

Nottingham Trent University Course Specification

Basic Course Information

1. Awarding Institution: Nottingham Trent University
2. School/Campus: Nottingham Business School, City
3. Final Award, BA (Hons) International Business SW
BA (Hons) International Business FT

Normal Duration: four years (sandwich) or three years (full time)

UCAS Code: N125 and N120

4. Overview and general educational aims of the course

The Bachelor of Arts in International Business SW and FT helps to prepare you for the dynamic field of international business. Few companies exist which are not exposed to some degree to the international marketplace and there is growing demand for graduates with the skills and knowledge necessary to manage in a global economy. With this backdrop, our commitment is to educate students for management in an international environment. The course therefore includes a broad range of business subjects but in particular those with an international focus. These are joined by modules facilitating cultural and language learning. Emphasis is placed throughout the degree on understanding the theoretical underpinning of international business together with furthering practical skills and knowledge. Graduates of this course will have both the academic qualifications and the industry experience (SW & FT) valued by the corporate world.

The course is delivered over four years, with a placement year in the third year (sandwich degree), or as a full-time course over three years.

The course will provide you with a broad range of international business, management and language modules building your knowledge, understanding and skills in critical international business areas such as marketing, accounting and finance, business strategy and human resource management. Based on the typical destinations of past graduates you could go on to pursue your career in a variety of fields, as diverse as supply chain management, finance roles, teaching or policy work.

Special features of the course, which are expanded upon later within this document, include: -

- You will be able to gain a high level of competence in a selected foreign language, through high quality specialist linguist teaching.
- You will have opportunities to complete an international internship or period of study abroad as an integral part of the course
- You will be exposed to different intercultural exchanges in the classroom through the involvement of visiting professors and a truly global student cohort
- An international perspective in all the main functional areas
- A focus on you as an individual and the quality of your student experience; a commitment to tracking your learning, personal development and progression across all levels of the course, with the support of an academic mentor.
- A focus on developing your skills in the use of business software such as Excel and PowerPoint
- Use of a range of teaching and learning approaches across the course to stimulate your interest in the subject, methods include lectures, seminars, workshops, group work and practical computer lab sessions.
- E-learning features such as online activities, discussion forums, podcasts and the provision of collaborative workspaces which enable you to keep in touch with tutors and your fellow students to share learning and receive ongoing support

- A thread of academic, personal and professional development modules spanning all three levels of the degree to ensure that you develop the knowledge, understanding, skills and behaviours that are necessary for academic success and relevant to your future career aspirations.
- Opportunities for you to relate theory to practice and gain valuable employability skills by participating in activities such as business challenges and competitions, consultancy assignments, yearlong placements and shorter internships, volunteering and enterprise ventures.
- Further opportunities to gain work-like experience through, for example, roles in clubs and societies, work as a student ambassador or student mentor.
- Events whereby you are encouraged to network with NBS alumni and the wider business community
- The chance to participate in a range of continuing professional development activities as diverse as mindfulness workshops and coding courses.
- You will have the opportunity to take part in fieldtrips in the UK and also Summer Schools in Europe
- You will be able to explore sustainability and Corporate Social Responsibility thorough several projects such as, the Oath Project, Certificate of Sustainable Tourism, and Sustainable Development Goals Society etc.

The course has been developed with the overall aim of enabling you to engage confidently in substantial discussions with professionals in international business, government and academia whether your aspirations include senior managerial positions or otherwise.

Specifically, the course aims to: -

- Develop academic knowledge and a critical understanding of the conceptual frameworks upon which the study of international business is based
- Facilitate you in acquiring a good competence in a selected foreign language
- Provide you with a comprehensive profile of skills to enable you to communicate and operate effectively within global business
- Equip you with an array of personal and professional skills to enable you to operate effectively in a variety of work contexts
- Give you opportunities to hone your employability skills through work and work-like experiences embedded within the course
- Develop your self-confidence and ability to take responsibility for your own personal development and the skills you need to develop to support your personal and career aspirations
- Encourage you to adopt an independent and reflective approach to learning
- Prepare you for interacting professionally in a multi-cultural context
- Develop your transferable skills (including, but not limited to, verbal and written communication, presenting, working with others, researching, problem identification, analysis, creative thinking and business IT skills)
- To develop analytical and research skills relevant to a range of careers and professions
- To enrich your commitment to lifelong learning

