Undergraduate Programme Specification

Session	2026/27	**Last Modified**	12/04/24
Named Award Title	**BA (Hons) International Business Pathways (Title) Single**		
Award Title for Each Award	BA (Hons) International Business with Marketing BA (Hons) International Business with Business BA International Business with Marketing BA International Business with Business Dip HE International Business with Marketing Dip HE International Business with Business Cert HE International Business BA Combined Award		
Date of Approval	May 2022		
Details of Cohort Applies to	All cohorts starting from September 2025		
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland
Language of Instruction & Examination	English		
Award Accredited by	n/a		
Maximum Period of Registration	4 years Please also refer to the "Authorised Interruption of Study" Guidance Notes [Authorised Interruption Guidance notes (uws.ac.uk)]		
Duration of Study			
Full-time	3 years	**Part-time**	n/a
Placement (compulsory)	n/a		
Mode of Study	☒ Full-time ☐ Part-time		
Campus	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (Please specify)
School	**Business and Creative Industries**		
Divisional Programme Board	**Management, Organisations and People**		
Programme Leader	Dr Siân Stephens		

Admissions Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements.

For applicants whose first language is not English, Regulation 2.12 sets out the English Language Requirements in terms of IELTS. See details at - English Language Requirements | UWS | University of the West of Scotland

SQA National Qualifications:

Or GCE Year 1 entry

SCQF Level 6 International Foundation Programme
Appropriate International Qualifications

Year 2 Entry

BBB (A level)

Or SQA National Qualifications / Edexcel Foundations

Year 2 Entry
HNC or CertHE in appropriate business subject
Appropriate International Qualifications
Year 3 Entry
HND or DipHE in appropriate business subject
Appropriate International Qualifications

Other Required Qualifications/Experience

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent.

The University Admission team will advise on the list and grading of international qualifications.

Further desirable skills pre-application

If English is not your first language you will need to show that you have English Language competence at IELTS level 6.0 (with no skill below 5.5) or equivalent. Refer to University Regulations

General Overview

The BA (Hons) International Business Pathways offers students an opportunity to study towards a business degree that has been developed to contribute to the impact of external labour market influences in the UK, Europe and the international business community. The BA (Hons) International Business Pathways helps students to develop knowledge and skills that are required of Business Graduates entering employment in small, medium and large sized organisations locality or across the globe.

The degree has been designed to deliver up to date practical and professional skills, underpinned by appropriate academic theory which will support the development of 21st century graduates who are ready for the workplace; or who have ambitions of extending their education into post graduate studies.

The standard Business areas, such as Business Management, Business Sectors, HRM, Marketing, and Economics, are included in the Programme, and students could then take some of these areas further through the pathway options.

This programme is designed to challenge the students' intellectual and imaginative understanding and judgement; their ability to resolve problems effectively and their ability to recognise the relevance of a wide variety of approaches fundamental problem solving in a variety of business situations. The programme will engender an analytical and creative approach, encourage independent judgement and critical self-awareness all directed towards continual improvement in the business sector.

On completion of an Honours degree, graduates may follow a variety of routes at post-graduate level both within the University and elsewhere. Many may pursue professional qualifications in their chosen specialist area of study.

The BA (Hons) International Business pathway programme uses a range of teaching, learning and assessment methods in order to enable the learning outcomes to be achieved. Individual modules use different mixes of teaching, learning and assessment methods as appropriate to the learning outcomes of that module. The teaching and learning uses the hybrid approach in line with the UWS 2021 curriculum framework and the 2025 UWS strategy plan.

Throughout the programme there are deliberate strategies to expose students to a wide range of teaching, learning and assessment methods in order to assist the development of a wide range of skills, specifically employability skills valued by employers.

