

# BA (Hons) European Business

## Programme Specification

Last recruitment 2014

### **Primary Purpose:**

Course management, monitoring and quality assurance.

### **Secondary Purpose:**

Detailed information for students, staff and employers. Current students should refer to the related Course Handbook for further detail.

### **Disclaimer:**

The University of Portsmouth has checked the information given in this Programme Specification and believes it to be correct. We will endeavour to deliver the course in keeping with this Programme Specification but reserve the right to change the content, timetabling and administration of the course whilst maintaining equivalent academic standards and quality.

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# **Programme Specification**

## **1. Named Awards**

European Business

## **2. Course Code (and UCAS Code if applicable)**

European Business C2440S

## **3. Awarding Body**

University of Portsmouth.

## **4. Teaching Institution**

University of Portsmouth and partner universities at:  
Universidad Antonio De Nebrija (Madrid Spain)  
FH Muenster (Germany)  
Ecole Management Normandie (Caen France)

## **5. Accrediting Body**

None.

## **6. QAA Benchmark Groups**

General Business & Management.

## **7. Document Control Information**

[Click here to enter text.](#)

## **8. Effective Session**

2015.

## **9. Author**

Ms Briony Boydell .

## **10. Faculty**

Portsmouth Business School

## **11. Department**

General Business

## **12. Educational Aims**

The course aims to provide an interdisciplinary and multidisciplinary understanding of business operations in a European context, covering a broad range of traditional business subjects, and in addition involves learning a foreign language to a high level. The emphasis of the course is to develop graduates who have sufficient understanding, knowledge and skills to enable them to work in the business environment in the UK or abroad. The course will develop students' intellectual skills and will prepare them for a wide range of employment opportunities and will also provide the basis

for further study for those that wish to develop in such a direction. In addition, and more generally, the course aims to:

- Provide a challenging, stimulating and rewarding study environment.
- Provide tuition and assessment in two different countries and languages.
- Develop a range of key skills by means of opportunities provided in the study units.
- Accommodate student needs in relation to maximising their career potential by enabling them to develop knowledge, understanding and skills in their chosen subject area.
- Promote career aspirations by including periods of work placement in their degree programme.

### 13. Reference Points

The major reference points were University of Portsmouth undergraduate curriculum, the University policy on subject Benchmark Statements, National Qualification Framework and QAA Codes of Practice. The general Business and Management statements apply to general business and Management degree programmes. These statements informed the design of the European Business Programme and University of Portsmouth Code of Practice for Work-based and Placement Learning.

### 14. Learning Outcomes

#### A. Knowledge and Understanding of:

1. Fundamentals / principles of a range of business functions
2. Interrelationships between organisations, the business environment and society
3. Processes relating to people and their management in organisations
4. Complexity of organisational governance
5. Interaction [synthesis] of management theory and business practice
6. Nature of innovation and entrepreneurship
7. Significance of key contemporary issues for business such as globalisation
8. Complexity of values and norms adopted in business

#### Learning and Teaching Strategies and Methods

Teaching and learning to provide;

Core knowledge, which is acquired through a range of methods. Lectures provide theoretical and conceptual foundations. Tutorials, seminars, coursework and directed reading build on and develop further knowledge and understanding. The student's knowledge and understanding are further developed through their international placements.

#### Assessment

Assessment is by examination and coursework. Examinations may be composed of essay-based questions requiring a logically written, in-depth answer; or questions requiring a shorter more factually based answer; or multi-choice questions where the answer is selected from a given set of options. Case studies are used in examinations. Coursework includes essays, case studies, presentations, and reports.

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

Cognitive skills are developed by the use of case studies where the solution of problems is to be accompanied by logical argument. Presentation of results is to be made to both peers and tutors. Cognitive skills are further developed through lectures and other class based sessions and independent learning. Students also apply these skills in their work placements.

