

Programme Specification

BA International Business Management (Part 3)

For students entering Part 1 in September 2027

UFIBUSM1

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	1 years
Accreditation	AACSB; EQUIS
QAA Subject Benchmarking Group	Business and Management

Programme information and content

The Programme will provide students with a firm understanding of the practice, concepts and theories of international business management as well as the skills and competencies necessary to apply them. Key features of the programme are as follows:

- The programme ensures that students will acquire knowledge in core fundamentals of International Business Management. The modules provided on the degree have an international focus, and cover areas such as Strategy, Human Resource Management, Ethics, Marketing and AI skills.
- The programme is heavily focused on skills and employability. We recognise that business is constantly evolving, but we believe that equipping students with the knowledge of the core foundations of business and developing their business-oriented and personal skills will ensure that they are well equipped to succeed in a rapidly changing environment. Consequently, the skills required to secure roles and then succeed in them are embedded in the curriculum.
- As part of the programme, students will be offered the chance to interact with local and international businesses to get a comprehensive understanding of the UK and International Business context.

Part 1:	N/A
Part 2:	N/A
Part 3:	Gives students the opportunity to undertake in-depth study of the issues facing managers in organisations. We offer a combination of specialists and general international management modules. These modules are designed to give the students a comprehensive understanding of core International Business Management Theory and practice. The students will also be introduced to personal leadership development, which will help them develop their skills and employability further.

Programme Learning Outcomes - BA International Business Management (Part 3)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Appraise and synthesise academic knowledge of the fundamental concepts, theories and frameworks of international business management.
2	Analyse qualitative information and interpret quantitative data to inform decision-making.
3	Demonstrate critical thinking skills through evaluation, synthesis and judgement amid complex and uncertain international business environments.
4	Evaluate the value of diversity through teamwork.
5	Analyse their roles and responsibilities as individuals to support organisational activity which encourages positive outcomes and results in a more ethical, fairer and inclusive society.
6	Appraise the global context in which organisations operate and have an understanding of the importance of international business and the drivers of change in business in the UK and internationally.
7	Recognise the need for continuous learning, adaptability and professional development.
8	Demonstrate confident, credible communication in academic and business contexts.
9	Use contemporary digital technologies to address business challenges.
10	Evaluate and/or apply leading-edge practices and current developments in the practice and theory of international business management.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

In addition to the learning outcomes stated above if you are on a placement or study abroad programme you will have the opportunity to develop the following learning outcome:

N/A

Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

Part 1 Modules:

N/A

Part 2 Modules:

N/A

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

Part 3 Modules:

Module	Name	Credits	Level
MM303	Strategy and International Business	20	6
MM304	Developing Personal Leadership	20	6
MM314	Business Applications of AI	20	6
MM335	International Marketing	20	6
MM340	International Human Resource Management	20	6
MM383	Global Ethics for International Management	20	6

Placement opportunities

N/A

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery:

The programme design is based on academic reasoning, as well as on collaborations with the Henley Careers team, students and representatives from the industry to provide students with a solid foundation in business and management, informed by industry trends and cutting-edge thinking.

The programme introduces key international business management concepts and their applications. It is designed to develop students' knowledge and understanding of different business functions and practices, as well as their intellectual, practical and transferable skills to succeed as an international business management graduate. Student-centred, the teaching and learning strategy includes constructivist, inquiry-based, reflective, collaborative, and

integrative approaches. The programme is designed to leverage the knowledge attained by studying the Scottish Qualification Authority (SQA) Advanced Diploma, challenging the students to understand and apply international business management concepts further. The modules require a combination of using the existing knowledge along with both support from University of Reading staff and independent study, which helps students build their academic confidence to become self-directed, autonomous learners.

Within the programme, students are taught through lectures, seminars and workshops. Total study hours for the programme will be 1200 hours. The contact hours for students' programme will be 170.

In addition to students' scheduled contact hours, students will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Face-to-face learning and digital learning are vital elements of the learning process. Modules will offer a mix of these to create a flexible, accessible and inclusive learning experience. Digital learning will be based on a combination of video recordings, online discussion boards and using various online resources.

Employability, professional and personal development is an integral part of the programme, and it is both embedded in the curriculum and encouraged through extra-curricular activities and engagement with Henley Careers coaches.

Students will receive the required support from a designated Programme Director, Module Convenors, Teaching Assistants, Academic Tutors, Henley Career coaches, Henley and University Librarians, the university's study support and IT helpdesk.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

This programme is accredited by AACSB and EQUIS.

Assessment

The programme learning outcomes are assessed according to the UG marking criteria adopted at the University level. These are: knowledge and understanding, cognitive skills, practical skills and transferable skills. It is important to note that different disciplines (related to different business functions) require different types of assessment (e.g., accounting requires at least one exam).

The volume of summative assessments is typically two per 20 credit modules, but certain modules will use only one or will need three to meet module outcomes. When using two or more assessments, these will be assigned at separate times of the semester to avoid overloading students.

Assessment feedback and feed forward play an essential role. The focus is on making the feedback timely, clear and useful to the student, helping them improve in the next instance when the same assessment is used.

Classification

Bachelor's degrees

The University's honours classification scheme is based on the following:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

The Degree classification is based on a weighted average of all modules.

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 17: Awards (Bachelor's), or
- Section 18: Awards (Integrated Master's programmes). Students who do not progress to Part 4 of the Integrated Master's will normally be subject to the method detailed under Section 17: Awards (Bachelor's)

Please note that there may be a specific version of the above for your year of entry.

Additional costs of the programme

During students' programme of study students will incur some additional costs.

For textbooks and similar learning resources, we recommend that students budget approximately £100 for the programme. Some books may be available second-hand, which

will reduce costs. A range of resources to support students' curriculum, including textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Students find it advantageous to have their own personal computing facilities, though there are central facilities available.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

BA International Business Management (Part 3) for students entering Part 1 in session 2027/28

22 June 2026

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