5. Course outcomes

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

Knowledge and understanding

By the end of the course you should be able to:

K1 Demonstrate a critical understanding of theory and practice within International Business

K2 Apply International Business theory to practice within organisational settings

K3 Assimilate and critically evaluate key themes and concepts within International Business

K4 Demonstrate an understanding of and reflection on ethical and sustainability issues within the field of International Business

K5 Demonstrate an awareness of wider social and management issues and cultural diversity within a global context

K6 Critically reflect on the challenges of culture and language and utilise these to advance organisation, international business and interpersonal communication

Skills, qualities and attributes

By the end of the course you should be able to:

S1 Demonstrate cognitive skills of critical thinking, analysis and synthesis

S2 Critically evaluate arguments, assumptions, concepts and data (that may be incomplete) to make judgements and frame appropriate questions to achieve solutions to business problems

S3 Exhibit information literacy including searching, retrieving and critically evaluating information from a range of appropriate resources

S4 Display commercial awareness, adaptability and understanding of contemporary Practice

S5 Demonstrate a range of professional and transferable skills such as effective communication, understanding of leadership and team working skills

S6 Demonstrate ability for self-managed learning and continuous professional development

S7 Demonstrate an appreciation of culture and cross cultural communication and their consequence for management, organisations and international business practice

S8 Evidence enhanced ability in a target language (as a means for understanding, communication and expression)

6. Learning and teaching methods

The learning and teaching methods on your course are designed with reference to the Business School's approach to the design of student learning opportunities as shown in figure 1. Below. Our aim is to ensure an appropriate balance and connection between theory, practice, experience and observation, and, reflection and improvement throughout your course.

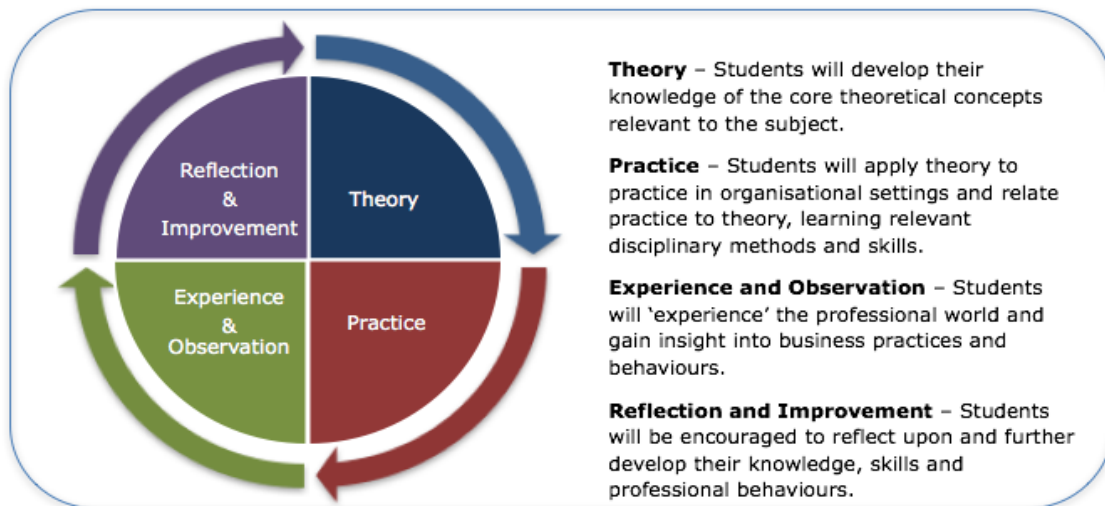


Fig 1. The NBS Model of Student Learning Opportunities

The approach taken to teaching and learning on this course is also strongly influenced by NTU's Learning and Teaching Enhancement Strategy which articulates and underscores key principles of teaching and learning for undergraduate courses, including:

- the need to provide effective learning opportunities throughout the course
- the need to provide you with stimulating learning experiences through the highest quality of inputs, and a modern, inspiring curriculum
- the need to link theory and research with practice, and to demonstrate the value of such linkages
- the value of variety, innovation and creativity in teaching and learning, including use of the Virtual Learning Environment (VLE).