#### Learning and Teaching Strategies and Methods

1. Identify, define and explore business problems (using logical and creative approaches)

2. Identify tacit assumptions and limitations of data and information
3. Discriminate between business and managerial alternatives and evaluate them
4. Analyse and interpret a range of business documentation
5. Argue cogently in oral and written form
6. Think creatively in dynamic, unpredictable business solutions
7. Apply mathematical and statistical analysis to business tasks
8. Reflect on own learning and apply skills to actively manage studies

### Assessment

Assessment of cognitive skills occur in the range of assessment methods employed i.e. examination, coursework and group work. The placement is also assessed via employer's records, a self-completed learning log and the outcome of tutor visits.

### **C. Practical (Professional or Subject) Skills, able to:**

1. Use of techniques for planning and scheduling work / projects
2. Deciding on the feasibility of plans given time and resources available
3. Liaising and negotiating with clients
4. Self management to meet deadlines in business
5. Interpersonal skills to relate to, and collaborate effectively with colleagues
6. Cultural sensitivity
7. Information search and data retrieval using traditional and electronic sources
8. Use of IT skills including spreadsheets for data analysis
9. Ability to use CIT to process and progress business tasks
10. Update professional knowledge using business resources on the internet
11. Networking skills
12. Use a range of presentation forms professionally

### Learning and Teaching Strategies and Methods

Skills are acquired through lectures, seminars, where case studies, worked examples and research exercises are used and are developed through self management and individual and group based seminar and workshop activities.

### Assessment

Assessment is by relevant unit assessment artefact. Students' practical skills are additionally assessed via tutors, employer reports plus learning logs completed by the student.

### **D. Transferable (Graduate and Employability) Skills, able to:**

1. Study and self-management
2. Critical thinking and reflective
3. Problem solving and creativity
4. Writing
5. Oral Communication
6. Reading
7. IT/Information/Numeracy
8. Research

### Learning and Teaching Strategies and Methods

Transferable key skills are developed across the programme

### Assessment

[Click here to enter text.](#)

## 15. Course Structure, Progression and Award Requirements

### Overview

1. Each level comprises of a minimum of 120 credits. 360 credits are required for an honours degree. One credit is equivalent to 10 hours of learning. The final year Independent Study Project is a 20 credit unit.
2. The European Business Studies Programme UK to Spain link pathway is offered in a four-year sandwich mode. It is divided into four years and three levels:
  - a. Level 4 (Year 1) Studied in Portsmouth 120 credits
  - b. Level 5 (Year 2) Studied in Overseas partner – 120 credits
  - c. Placement (Sandwich) Year
  - d. Level 6 (Year 4) Studied in Portsmouth 120 credits to study – this may be split between Portsmouth and the partner institution at 60 credits each

To be awarded the degree "in sandwich mode" students must complete an approved work placement of at least 48 weeks and submit and pass the reflective report.

3. Units are either core or option to the programme. Options include the possibility of studying languages
4. Employer links are facilitated through the Placement Office and Careers and Employment Service

## 16. Employability Statement

Graduates from this Programme have proved very attractive to employers, finding a range of employment both within the UK and abroad and in a broad range of companies, from multinationals to small businesses, and in a broad range of business areas. Typical first employment destinations have included such areas as business analyst, marketing, finance and accounting, HRM, and retailing. Significant numbers have entered major international consultancy firms and banks. Smaller numbers have followed post-graduate programmes, some in the best European business schools, such as LSE.

## 17. Support for Student Learning

- The Course is managed by a Course Leader.
- Extensive induction programme introduces the student to the University and their course.
- Each student has a personal tutor, responsible for pastoral support and guidance.
- University support services include careers, financial advice, housing, counselling etc.
- The Academic Skills Unit (ASK).
- The Additional Support and Disability Advice Centre (ASDAC).
- Excellent library facilities.
- The University of Portsmouth has consistently been awarded an excellent rating for student support and guidance in a number of Quality Assurance Agency inspections.
- Student course and unit handbooks provide information about the course structure and University regulations etc.
- Feedback is provided for all assessments.
- Personal Development Planning (PDP) for all awards.

## 18. Admissions Criteria

### A. Academic Admissions Criteria

Students are recruited with a variety of different qualifications.