Typical Delivery Method

All modules on the *BA (Hons) International Business Pathway* programme are delivered in a hybrid manner with some modules having lectures online. All tutorials are delivered through face-to-face teaching mode on campus, whereby students are given every opportunity to participate in engaging and interactive sessions with teaching staff and fellow students. In this way, students are able to experience a highly interactive and supportive learning environment in which there are opportunities to work collaboratively in teams to share ideas and enhance understanding, engage in discussions regarding new ideas, concepts and theories related to the subject of study, ask questions, and seek clarification and receive feedback on progress.

Teaching and learning sessions use a variety of tools, technologies and methodologies to deliver core concepts and knowledge, such as interactive presentations and lectures, practical tutorials, group discussions, collaborative tasks and online activities.
All teaching and learning material for each module is made available electronically through the University's Virtual Learning Environment (VLE), enabling students to prepare, review and reinforce their understanding at a time suitable to them and at their own pace.

Any additional costs

There are no additional costs associated with this programme, except in relation to travel to London campus.

Graduate Attributes, Employability & Personal Development Planning

Learning outcomes throughout the programme have been designed to ensure that, in addition to the development of knowledge and understanding of the business and its components, students will have the opportunity to develop these skills and attributes that are most valued by employers. The programme has employability embedded into the core curriculum, thereby ensuring that all students are exposed to the development of their key skills and have the opportunity to reflect on their own personal development. Employability skills development is continually reinforced throughout the programme.

Although the general policy is that PDP should be embedded into the curriculum, it is also proposed that Personal Development Planning should be supported by students' reflection on key points within the programme.

PDP is inherent in many modules but is a key element of the three BCI Professional and Academic Development modules, which have been developed for use across the school. These modules will allow the students to examine their own personal development and track this across all levels of the programme.

Ethics is a key aspect of any academic course and within the BA (Hons) International Business programme the student's introduction to this starts from the beginning at induction process. Students are told about personal ethics whilst studying through the sessions on Plagiarism, and this is then examined from a business perspective through a number of modules throughout the course. The enforcing of the importance of ethics and in particular ethical study is something that occurs in all modules.

Embedded into the programme will be the UWS graduate attributes.

As a graduate from UWS you will be:

- Universal - globally relevant with comprehensively applicable abilities, skills and behaviours
- Work ready - dynamic and prepared for employment in complex, ever-changing environments which require lifelong learning and resilience
- Successful - as a UWS graduate with a solid foundation on which to continue succeeding and realising your potential, across various contexts.

Through studying and graduating from UWS, you will develop attributes across three dimensions:

- Academic – knowledge, skills and abilities related to high-level academic study
- Personal – qualities and characteristics of well-rounded, developed, responsible individuals
- Professional – skills, aptitudes and attitudes required for professional working life in the 21st Century

Students are encouraged to become reflective learners and efforts being made to assist them in recognising and developing transferable skills and personal capabilities alongside academic knowledge.

The overall assessment strategy ensures that a coherent balance of assessment is in place and that assessment supports employability and other complex learning intentions.

Students will frequently be given tasks to complete outside formal contact hours. These tasks are not necessarily assessable but will help you develop your understanding and knowledge from the feedback that you receive.

In addition to formal learning students will undertake significant levels of self-learning through the various mediums such as VLE, discussion boards, the Internet, databases, journals and reference

books.

It is implicit in the course that by the end of their studies, students will have acquired a high level of competence in the learning technologies and the application of relevant software. The majority of modules require the use of computers for coursework submissions.

The underpinning attributes are developed through the key skills and competencies you will learn as part of your undergraduate programme

Work Based Learning/Placement Details

Work-based learning / sandwich placement is not offered as part of this programme.

Attendance and Engagement

In line with the Student Attendance and Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the VLE, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

Students are required to engage with any on-line learning and attend on-campus sessions as required by the programme. On-line learning engagement will be monitored through the university VLE system and on-campus attendance is monitored through the banner attendance system.

Students are expected to engage with any online or on-campus face to face sessions that are timetabled and students who do not undertake this may be referred to the schools engagement panel.