Accordingly, on your course, a strong emphasis is placed on real-world application and on the integration of theory and practice. Use is made of case studies, video clips, industry lectures, in class group work and other interactive activities designed to improve your understanding of theories and concepts and your ability to apply your learning in a range of workplace settings.

Equally, as an EQUIS and AACSB accredited Business School you will find that research is an integral component of activities within NBS. Staff who teach on your course engage in a range of research and professional activities that underpin and inform the teaching on your course. As a student on the course you will benefit from the insight research active staff bring to your modules and the debates and discussions their expertise provokes.

During the course you will experience lectures, seminars and workshops, with opportunities to work both with others and independently. The prevailing philosophy in all modules is a student-centred approach rather than direct, transmission of knowledge. These modes of tuition are intended to develop subject knowledge and understanding and to enhance your transferable skills set. A key strategic goal in the

curriculum design is developing you as an autonomous learner as the course progresses.

Teamwork is a fundamental part of being a manager or working in any kind of organisation and is therefore a central part of the teaching and learning experience. Some modules contain team-based projects and presentations, some of which are directly assessed. Through these activities you will learn to work and communicate in international and multi-cultural teams and to harness group diversity. One final year project involves collective participation in, and management of, a conference style event aimed at students from courses across the undergraduate portfolio.

The university's Virtual Learning Environment (known as 'NOW') contains learning materials to complement and enrich face to face contact lectures, seminars and workshops. You will be referred to articles, cases, quizzes and other activities on NOW in advance of, and following taught sessions, to help structure and direct your independent study time, undertake preparatory work for seminars and prepare for assessments.

The university has invested extensively in lecture capture technology to enable lectures to be recorded and uploaded to NOW. This facility is designed to further aid your learning by enabling you to revisit material covered in the lectures.

In addition to the variety of teaching and learning strategies employed *within* modules there are extensive opportunities for you to learn through practical experience either in the workplace or by connecting with 'The Hive', NTU's entrepreneurship centre. If you are following the sandwich route you will typically spend a full year in industry however you could opt to pursue an enterprise proposition within the 'The Hive' or undertake a period of study abroad during your placement year with one of our partner universities and experience culturally different approaches to learning and teaching. If you are following the three-year full time course you can choose to complete an internship, study abroad semester or pursue an enterprise project linked to 'The Hive' in the second half of your second year, each of these opportunities is worth 60 credits towards your degree. We can also support you to gain summer internships, volunteering work and other roles either within the university or external to NTU which will provide you with opportunities to 'learn through doing'. At each year of the course you will be required to undertake a minimum of 20 hours continuing professional development, a wide array of events, guest lectures, workshops, challenges and competitions are available to you including sessions on referencing and improving your academic writing provided by the library, IT workshops, alumni lectures, company talks and visits,

The approach to teaching and learning on your course also embraces the practice of reflection. With the support of your academic mentor you will be encouraged to reflect on and further develop your knowledge, skills and professional behaviours drawing on the totality of the experiences you have encountered as a student on the course.

7. Assessment methods

The assessment strategy and practice on the course operates in accordance with the University's Common Assessment Regulations and the Business School's interpretation of the Common Assessment Regulations and is informed by the Business School's Assessment Strategy, Policies and Guidance document.

The International Business course team is committed to ensuring a balanced approach to assessment, appropriate for a diverse cohort. The assessment mix therefore comprises a broad range of assessments including examinations, reports,

presentations/posters, digital outputs, theoretically focused papers, and reflective pieces.

Formative assessments have been devised at module level, to provide a platform for you to demonstrate your knowledge and understanding of relevant course material and to provide a chance for you to gain feedback to help you to successfully complete work that is formally assessed (summative assessments). Formative assessment may take place within timetabled lectures, seminars or workshops etc. Examples of class-based formative assessments include: phase tests, practice examinations, individual or group presentations with oral feedback, peer assessment within class and seminar tasks that include review and feedback. Formative assessment may also include work that you need to complete independently, outside of your normal class contact hours such as short answer questions, written responses to case studies, short articles and essays.