- General guidance:
- A-levels: current requirements are 280 points, including a grade C in an appropriate foreign language at A2 level. Some students have only informal qualifications in their foreign language,

such as lengthy experience of living abroad. Such students' language skills are assessed before admission by colleagues in SLAS.

- Significant numbers of applicants come from mainland Europe, and grades in German Abitur, French Baccalaureate and International Baccalaureate are set at a level equivalent to A level requirements.
- Mature students are welcomed, subject to satisfactory foreign language skills.

## **B. Disability**

The University makes no distinction in its admissions policy with regard to disability and will endeavour to make all reasonable adjustments in order to make it possible for students to study at Portsmouth on a course of their choice.

## **19. Evaluation and Enhancement of Standards and Quality in Learning and Teaching**

### **A. Mechanisms for Review and Evaluation**

- Course Leader's Annual Standards and Quality Evaluative Review.
- Head of Department's Annual Standards and Quality Evaluative Review.
- Unit and Course Level student feedback considered at Board of Studies.
- Unit Assessment Board consideration of student performance for each programme.
- Annual Standards and Quality Reports to Board of Studies, including consideration of Subject and Award External Examiner Reports.
- Periodic Programme Review.
- Student Representatives and Student/Staff Consultative Committees.
- National Student Survey.
- Staff Performance and Development Review.
- Peer Review and Development Framework.
- Faculty Learning and Teaching Committee.

### **B. Responsibilities for Monitoring and Evaluation**

- Unit Co-ordinators for unit content and delivery.
- Course Leader for day-to-day running of course.
- University Contact for day-to-day running of course.
- Partner Institution Academic Contact.
- Board of Studies with overall responsibilities for operation and content of course..
- Combined Honours Management Board.
- Head of Undergraduate Programmes.
- Associate Dean (Academic).
- Associate Dean (Students).
- Quality Assurance Committee.
- Unit, Award and Progression Board of Examiners.

### **C. Mechanisms for Gaining Student Feedback**

- Student Representation on Board of Studies.
- Student Staff Consultative Committees.
- Unit and Course level student feedback questionnaires.
- University participates in external student surveys, e.g. National Student Survey (NSS) and International Student Barometer (ISB).

## D. Staff Development Priorities

- Academic staff undertake activities related to research, scholarship, teaching and learning and student support and guidance.
- Annual staff performance and development reviews match development to needs.
- Managers undertake a variety of management development programmes.
- All academic staff encouraged to seek Higher Education Academy membership.
- Academic staff new to teaching required to undertake Initial Professional Development Programme (iPROF).
- Support Staff are encouraged to attend short courses in areas such as minute taking, and specific IT packages.

## 20. Assessment Strategy

The assessment strategy offers a variety of assessment approaches to students to cater for their varied learning styles. As students progress through the levels, the assessment becomes more student driven to reflect their specific interests, to encourage wider engagement of the knowledge base and develop higher level cognitive, practical and subject specific skills.

Level 4 is primarily assessed through examination and through the use of case study assessments, essays and presentations.

At Level 5, students will study in their second language and are introduced to other assessment methods such as portfolio development, reflective learning logs and report writing.

A compulsory industrial placement year is assessed on a Pass/Fail basis via a reflective log book and an updated CV.

At Level 6, students use reports, case studies and portfolios alongside examinations. Study culminates in the development of a 20 credit Independent study project based on the students' specific interest, this may be undertaken in one of our partner institutions if the final year is exchanged.

## 21. Assessment Regulations

Standard university rules apply (see [Assessment and Regulations](#)).

## 22. Role of Externals

Subject External Examiners who will:

- oversee unit assessment and usually attend Unit Assessment Boards;
- review unit assessment strategy;
- sample assessment artefacts;
- present report to Unit Assessment Boards.

Award External Examiners (usually also a Subject External Examiner) who will:

- oversee and attend Award/Progression Boards;
- scrutinise and endorse the outcomes of assessment;
- ensure that the standard of the award is maintained at a level comparable with that of similar awards elsewhere in the United Kingdom.

