. Introduction

The Bachelor of Arts in International Business (BAIB) Top Up course is a business studies Top Up degree, with the option for a one-year or a two-year Top Up. The course has been designed for students to finalise their undergraduate studies at Coventry University. The objective is for students who have already completed one or two years of business degree related undergraduate studies, including from partner institutions, to complete their degree with Coventry Business School.

The BAIB course allows direct entry into level 5 or level 6 of a BA Honours degree, for both on-campus and online learners, as a full-time course only. The BAIB course enables students to prepare for either a career in international and global business, or to continue on in further higher education. As businesses increasingly find themselves competing in a global market, companies are looking to employ graduates who possess knowledge and experience of various economic and cultural environments. The distinguishing features of this course are the sound theoretical and intellectual foundation, complemented by a wide range of theoretical, practical skills, designed to increase both the academic proficiency and the employability of our graduate students. This will prepare individuals for employment in their anticipated career pathway, as well as prepare them for postgraduate study.

Each student is considered individually, and Recognition for Prior Learning (RPL) is applied to map equivalence to the first year or first two years of a UK Business degree.

The general aim of the BAIB course is to help and encourage the development of specific business knowledge and skills, as well as that of critical attitudes towards change and enterprise that reflect the dynamic business environment and the need for adaptability of business graduates. A strong emphasis is placed on acquiring cross-organisational and cross-cultural integrative skills, and the understanding the importance of constantly challenging engrained ways of doing things. Further emphasis is placed on enhancing the ability to apply business theories in different contexts, with a view of better understanding organisations and, seeding and nurturing a passion for continuous professional development for the individual and those around them.

Teaching methods are grounded in the following approaches:

1. The course structure, requirements and modules reflect a cumulative learning approach with each module in level 5 and 6 building on previous knowledge;
2. Real life examples are used extensively, and students are constantly encouraged to analyse and evaluate how to improve the decision-making process;
3. Academics will stress the social aspect of international business, and how this is crucial to the successful running of an international organisation. This acts as a lens in which to view the businesses
4. The final year of the course offers to students, modules across a range of topics (2 options from 3). These will consist of linked modules whereby academics will work to ensure that modules within similar areas are linked and build progressively across levels.

In addition to the approach detailed above, the BAIB encourages students to broaden their knowledge of topics that will help them understand international business. A distinctive feature of the BAIB is that students will be supported in their academic English communication skills, focussing on business report writing and presentation skills throughout their course.

2 Available Award(s) and Modes of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
BA (Hons) International Business	On-campus and Online full-time: 1 or 2 years (depending on level of entry)	N121	6
BA International Business			6
Diploma in International Business			5
3 Awarding Institution/ Body	Coventry University		
4 Collaboration	Not Applicable		
5 Teaching Institution and Location of delivery	Coventry University, Faculty of Business and Law, Coventry Coventry University, online		
6 Internal Approval/Review Dates	Date of latest review: 2019 Date for next review: 2028		
7 Course Accredited by			
8 Accreditation Date and Duration			
9 QAA Subject Benchmark Statement(s) and/or other external factors	This course has been designed to meet the 2019 QAA Subject Benchmark Statement for Business and Management. QAA General Business and Management benchmark statement (2019) - https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5		
10 Date of Course Specification	June 2021		
11 Course Director	Dr Tega Akpobi		

12 Outline and Educational Aims of the Course

The general aim of the BAIB course is to help and encourage the development of business knowledge and skills, as well as that of critical attitudes towards change and enterprise that reflect the dynamic business environment and the need for adaptability of business graduates. This broad educational purpose reflects the following documents that have been used in designing this course:

1. Coventry University's (CU) Corporate Strategy 2015-2021;
2. CU Education Strategy 2015–2021 which sets out the key themes which are embedded within the University's approach to learning and teaching – specifically our students' academic experience, research-informed learning, internationalisation, digital literacy and employability;
3. CU Assessment Strategy 2015-2021;
4. The QAA Subject Benchmark Statements contained in the QAA – UK Quality Code for Higher Education, updated in 2019;
5. FBL's targets in terms of student satisfaction, employability and completion;
6. Student and faculty feedback;
7. Consultation with the Faculty's Business Advisory Group;
8. Student mobility strategy.

To ensure that the goals of this course are aligned with the expectations of the global market, the aims listed below reflect the insights gathered from the review process. The educational aims of the course are:

1. To develop a range of transferable skills, competencies, and independent lifelong learning skills valuable in employment and career development in international areas, and to enable students to enter postgraduate courses;
2. To reflect business thought and practice within the international context and with an emphasis, where appropriate, on the application of theory to practice;
3. To demonstrate a comprehensive knowledge and understanding of the international business environment, business strategy, and the key functions of business organisations;
4. To develop the ability to assess and evaluate critically the global business context, as well as synthesize and evaluate various solutions for the resolution of business problems and issues.

13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims, and therefore appropriately aligned with the relevant FHEQ level, QAA Subject Benchmark statements (2019) and CU University's corporate and education strategy (2015-2021).