At every level you will be assessed on both academic and practical knowledge and understanding, and on your ability to relate theory to practice and vice versa. Often assessed tasks will draw on real world business issues and problems in the form of case studies, workplace simulations and other work-like experiences such as consultancy exercises, other assessments may be based on direct experience you undertake in the workplace.

As you move through the levels of the course the scope and depth of assessment builds, allowing you to incrementally gain confidence and improve your knowledge, skills and understanding. In particular, assessments are progressively designed to facilitate and develop independent critical thinking skills and your ability to analyse and critically evaluate theories, concepts and ideas. In the final year of the course assessment methods are likely to test your ability to synthesise your ideas and take a more holistic view of the discipline.

A key feature of the International degree is a period of time spent working or studying abroad. This international placement is assessed through the both the placement module and a reflective report, which is submitted as a part of the final year module, 'Leadership and Employability'. This report (and attaching presentation) is used to demonstrate achievement of sandwich year learning outcomes and to draw on your own experience of living, studying and/or working abroad or in an international environment. Students completing a placement year based on an appropriate programme of work/study overseas (minimum of thirty six weeks) will be eligible for The University's Placement Diploma; International Placement Diploma; International Study and Placement Diploma or International Study Diploma.

To obtain an honours degree, you must obtain 360 credit points in total over the three levels. Your final degree classification will be based on a percentage mark, comprising 20% of your performance (measured by the aggregate of module marks) at level 5 plus 80% of your assessment performance at level 6. The weighting of each module is therefore indicated by its level and its number of credit points.

Throughout your course care is taken to ensure that the burden of formative and summative assessment is manageable and that the work you are required to submit reflects the learning outcomes of your modules and wider course. To support you to succeed, we ensure that you are fully briefed before each assignment and the assessment criteria for the work you are required to undertake is clearly conveyed in advance. Tutor support and guidance is available outside of classroom contact time, via NOW (e.g. FAQs, discussion forums) or email/ telephone.

8. Course structure and curriculum

The course is delivered over four years as a sandwich course (with a placement in the third year) or over three years full time. The course curriculum is detailed below:

Year 1 (level 4)

In the first year you will study six 20 credit point modules throughout the year, as follows:

Accounting & Finance for International Managers (20 credit points)
Foreign Language (20 credit points)
Foundations of Managing & Organising (20 credit points)
Fundamentals of Marketing (20 credit points)
Quantitative Methods for International Business (20 credit points)
Personal & Professional Development 1 (20 credit points)

Year 2 (level 5)

The second year of your degree is structured in two blocks known as Half year one (HY1) and half year two (HY2). If you are following the full time three-year course, the half year structure allows you to take part in one of three 60 credit point opportunities in HY2 (January to May), namely a period of study abroad at one of the School's international partner universities, an internship or an enterprise project in conjunction with the NTU 'Hive'. You will be able to access support from your academic mentor and other resources, such as the employability team, to help decide which of these opportunities is best for you. If you are a sandwich student, you will normally remain at NTU in HY2 and study a further three 20 credit point modules.

First Half Year: both sandwich and full time students:

Economics for International Business (20 credit points)
Foreign Language 1 (10 credit points)
International Business Environment (20 credit points)
Managing Culture Across Borders (10 credit points)

Second Half Year:

Full time students complete an internship or study abroad (60 credit points):

Sandwich student:

Employment and Enterprise (20 credit points)
Foreign Language 1 (10 credit points)
Managing Culture Across Borders (10 credit points)

Plus one from:

Managing Global Supply Chain (20 credit points)
Digital Marketing (20 credit points)
Management Accounting and Decision Making (20 credit points)

Year 3 (placement year – SW course, spent working or studying abroad, often you can combine both aspects)

Final Year (level 6)

Leadership and Employability (20 credit points)
Research Project (20 credit points)
International Tourism: Sustainability Development & Impact (20 credit points)
International Strategic Management (20 credit points)

Global Business in a Changing World (20 credit points)

Option – select one

Language (20 credit points)

Digital Customer Experience (20 credit points)

Investment and Portfolio Management (20 credit points)

Global Supply Chain Strategy (20 credit points)

Each module is designed to build a specific subset of knowledge and understanding, and facilitate opportunities for you to develop or enhance generic and specific skills, qualities and attributes. The combination of modules alongside the study and work opportunities offered across the breadth of the course is designed to enable you to develop the knowledge and understanding, and the skills, qualities and attributes typically required in graduate careers related to your degree.