UKVI students from international countries must attend all on-campus sessions as directed and failure to do this could mean they are referred to the school engagement panel as well as being reported to the UKVI for non-compliance with visa requirements. All engagement for all students on the programme is monitored, through school and university procedures.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

The programme will ensure that all programme related matters contained in this documentation will be met in full.

Equality and diversity is a key focus of the School of Business and Creative Industries. A learning environment exists that values all who participate, regardless of age, gender, race, ethnicity, religion, sexual orientation or identity, social or economic background, ability or disability. The school (and programme) provides a welcoming, supportive place of learning, encouraging accessibility and equal opportunities, whilst recognising the need for applicants to meet prerequisite entry requirements.

Students undertaking the programme will be taught using a hybrid approach, this means that students will need access to computer hardware and software to access the university VLE. This information is conveyed to the students both prior to signing up for the programme and again at the induction sessions. Should students require access to such equipment and software, then the London campus provides access to equipment that students may borrow, whilst on campus undertaking their studies. There are two laptop borrowing stations, one in each of the buildings, each with a number of laptops that students can get access to. Students access these through an automated borrowing system using their university id badge and student banner number. This

means that no student will have a barrier of not being able to access any part of the course due to not having the required equipment.

The London campus meets all UK regulations on accessibility. There is access to all floors for those with any physical disability, by a not step entrance and automated lifts which cater for those with visual or hearing disabilities. The floors on which the campus is situated within each of the "Republic" building is fully accessible with all the facilities required for anyone with a disability. There are also catering and other facilities available (Prayer rooms) for those with dietary or religious needs, including and on campus café and local campus shops.

Students on this programme will be mainly International and may come from diverse communities, support will be available through the London staff and the UWS Hub to assist any issues these students may have.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

Learning Outcomes

LEVEL 7 Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a broad integrated knowledge and understanding of factors impacting on business in a global environment
A2	Develop a broad knowledge of business responses to change in the environment
A3	Develop knowledge of how business uses and manages resources.
A4	n/a
A5	n/a
Practice - Applied Knowledge and Understanding	
B1	Present documentation in an acceptable manner
B2	Gather information from a variety of sources
B3	Identify the most appropriate course of action in given business situations
B4	n/a
B5	n/a
Communication, ICT and Numeracy Skills	
C1	Utilise a wide range of skills for the gathering and basic analysis of data and the presentation of management ideas and concepts. This will include the use of information and communications technology.
C2	Convey ideas in a well-structured and coherent form
C3	Use a range of forms of communication effectively in both familiar and new contexts
C4	n/a
C5	n/a
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop the ability to exercise some initiative and independence in carrying out defined activities independently or as part of a team under guidance.
D2	n/a

D3	n/a
D4	n/a
D5	n/a
Autonomy, Accountability and Working with Others	
E1	Effective self-management in terms of time, meeting deadlines, motivation and commitment.
E2	Engage in reflective learning
E3	n/a
E4	n/a
E5	n/a

Level 7 Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
7	LNDN07xxx	Accounting & Finance for Business	20	☒	☒	☒	[1]
7	BUSN07xxx	BCI Professional and Academic Development 1	20	☒	☒	☒	[1]
7	LNDN07xxx	Economic Principles	20	☒	☒	☒	[1]
7	LNDN07xxx	Fundamentals of Marketing	20	☒	☒	☒	[2]
7	LNDN07xxx	Introduction to Business	20	☒	☒	☒	[1]
7	LNDN07xxx	Introduction to Human Resources	20	☒	☒	☒	[1]

Footnotes for Core Modules

[1] In accordance with paragraph 3.9 of the Regulatory Framework, a pass is achieved for these modules, and credit is gained, when the School Assessment Board has awarded an aggregate mark of at least 40%, with no component lower than 30%,

[2] In accordance with paragraph 3.10 of the Regulatory Framework, this module does not have marks or grades and is recorded as 'Pass' or 'Fail'.

