COURSE SPECIFICATION

BA (Hons) International Business Communication

Academic Standards, Quality and Partnerships
Department of Student and Academic Administration

March 2018

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COURSE SPECIFICATION

Please refer to the Course Specification Guidance Notes for guidance on completing this document.

Course Title	BA (Hons) International Business Communication
Final Award	BA (Hons)
Exit Awards	CertHE; DipHE; Ordinary
Course Code / UCAS code (if applicable)	C2361F
Mode of study	Full time
Mode of delivery	Campus
Normal length of course	3 years (or 1 year/2 year top-up)
Cohort(s) to which this course specification applies	From September 2019 intake onwards
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth
Faculty	Faculty of Humanities and Social Sciences
School/Department/Subject Group	School of Languages and Applied Linguistics
School/Department/Subject Group webpage	Currently www.port.ac.uk/school-of-languages-and-area-studies/ but this will change in September 2018
Course webpage including entry criteria	http://www.port.ac.uk/courses/modern-languages-and-area-studies/ba-hons-international-business-communication/
Professional and/or Statutory Regulatory Body accreditations	None
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 4,5,6

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the Module Web Search for further information on the course structure and modules.

Educational aims of the course

BA (Hons) International Business Communication seeks to:

- Provide students with a sound understanding of English language so that they can operate confidently and effectively in the field of International Business Communication
- Engage learners in using English for the purposes of understanding, expression and communication in written, oral and aural forms and in the field of International Business
- Enable learners to apply their knowledge of English in a professional context for the purposes of international business communication
- Develop awareness of and sensitivity to the importance of culture in communication in the context of International Business

With English as the target language (TL), the programme seeks to engage students in:

- learning all four basic language skills (reading, writing, listening and speaking)
- understanding language structures (grammar)
- acquiring vocabulary and idiom
- developing English language skills to enable them to fully benefit from their subject study
- an appreciation of Anglophone (or other foreign) culture and linguistic conventions
- To provide students with the opportunity to develop key skills
- To provide students with the opportunity to develop business communication skills
- To provide students with the skills and knowledge required to maximise careers and postgraduate study opportunities in the context of changing labour markets

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The Quality Assurance Agency for Higher Education (QAA) sets out a national framework of qualification levels, and the associated standards of achievement are found in their Framework for Higher Education Qualifications document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	One or more aspects of the cultures, history, institutions, linguistic context, social and economic structures of the societies of the country/ies of the target language	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
A2	Specialist knowledge of appropriate structures, registers, forms, terminology and usage associated with English language in a business context.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations,*

			reports, projects, posters, examinations
A3	Display specialist knowledge in the area researched for the Independent Project.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
A4	The relevant knowledge & understanding of organisations, the external environment in which they operate and how they are managed.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
A5	Pervasive issues relevant to international business including sustainability, globalisation and diversity.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*

B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Demonstrate critical understanding of contributory disciplines and theories, and the capacity to assess & compare the merits of different approaches.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
B2	Communicate information, ideas and arguments cogently and coherently, both orally and in writing, with due regard to the target audience.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
B3	Identify and analyse problems using relevant approaches, and reflect on the scope and limitations of what has been ascertained and understood.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
B4	Demonstrate awareness of a diverse range of relevant information and research resources.	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
B5	Effective problem -solving and decision -making using appropriate quantitative and qualitative skills including	*Lectures, seminars, group*	*Essays, portfolios,*

	identifying, formulating & solving business problems	work, tutorials	presentations, reports, projects, posters, examinations

C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Communicate fluently and appropriately, maintaining a high degree of grammatical accuracy, in the target language with competent or native speakers of the target language	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations
C2	Demonstrate knowledge and understanding of the structures, registers and, as appropriate, varieties of the target language	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations
C3	Exploit for a variety of purposes and, as appropriate, to contextualise a broad range of materials written or spoken in the target language	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations
C4	Apply effectively & appropriately their language skills in a professional context	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations
C5	Appreciate the similarities and differences between areas of the world, thus fostering cross-cultural and international perspectives	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations

D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Communicate information, ideas and arguments with clarity, coherence & persuasiveness	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations, reports, projects, posters, examinations
D2	Gather, process and evaluate critically information from a variety of paper, audio-visual and electronic sources	Lectures, seminars, group work, tutorials	Essays, portfolios, presentations,

			reports, projects, posters, examinations
D3	Utilise proficiently a range of IT resources, including word processing, email, databases, text files, and internet sites	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
D4	Work independently & to deadlines within a guided framework, with a capacity to define problems/questions and know how to set about finding answers	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
D5	Monitor own learning, progress and performance	*Lectures, seminars, group work, tutorials*	*Essays, portfolios, presentations, reports, projects, posters, examinations*
			Opportunities for formative assessment are offered at all levels

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the MyPort student portal.

In addition to these University support services, the School of Languages and Applied Linguistics also provides:

- a Learning Development team who provide workshops and individual tutorials designed to support each student with their English and academic skills.

- optional EAP (English for Academic Purposes) classes, which provide extra instruction on the academic skills needed to succeed on a university course using English.

- the "Global Café", where students can practice conversational skills and get to know other students from other countries

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our Policy for Listening to and Responding to the Student Voice where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

Insert additional reference points or delete as required

- University of Portsmouth Curriculum Framework Specification
- University of Portsmouth Education Strategy 2016 - 2020
- University of Portsmouth Code of Practice for Work-based and Placement Learning
- Quality Assurance Agency UK Quality Code for Higher Education
- Quality Assurance Agency Qualification Characteristic Statements
- Quality Assurance Agency Subject Benchmark Statement for *Languages, Culture & Society* and *Business & Management*
- Quality Assurance Agency Framework for Higher Education Qualifications
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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Document details

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