## 23. Indicators of Standards and Quality

### A. Professional Accreditation/Recognition

Not applicable



## **B. Periodic Programme Review (or equivalent)**

Not applicable

## **C. Quality Assurance Agency**

QAA Higher Education Review, March 2015, judgements about standards and quality meet UK expectations. For full report see [Higher Education Review of the University of Portsmouth, March 2015](#)

## **D. Others**

None.

## **24. Other Sources of Information**

Other sources of information may be found in

- Course Approval Document.
- Student Handbook.
- University of Portsmouth Curricula Framework.
- University of Portsmouth Undergraduate Prospectus.
- Assessment Regulations.
- University of Portsmouth (<http://www.port.ac.uk/>) website.

## Unit Assessment Map

UNITS						COURSEWORK				EXAMINATION							
Level	Name	Code	Credit	Delivery	Core/Option	Total %	Type of Artefact	Duration/Length	Weighting %	Total %	Open/Closed	Duration (hrs)	Weighting %				
5	Overseas Placement	U21888	120	Overseas	C	100%	Briefings/Attendance		-	-	-	-	-				
5	Industrial Placement	U21887	0	Industry	C	100%	Logbook		-								
6	Independent Study Unit	U22285	20	Standard Campus	C	100	Final Report and Pass/fail milestones	5000 words	100								
6	Strategic and International Management	U21827	20	Standard Campus	C	30%	presentation	30 mins	30					70	Pre seen case	2 hours	70%
6	Operations Strategy and the Supply Chain	U21890	20	Standard Campus	C	30%	Written case study and presentation		30	70	Pre seen case	2 hours	70%				
6	Business Ethics	U21805	20	Standard Campus	O	20%	In class debate presentation		20	80	Closed	2.0 hrs	80%				
6	Cross Cultural Awareness for Business	U22046	20	Standard Campus	O	40%	Briefing Document		40	60	Closed	2.0 hrs	60%				
6	Financial Statements & Data Analysis	U21816	20	Standard Campus	O	100%	2 presentation portfolio and essays	2000 words each	100								
6	International Banking & Financial Economics	U21802	20	Standard Campus	O	50%	essay	2000 words	50					50	closed	1.5 hours	50%
6	Strategic Marketing	U21910	20	Standard Campus	O	60%	Portfolio and Presentation/ Essay	2500 words	60					40	Closed	2.0 hr	40
6	Project Management for Enterprise	U21829	20	Standard Campus	O	70%	Report Group report	1500 words 3500 words	20 50	30		1.0 hr	30%				
	Languages		20	Standard Campus	O												
6	International Banking and Financial Management	U20460	20	Standard Campus	O	40	Coursework	2000 words	40	60	Closed	2	60				

## Unit Learning Outcomes Map<sup>1</sup>

UNITS																					
Level	Name	Code	Credit	Delivery	Core/Option	A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8
5	Overseas Placement	U21888	120	Overseas	Core	X	X						X	X				X			X
	Industrial Placement	U21887	0	Industry	Core			X	X	X		X	X	X			X	X	X		X
6	Independent Study Unit	U22285	20	Standard Campus	C				X					X	X		X				X
	Strategic and International Management	U21827	20	Standard Campus	C	X	X	X		X	X	X			X	X		X	X		X
	Operations Strategy and the Supply Chain	U21890	20	Standard Campus	C	X	X	X				X		X				X			X
	Level 6 options		60	Standard Campus	O																

UNITS																							
Level	Name	Code	Credit	Delivery	Core/Option	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	D1	D2	D3	D4	D5	D6
5	Overseas Placement	U21888	120	Overseas	Core			X		X		X	X										
	Industrial Placement	U21887	0	Industry	Core	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	Independent Study Unit	U22285	20	Standard Campus	C							X		X			X		X	X		X	
	Strategic and International Management	U21827	20	Standard Campus	C	X				X	X				X	X	X	X	X			X	X
	Operations Strategy and the Supply Chain	U21890	20	Standard Campus	C	X	X	X		X	X				X	X	X	X	X			X	X
	Level 6 options		60	Standard Campus	O																		

<sup>1</sup> A = Knowledge and Understanding; B = Cognitive (Intellectual) Skills; C = Practical (Subject Specific) Skills; D = Transferable Skills