COURSE SPECIFICATION

BA (Hons) International Enterprise and Business Communication (Top Up)

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.

Course Title	BA (Hons) International Enterprise and Business Communication
Final Award	BA (Hons)
Exit Awards	DipHE; Ordinary
Course Code / UCAS code (if applicable)	U3606FTC
Mode of study	Full time
Mode of delivery	Campus
Normal length of course	1 year/ 2-year top-up
Cohort(s) to which this course specification applies	From September 2024 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 Education, Languages and Linguistics
School/Department/Subject Group webpage	*https://www.port.ac.uk/about-us/structure-and-governance/organisational-structure/our-academic-structure/faculty-of-humanities-and-social-sciences/school-of-education-languages-and-linguistics*
Course webpage including entry criteria	https://www.port.ac.uk/study/courses/undergraduate/ba-hons-international-enterprise-and-business-communication-top-up#overview
Professional and/or Statutory Regulatory Body accreditations	None
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 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 Course and Module Catalogue for further information on the course structure and modules.

Educational aims of the course

The Course Specification Guidance Notes include advice on what to include in this section.

BA (Hons) International Enterprise and Business Communication seeks to:

- Enable students to acquire a sound knowledge and understanding of enterprise in Anglophone and international context;
- Engage critical thinking and problem-solving skills through the analysis of international business cases and scenarios, promoting innovative approaches to address complex challenges;
- Prepare students for career opportunities in international business management, marketing, consulting and entrepreneurship, by developing a strong foundation in both business theory and practical communication skills;
- Inspire students to adopt a global mindset and embrace opportunities for cross-cultural learning and collaboration in their future professional endeavours.

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

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	Knowledge and understanding of one or more aspects of the cultures, history, institutions, Course specification for BA (Hons) International Trade and Business Communication Page 4 of 7 linguistic context, social and economic structures of the societies of the country/ies of the target language and be able to compare them with those of the country of their normal residence.		
A2	Display specialist knowledge in the area researched for the Independent Project.		
A3	Demonstrate the relevant knowledge and understanding of organisations, the external environment in which they operate and how they are managed		
A4	Demonstrate understanding of the development of appropriate business policies and strategies within a changing environment, to respond to stakeholder		

	interests		
A5	Show understanding of pervasive issues relevant to international business including sustainability, globalisation and diversity	*These outcomes are developed through a combination of lectures, seminars, laboratory work, individual tutorials and workshops. Delivery method varies based on the topics being covered and the nature of the relevant modules.*	*Wide range of assessment methods and techniques are used ranging from portfolio and course work projects (both group and individual) to the use of examinations. Learning outcome 4 is assessed by submission of an individual research project. The topic of the project is related to the content of the course.*

Add additional rows as required.

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 and compare the merits of different approaches.	*A combination of lectures, seminars and workshops is used to achieve these learning outcomes. Some of the content units of specialisation use a case study approach where a group is simulating the performance of a marketing department. With international trade and law, group discussions and individual presentations are used to analyse business specific problems.*	*These outcomes are assessed largely through course works (presentations (both individual and group), reports, case study analysis, website design, etc.). The Project is assessed via submission of the literature review and the full research paper in TB2.*
B2	Communicate information, ideas and arguments cogently and coherently, both orally and in writing, with due regard to the target audience.		
B3	Identify and analyse problems using relevant approaches, and reflect on the scope and limitations of what has been ascertained and understood		
B4	Demonstrate awareness of a diverse range of relevant information and research resources.		
B5	Show effective problem-solving and decision-making, using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems		

Add additional rows as required.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods

C1	Show numeracy and quantitative skills including data analysis, interpretation and extrapolationCourse specification for BA (Hons) International Trade and Business Communication Page 5 of 7 C2 Demonstrate an understanding of business practices, significant to business cultures and international trade patterns and practices.	A combination of lectures, seminars and workshops is used to achieve these learning outcomes. Some of the content units of specialisation use a case study approach where a group is simulating the performance of a marketing department. With international trade and law, group discussions and individual presentations are used to analyse business specific problems.	Examinations and course works (including individual and group presentations and reports) are used to assess this group of learning outcomes. Oral assessments, presentations and portfolios are also used for both content and language units.
C2	Demonstrate an understanding of business practices, significant to business cultures and international trade patterns and practices.		
C3	Demonstrate knowledge of and be able to apply models of business analysis to practical problems in business organisation, export marketing, international payments, trade law and physical distribution.		
C4	Demonstrate knowledge and understanding of the structures, registers and, as appropriate, varieties of English.		
C5	Exploit for a variety of purposes and, as appropriate, to contextualise a broad range of materials written or spoken in English		

Add additional rows as required.

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 and persuasiveness	Wide range of methods and techniques are used to achieve this learning outcome. These include, seminars and group discussions, group laboratory research sessions, presentations, reflective analysis of the group and individual performance, individual and group tutorials, etc.	Both formative and summative assessments are used for this group of learning outcomes. The assessment methods range from individual to group projects that fall into the coursework framework, to individual portfolios, presentations and research projects.
D2	Gather, process and critically evaluate information from a variety of paper, audio-visual and electronic sources		
D3	Utilise a range of IT resources, including word processing, email, databases, text files, and internet sites		
D4	Monitor students' own learning, progress and performance.		

Add additional rows as required.

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 this course also provides…

Please add additional distinctive items where relevant or delete the sentence above.

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 Vision 2030 and Strategy 2025
- 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 **enter the relevant statement for this course**
- Quality Assurance Agency Framework for Higher Education Qualifications
- Requirements of Professional and/or Statutory Regulatory Bodies: a**dd name(s) of PSRB(s)**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

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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