LEVEL 8 Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate a knowledge and understanding of core business operations
A2	Understand how different areas of business integrate.
A3	n/a
A4	n/a
A5	n/a
Practice - Applied Knowledge and Understanding	
B1	Demonstrate an ability to apply theoretical frameworks to organisational settings.
B2	n/a
B3	n/a
B4	n/a
B5	n/a
Communication, ICT and Numeracy Skills	
C1	Use a range of routine skills and techniques in more complex situations
C2	Use a range of communication skills and some advanced and specialised skills to convey complex information to a range of audiences and for a range of purposes
C3	n/a
C4	n/a
C5	n/a
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Develop an outline knowledge and understanding of management research and academic processes
D2	Undertake analysis, evaluation and synthesis of basic business concepts, information and arguments relevant to the subjects studied
D3	Evaluate evidence based solutions/responses to defined and/or routine general and people management problems
D4	Develop an outline knowledge and understanding of management research and academic processes
D5	n/a

Autonomy, Accountability and Working with Others	
E1	Exercise autonomy and initiative in some activities with appropriate guidance
E2	Take continuing account of own and others' roles, responsibilities and contributions in carrying out and evaluating tasks
E3	Systematically identify and address own learning needs in current areas
E4	n/a
E5	n/a

Level 8 Modules

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	BUSN08xxx	BCI Professional and Academic Development 2	20	☒	☒	☒	
8	LNDN08xxx	Business Cultures	20	☒	☒	☒	
8	LNDN08xxx	Data Analytics	20	☒	☒	☒	
8	LNDN08xxx	Operations in Business	20	☒	☒	☒	
8	LNDN08xxx	Responsible Business Behaviour	20	☒	☒	☒	
Footnotes for Core Modules							

Level 8 OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
8	LNDN08xxx	Entrepreneurship in Business	20	☒	☒	☒	Business Pathway
8	LNDN08xxx	International Marketing	20	☒	☒	☒	Marketing Pathway
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules Students at Level 8 will undertake one option module pertaining to their chosen pathway.							

Level 8
Criteria for Progression and Award
Please refer to UWS Regulatory Framework for related regulations

To progress from SCQF8 to SCQF9 in this programme, students are normally required to obtain at least 240 credits of which a minimum of 100 are at least SCQF level 8 including all core and pathways modules.

Students obtaining 240 credits 8 including all core and pathways modules are eligible for the exit award of the Diploma of Higher Education in International Business (As per University Regulations, Chapter 3 (3.13).

LEVEL 9 Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate critical knowledge of a substantial range of major concepts, values and principles of Business
A2	Demonstrate study in depth and in context of a broad range of areas of Business from a critical perspective
A3	n/a
A4	n/a
A5	n/a
Practice - Applied Knowledge and Understanding	
B1	Develop the required underpinning to undertake critical independent research
B2	Reflect critically on own learning and development
B3	n/a
B4	n/a
B5	n/a
Communication, ICT and Numeracy Skills	
C1	Make use of and evaluate numerical information in certain subjects
C2	Make formal and informal presentations on standard/mainstream general business topics to a range of audiences
C3	n/a
C4	n/a
C5	n/a
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Use knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to clearly define problems of a generally routine nature

D2	Identify and address own learning needs within defined contexts and to undertake independent learning with limited guidance
D3	n/a
D4	n/a
D5	n/a
Autonomy, Accountability and Working with Others	
E1	Work in groups or teams as a participant in a way that contributes effectively to the group's tasks
E2	Interact effectively with tutors and peers
E3	n/a
E4	n/a
E5	n/a

Level 9 Modules

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	BUSN09xxx	BCI Professional and Academic Development 3	20	☒	☒	☒	
9	LNDN09xxx	Business Research Skills	20	☒	☒	☒	
9	BUSN09xxx	Globalisation & International Business	20	☒	☒	☒	
9	LNDN09xxx	Strategic Management	20	☒	☒	☒	
Footnotes for Core Modules							

Level 9 OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
9	LNDN09xxx	Critical Management Studies	20	☒	☒	☒	Business Pathway
9	LNDN09xxx	Digital Marketing	20	☒	☒	☒	Marketing Pathway
9	LNDN09xxx	Marketing Communication	20	☒	☒	☒	Marketing Pathway
9	LNDN09xxx	Theoretical Perspectives of Management	20	☒	☒	☒	Business Pathway
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Option Modules							

Students at Level 9 will undertake two option modules pertaining to their chosen pathway.