At each level of the course you will study a module which has been specifically designed to support the acquisition of the academic skills you will need to succeed in your degree and the development of personal and professional skills and qualities that will help to enhance your employability. The sequence of three modules (Personal Development in the first year, Employment and Enterprise in year 2 and Leadership and Employability in your final year) complements your entire student journey from arrival through to graduation and beyond, ensuring that you are fully supported to achieve your full potential. The modules build from a base of activities and sessions designed to help you acclimatise to university life and study. Early focus is on fostering social relations and on setting expectations of learning in HE to ensure you quickly master the steps required to achieve academic success. Thereafter the modules incrementally build employability skills and support you to derive optimal benefit from work and work-like experiences embedded in the design, learning and assessment of your course. Within these modules you will be supported to diagnose and reflect upon your personal and professional development needs and to select extra-curricular continuing professional development (CPD) activities to help you to achieve your ambitions.

The curriculum is designed to incrementally provide you with a strong knowledge of all key international business areas alongside development of your language skills. The curriculum has been designed around three: International Strategy and Management, Sustainability and Ethics and Language and Intercultural Awareness.

International strategy and management is introduced in two level one modules to enable students to explore definitions, retrieve information and begin to understand the subject. The early use of case studies in Marketing Fundamentals, for example, familiarises you with key concepts and theories to develop intellectual agility and provides opportunities to apply theory to practice in a simulated organisational setting. Progression to year 2 modules involves you in constructing meaning through interpreting secondary data and exploring context specific situations. International Business Environment, for instance, requires you to formally consider a contemporary issue within the global business landscape examining the economic and political arguments.

The sustainability and ethics academic theme enables you to examine issues surrounding the United National Sustainable Development Goals and Corporate Social Responsibility in most modules. Foundations of Managing and Organising and Managing Culture Across Borders requires you to research and present different ethical perspectives and examine levels of corruption in different regions of the world. Within the International Tourism: Sustainability, Development and Impact module in the final year you are required to work in teams to expand your understanding of concepts around moral relativism to develop workable solutions to corporate social responsibility issues. You will have the opportunity to complete a Certificate in Sustainable Tourism.

During your journey through your International degree you will develop your intercultural intelligence and language skills. You will study intercultural theories in academic modules such as Managing Culture Across Borders. In addition, you will enhance your language proficiency through gaining insights into intercultural awareness. Learning a language is academically challenging and you are given support by experts from the University Language Programme to facilitate this process. You do not need to have studied a language before you come to NTU. You will select a language (French, Spanish, German, Italian, Japanese, Mandarin, Arabic and English) as a module at years 1 and 2 and can select an optional module in your final year, specialist tutors deliver the language modules and most students achieve a good level of competence in their chosen language.

9. Admission to the course

Entry requirements.

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

10. Support for learning

You will be given a thorough induction to the course, on arrival, prior to the start of the academic term.

The course induction tutors will cover:

- Aims and objectives of the course
- Structure of the course & module delivery details
- An outline of what you will be studying
- Details of the books and resources you will need to support your learning
- Assessment regulations and criteria, hand in dates & the electronic submission process
- Course leader and tutor contact details
- Information concerning the academic mentor support and student (peer) mentor support provided to you
- Module leaders & course administrators contact details
- Details of the operation of the course and course committees
- Information about how to apply for an extension to a course work deadline or submit a Notification of Extenuating Circumstances (NEC) in the event of illness, bereavement etc. impacting on your ability to comply with the demands of the course
- Contact details of the University's student support and guidance services
- Contact details of the University's employability team

The prime purpose of the induction programme is to provide multiple opportunities for you get to know your tutors and to engage in some enjoyable team building activities with fellow students in a low pressure environment. The induction programme also includes a weeklong school-wide project called **NBSDiscover** where you will be required to work in small groups to carry out observational research related to businesses in Nottingham and report your findings and recommendations to your tutors, academic mentors and a selection of NBS alumni (past graduates of NBS).