A student who successfully completes the course will be able to:

1. Critically evaluate the global business context and strategic decision-making in organisations within the international arena, and in relation to society;
2. Demonstrate a comprehensive knowledge and understanding of the global business environment, business strategy, and the main functional areas of global business organisations;
3. Identify, analyse and critically assess organisational issues within an international and community context, using appropriate concepts, models or techniques, and suggest relevant, innovative and creative solutions;
4. Apply a range of skills that are transferable within a business context and increase employability, for example, problem-solving, information presentation, evaluation and analysis, effective use of technology for business application;
5. Demonstrate the ability to act as an independent learner (in both educational and business settings) as well as the ability to play a full role when working and /or learning in teams, in order to be effective in a graduate level role;
6. Communicate in non-verbal and verbal formats, appropriate to a specific global business context, including digital communication;
7. Demonstrate an understanding of business ethics and sustainability within the context of the global business environment.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Table 1 presents the modules studied within the on-campus BAIB course, their status (whether mandatory or optional), the levels at which they are studied and their credit value. Table 2 represents the module list for the online delivery. Details regarding the patterns and modes of attendance, as well as other distinctive features of the course are presented below.

Patterns and modes of attendance

The on-campus and online modes of the BAIB course are available either as a 1-year (level 6 direct entry) full time course, or as a 2-year (level 5 direct entry) full time course.

On this course, you may be able to switch between studying on campus and studying online at certain points of the academic year, subject to availability. Request processes and restrictions apply. A change in study mode is likely to have visa and/or student finance implications. If you have commenced your studies online after having been refused a UK visa or had a request for sponsorship declined by Coventry University, you will not be eligible to switch between study modes.

To pursue either option, a student must satisfy the University progression requirements as detailed in the Academic Regulations.

Mandatory and Optional Modules

Level 5 students will study a range of mandatory modules. In the final year (level 6), students are able to select from a series of optional modules (2 options from 3). These options are offered in recognition of the specialised nature of the job market and desired future goals for students. Students need to select 40 credits in options (20 credits x 2 modules at level 6).

Additional Distinctive Features

In addition to the multiple options for international mobility, the BAIB offers students the innovative feature of having the opportunity to engage in Collaborative Online International Learning (COIL) experiences throughout the course and/or to attend optional visits (field trips) to (locally based) global organisations¹.

New joining students are offered optional weekly non-credit bearing Study Skills sessions to close the potential gaps between home and foreign students (structure and duration may vary for online delivery).

Progression Requirements

Progression is in accordance with the University Academic Regulations.

Cascade of Awards:



- Honours classification is calculated per University Academic Regulations. There are no specific modules which must be included in the calculation for a BAIB (Hons).

¹ Field Trips will not be available for students studying online

Table 1. BAIB Course Structure for delivery of levels 5 and 6

Course Structure				
Module code	Module title	Credit value	Pre/Co requisite(s)	Mandatory or Optional
Level 5				
5010SSL	Cross-Cultural Management	20	None	M
5014SSL	Global Business	20	None	M
5065HUM	English Business Communication and Report Writing Skills	10	None	M
5015SSL	International Career Development	10	None	M
5016SSL	Digital Business; Marketing and E-Commerce	20	None	M
5017SSL	Analysing Quantitative Business Data	20	None	M
5015ACC	Finance and Accounting for International Students	20	None	M
Level 6				
6010SSL	Principles of Strategy	20	None	M
6012SSL	Project Management for Business	20	None	M
6076HUM	English Business Presentation Skills	10	None	M
6017SSL	Entrepreneurship and Innovation	10	None	M
6018SSL	International Leadership	20	None	M
<i>Students will select two from the following three options</i>				
6019SSL	International Business and People Relations	20	None	O
6020SSL	International Logistics	20	None	O
6035SSL	Business Project	20	None	O

15 Criteria for Admission and Selection Procedure

For the one-year Level 6 programme - 240 credits (APL with 120 credits at level 4 and 120 credits at level 5) obtained in a business related area. A HND in a business related area with 240 credits awarded may also be considered for entry into the one-year programme, this is subject to approval from the Course Director.

For the two-year Level 5 and 6 programme - 120 credits (APL with 120 credits at level 4) obtained in a business related area.

Where there is agreed progression from a partner these will be mapped in line with University processes and retained by the Academic Partnership Unit (APU). These should include any prerequisite modules for the course of study. UCAS entry profiles may be found at <http://www.ucas.com/students/choosingcourses/entryrequirements>.

Additionally, it will require IELTS 6.0 or equivalent. The general requirements are in line with University Policy.

16 Academic Regulations and Regulations of Assessment

This course conforms to the standard undergraduate [University Regulations Mode E](#).

17 Indicators of Quality Enhancement

The Bachelor of Arts in International Business (BAIB) Top Up course is a business studies degree, as categorised by the UK Quality Assurance Agency for Higher Education (QAA 2015). Coventry University School of Strategy and Leadership has excellent links with employers and regularly meets our Business Advisory Group to seek guidance and to help ensure the relevance and validity of our courses. In addition, student feedback is constantly collected and acted upon through module evaluations surveys, student forums and the National Student Survey (NSS).

The Course Team meets regularly as part of the University's Course Quality Enhancement and Monitoring (CQEM) process to discuss the course in the context of the QAA code for Teaching and Learning and the University's Education Strategy. This process has resulted in multiple improvements of the course for example, the inclusion of formative assessment points and the adoption of Principles for Responsible Management Education (PRME)

The report of QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- Setting and maintenance of the academic standards of awards;
- Quality of student learning opportunities;
- Quality of the information about learning opportunities;
- Enhancement of student learning opportunities.

18 Additional Information

Key sources of information about the course and student support can be found in:

- Faculty/Course Handbook
- Module Information Directory
- Study Support information is accessible from the home page of the Coventry University Student Portal

<https://students.coventry.ac.uk/Pages/index.aspx>