Level 9 **Criteria for Progression and Award** *Please refer to UWS Regulatory Framework for related regulations*
To progress from SCQF9 to SCQF10 in this programme, students are normally required to obtain at least 360 credits of which a minimum of 100 are at least SCQF level 9. (As per University Regulations, Chapter 3 (3.13).

LEVEL 10 Learning Outcomes	
Knowledge and Understanding	
A1	Systematically identify and address own learning needs both in current and new areas, making use of research, development and professional materials, including those related to the forefront of Business developments
A2	Execute a defined Business project of research or investigation involving the evaluation and synthesis of data from a variety of sources.
A3	n/a
A4	n/a
A5	n/a
Practice - Applied Knowledge and Understanding	
B1	Analyse problems in terms of Business concepts and apply management principles to propose solutions
B2	Retrieve, interpret and manipulate primary and secondary information from a variety of sources including electronic sources
B3	Maintain the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic with minimal guidance
B4	n/a
B5	n/a
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately in speech and writing.
C2	Make effective use of information retrieval systems and use information technology applications to present documents in an appropriate form

C3	Read complex primary materials and find the key statements from them
C4	Distinguish between alternative opinions on the basis of evidence presented in coherent and logical arguments
C5	n/a
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Maintain expertise in the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic
D2	Give reasons for opinions and identify flaws in arguments in relation to the Business discipline
D3	Bring together information from a variety of sources, including academic research publications
D4	Engage in discourse in relation to Business Studies and ethical issues
D5	n/a
Autonomy, Accountability and Working with Others	
E1	Work effectively together with others in groups or teams, taking a leadership role where appropriate
E2	Demonstrate the ability to learn independently with minimal guidance
E3	Systematically identify and address own learning needs both in current and in new areas, making use of research primary legal source materials as appropriate
E4	n/a
E5	n/a

Level 10 Modules

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	BUSN10xxx	Honours Dissertation (International Business)	40	☒	☒	☒	
10	LNDN10xxx	Management of Change	20	☒	☒	☒	
10	LNDN10xxx	Sustainable Enterprise	20	☒	☒	☒	
Footnotes for Core Modules							

Level 10 OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	LNDN10xxx	Emerging Mkts and Multinational Corporations	20	☒	☒	☒	Business Pathway
10	LNDN10xxx	Insights and Trends	20	☒	☒	☒	Marketing Pathway

10	LNDN10xxx	International Marketing Strategy	20	☒	☒	☒	Marketing Pathway
10	LNDN10xxx	Organisational Strategy	20	☒	☒	☒	Business Pathway
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

Students at Level 10 will undertake two option modules pertaining to their chosen pathway.

Level 10
Criteria for Progression and Award
Please refer to UWS Regulatory Framework for related regulations

The award of BA (Hons) International Business with Business/Marketing is awarded to students who have at least 480 credits of which a minimum of 200 Point are at SCQF Levels 9 and 10, and of which a minimum of 100 are at SCQF Level 10.
Honours Classification will be awarded in line with the University Regulations, Chapter 3 (3.20 – 3.24).

No Distinction is awarded at Honours level (Regulation 3.25).

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework.

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module are provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61).

For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.

For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Version no: 1

Change/Version Control

What	When	Who
<u>Updated Links:</u> • Academic Engagement Procedure • Equality and Diversity • University Regulatory Framework • Removed invalid links	19/10/2023	C Winter
Guidance Note 2023-24 provided	12/12/23	D Taylor
General housekeeping to text across sections and addition of links and some specific guidance. Addition of Duration of Study and some other text – for CMA.	12/12/23	D Taylor