In your first year, the Personal Development module further builds on the activities you encounter as part of your induction with a focus, in the first term, on transition to university.

Student mentor support

At induction you will be allocated a student (peer) mentor to support you during your first term at university and into the second term should you need it. Student mentors are drawn from second and final year students on your course and as such they are able to empathise with any problems or anxieties you may have in the early stages of your course. Typically student mentors will be there to support you with NBSdiscover, help you to navigate NOW, help you find your way around the campus and so on.

Personalisation at NBS and the role of Academic Mentors

Personalisation is a key strategic theme at NBS, as such initiatives to ensure all students develop an individualised student journey are embedded into the fabric of your course at NBS. The aim of the approach is to provide you with a range of opportunities and experiences to ensure you have the edge over others in the job market and you develop in ways that are valuable to you as an individual. You will be allocated an Academic Mentor at the very start of your course, your mentor's role is to support you to understand your individualised needs, and design and implement an approach to learning that works best for you. By taking advantage of the myriad of learning opportunities on offer at NBS and across NTU, you will be encouraged to tailor your learning experience and broader university experience to get the most, personally and professionally, from your time at University.

Personalisation and the support of an Academic Mentor is embedded through the core thread of personal and professional development modules you will study at each level of your course (Personal Development in the first year, Employment and Enterprise in your second year and Leadership and Employability in your final year). Academic mentors use a tool called the Student Dashboard which records your grade profile, and tracks your attendance and engagement on the course to help frame discussions with you and help to provide the support you need to excel on the course and fulfil your potential. With the support of your Academic Mentor you are encouraged to select from the wealth of continuing professional development (CPD) opportunities on offer including life and career-enhancing work and work-like experiences, summer schools abroad, conferences, challenges and competitions. Your Academic Mentor will also signpost you to other sources of support across the university commensurate with your individual needs. The objective of the personalisation programme is to optimise the student experience and help you to succeed academically and in your future career.

Resources to support learning - NBS

The School has invested in business-focused services and applications to enhance your 'business focus' and professional engagement. These include:

- a subscription to the Financial Times online service (FT.COM) that allows you to download the FT.COM App to your phone to access articles and features
- a subscription to PollEverywhere, an online polling application to enable 'polls' to be delivered within lectures and seminars to aid interactive engagement;
- a subscription to Qualtrics, a professional survey design and analysis application that is used extensively within business;
- a licence for SimVenture, a sophisticated business simulation that allows you to experience the challenges of running a company;
- the operation since 2014 of a 'trading room' based on Bloomberg Professional Service, a desktop software application that allows you to monitor and analyse

real-time financial market data and place trades on the electronic trading platform.

All lectures are recorded and made available to you on NOW, In addition some modules provide additional resources such as recap recordings and online guidance videos.

When you commence the International Business degree you will have the opportunity to join several course related Academic societies. Participation amongst BAIB students in these voluntary initiatives is high and will enhance your learning experience.

BAIB Society is led and managed by BAIB students and involves curriculum enhancing opportunities and social events. The committee design a series of related business activities, guest speakers, social activities and workshops that follow and explore contemporary aspects of international business.

The BAIB programme suite encourages commitment to life-long learning and engagement with the challenges of meeting the United Nations Sustainable Development Goals. Economic, social and environmental responsibilities are explored in taught modules. In addition, you can join the Oath Project, a student led group that provides opportunities for you as future business leaders to explore your integrity and role in society, considering the reach, responsibility, and impact that you will have as international business managers.

The BAIB Language Support group consist of a committee of voluntary students willing to support other students wishing to learn a language or get help with it by native speakers. It also helps students to have more information about working and studying abroad, a key part of the International Business course at NTU.

Further support – NTU wide

Extensive learning resources are available to you, provided by the Boots Library and university IT services:

The Library

The Boots Library at the NTU City site where you are based gives you access to a wealth of information and the resources needed for your studies. The library stocks nearly half a million books, as well as a growing online collection of eBooks, eJournals and databases. These can all be located using the Library OneSearch.

Knowledgeable librarians are available to help you access the resources you need and there is an online chat facility which is ideal for when you are working remotely. The library team also offers a wide range of study skills support and short courses such as research skills, academic writing skills and software skills courses.

IT Resources

You will be able to use the University's and NBS computer facilities on campus and you be able to work remotely outside of timetabled sessions by accessing course and module materials on the Virtual Learning Environment known as NOW. Banks of laptops are provided in the Newton Building for you to loan should you need to borrow one at any time.

Non-academic and pastoral support

We aim to help you to do well and enjoy the course. We recognise that when you first start studying, or at certain times in your student journey, you may face challenges or experience worries, your first point of contact for pastoral support should be your Academic Mentor who will be able to offer advice support and signposting to other services as necessary. Your Course Leader, course team members and Course administrator will also be there to help and provide you with information or direction to others who may be of assistance.

On the NTU website you will also find links to a range of university support services, including specific support for mature students, international students and students with additional learning needs. Religious and cultural advisors are also available.

Students can also seek support directly from the University's Student Support Services based on level 0 in the Newton Building.

11. Graduate destinations/employability

As a future graduate of this course you will be equipped to access a wide range of potential career opportunities across the globe.

As a graduate of the Bachelor of International Business you would be expected to enter employment at a junior managerial level in the UK or overseas. It is likely that these positions will be in functional areas such as finance, treasury, marketing, public relations, human resources, or logistics of corporations whose activities have 'international' character. Other opportunities exist with consultancy companies; media companies; industry bodies; governmental departments and international authorities, including those involved in trade facilitation, diplomatic and foreign affairs, economic research, international relations, and national promotional activities. Strong academic foundations, 'real-world' experience, and language competencies, combine to make attractive graduates with excellent all-round prospects.

There is evidence to confirm that students from this course are strongly in demand by a range of employers, demonstrating that they are well prepared for the world of work. Destination surveys highlight graduate entry into the following companies: Merrill Lynch, Deutsche Bank, Landrover Jaguar, John Lewis, Morgan Stanley, Majestic Wines, Travis Perkins PLC, Body Shop, Bentley Motors and Mars. In addition we have graduates working worldwide in international marketing, HR and Finance. Graduates are also placed in NGO's. Finally, the course has been shown to provide an excellent foundation for postgraduate study, with a high percentage of our graduates moving forward to Masters level study.

This course has been designed to ensure that when you graduate you will leave with a set of practical skills and abilities designed to enhance your employability and enable you to perform effectively in your chosen role whether this is in the UK or internationally. This is achieved through a combination of industry interventions (guest lecturers, company supported project work, life case examples, national competitions etc.) and a vocationally orientated curriculum which has been developed in conjunction with marketing employers and benchmarked against relevant professional qualifications.

Course standards and quality

Quality management

The School follows the University's requirements as specified in the Quality Handbook in full.

In addition to this, we invest additional time and resource to the monitoring and evaluation of our provision through a Departmental-led process of "module health" that links key metrics to module leader actions in order to improve your student experience at module level. At course level, we run "Course Enhancement Boards" (CEB), that offer a mechanism for course teams to reflect annually on the validity, currency and academic quality of the provision. CEBs run in the years between Periodic Course Reviews (PCRs) and have different objectives.

Externality is brought into our QM process at course level through the CEB that includes your course (student) representatives, employers, alumni and professional body representatives. We also run portfolio-wide advisory boards, that bring in a range of employers and alumni to explore aspects of our provision and support our strategic direction.

The students you have nominated and elected as your representatives on the course provide feedback at termly Course Committee Meetings. Any actions for quality management or enhancement are then summarised and fed back into course development. Feedback is also gathered on a modular level through Evasys surveys and at a course level through annual course surveys (internally for first and second years and through the National Student Survey at final year).

International Quality Accreditations

As a School we have achieved a number of accreditations to signify the quality of the School as measured across a number of dimensions including the quality of learning and teaching, industry links, student support, internationalisation of the curriculum, student international mobility, responsible and sustainable education and research focus. Most notably the School is accredited by EQUIS and by the AACSB (Association to Advance Collegiate Schools of Business). These two major quality accreditations place NBS in the top 1 percent of business schools worldwide.

12. Assessment regulations

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:

Additional information

Collaborative partner(s):

Course referenced to national (QAA) Benchmark Statements:

Course recognised by:

Date this course specification approved:

Any additional information: