

Leadership & International Business Communication

This programme is no longer recruiting.

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE, BA ordinary degree
UCAS code	N/A
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	General business and management
Date specification last up-dated	June 2012

BANNER BOX:

This four year full time degree programme has been designed for students who want to become effective communicators and leaders in an international setting and will provide a rich understanding of international business and leadership from a theoretical, policy and practical perspective.

ENTRY REQUIREMENTS

The normal entry requirements for entry are a Senior High School Leaving Certificate or equivalent, including Mathematics at GCSE Grade C or above (or its recognised international equivalent). Students must have successfully completed at least 12 years of schooling in their home country.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

Students who apply to enter Year 2 or 3 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement. Applicants must be able to demonstrate and provide evidence of equivalent study and attainment of learning outcomes against the modules for which they seek exemption.

In the case of applicants whose first language is not English IELTS 5.0 or above (or equivalent, with no component less than 5.0) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

ABOUT THE PROGRAMME

What is Leadership & International Business Communication

Leadership & International Business Communication (LIBC) constitutes an area of interdisciplinary study which provides a focus on business and management knowledge and

skills in a rapidly changing global business environment. LIBC provides a critical area of study, for students aiming to develop a systematic understanding of key strategies and approaches and who wish to become 'next generation' leaders and managers in the challenging corporate world of international organisations.

Leadership & International Business Communication at UEL

The BA Leadership & International Business Communication (LIBC) programme offers students the opportunity to obtain an honours degree in a defined area of study which will enhance employability prospects and provide clear progression to further advanced study at post-graduate level, e.g. MA Human Resource Management or MA International Human Resource Management at UEL. The innovative LIBC programme is for students looking to develop a thorough understanding of international business as a basis for a successful management career; the programme offers specific study in areas such as resource and talent management, leadership in organisations and research in business and management as well as training for effective and strategic communication in the world of global business. The LIBC programme aims to:

- Development relevant knowledge in the area of international business and leadership and a critical awareness of the relationship between key components of study
- Critical appraisal of the development of leadership in an international business context
- Enhancement of life-long learning skills as a basis for a successful career in business and management.

Programme structure

Entry to the BA (Hons) Leadership & International Business Communication programme is in either September or February. The programme is full time and is taught over two semesters, each comprising 15 weeks of study. Normally, attendance involves four hours per day, three days a week. It is a modular programme which is consistent with UEL's academic framework regulations and conforms to the national Quality Assurance Agency (QAA) requirements.

Students will study four x 20 credit modules and one 40 credit module at levels 1 & 2. There are six x 20 credit modules at level 3. Each module is assessed at the end of the semester and this will contribute to the final degree classification. Students who pass each module and gain 480 credits at the end of level 3 will be awarded a BA (Hons) Leadership & International Business Communication.

Learning environment

The programme is taught at our new Docklands Campus which has extensive state of the art resources. The Library and ICT provision at Docklands is outstanding and students have access to over 600 computers in an open plan environment which is open 24 /7 during teaching weeks. Students have access to the internet and to the UEL network which has an extensive range of on-line facilities – e.g. electronic data bases containing thousands of journals, electronic books and financial databases.

The UEL library has an extensive range of books and services and includes the 'Skillszone' a friendly student-facing centre which provides opportunities to acquire a range of different skills in addition to those acquired through the programme.

Teaching takes place in new, well equipped classrooms all equipped with computers and projectors which students can access to practice presentational skills.

Students are encouraged to develop IT related skills, including word processing, spreadsheets, and PowerPoint, and effective searching of on-line data bases.

Work experience/placement opportunities

Along with the University Employability Unit the Royal Docks Business School has a dedicated Employability Manager, where students can seek information and guidance on placement opportunities and applying for post study work.

Assessment

Each module is assessed during the semester in which it is studied and takes the form of coursework, which includes case study analysis, reports and group presentations and end of semester examinations. Degrees classifications are based on performance in second and third level modules, with third level modules being weighted more heavily.

Project work

The coursework components typically involve individual or group research on a specific topic within the area of leadership and international business. Additionally, students who wish to engage in more extended research may select to take the Project module which is offered as an option module in the second semester of level three. This allows students to carry out independent research under the supervision of an appropriate academic tutor based on topics which relate to the field of International Business and Leadership.

Added value

An excellent opportunity to:

- Acquire relevant, business- facing knowledge and skills including communication skills which are highly valued by employers in a global setting.
- Progress to a post graduate programme offered by RDBS, e.g. MA Human Resource Management.
- Attend regular guest lectures/seminars from leading academics and experienced practitioners from industry.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Acquiring knowledge and expertise in the area of leadership and international business

- Understanding and recognising key leadership characteristics and how these develop in international business organisations
- Learning in a supportive and interactive environment with a vibrant international student profile
- Conducting independent research with support from your academic tutor
- Developing advanced writing and communication skills which can be applied in a global business context

If you enjoy...

Learning how to apply theory and concepts to the real world of business practice

Working and studying in a supportive and challenging environment

Communicating confidently and effectively about global business issues

If you want...

To achieve a recognised undergraduate honours degree

To develop your knowledge and expertise in leadership and international business

To work effectively with others and enhance your inter personal and career skills

Your future career

After graduation a range of graduate employment opportunities will be available as advertised by international companies. The programme is particularly appropriate for achieving positions with global companies in the context of human resource management and key management positions. Another option is to progress to a relevant postgraduate programme – e.g. MA Human Resource Management or MA International Management.

How we support you

Students joining the programme participate in an induction week in order to gain an understanding of UEL and Royal Docks Business School services as well as to gain familiarity with the nature and scope of the programme. During induction week, students will meet the programme leader who will act as their personal tutor, together with other RDBS academic staff who teach on the programme and are available for academic advisory and support meetings during this introductory ‘first week’. Additional support is available from UEL service departments, e.g. finance, IT helpdesk, the library and counselling staff.

Bonus factors

Access to the latest e-learning platforms and web-based technologies to facilitate electronic learning and the development of social network skills.

A dedicated 24 hour library and learning resource area conveniently located in the same building as the RDBS

A diverse and friendly student population that is truly international

A new sports centre at the UEL Docklands Campus and legacy resources from the 2012 Olympic Games to be held close to our Stratford Campus

Outcomes section

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Develop relevant knowledge in leadership and international business and a critical awareness of the inter-relationships and inter-connections between key components of study
- Evaluate the ways in which organisations effectively manage and develop people and their operations in complex and changing international environments
- Develop and enhance lifelong learning skills in preparation for a leading career in business
- Understand the Economic environment.

What will you learn?

All learning outcomes are covered in the programme's single honours route.

Knowledge

- Assess the contribution of people management to sound organisational performance
- Identify the characteristics of effective leadership and methods and processes used to develop and enhance leadership skills in an international context
- Critically evaluate key concepts influencing the internal structure and external relationships in international companies

Thinking skills

- Analyse and interpret data which in part may be ambiguous and incomplete using appropriate methods
- Critically evaluate and apply a range of advanced writing and communication techniques and processes
- Apply strategic thinking to leadership requirements in international business

Subject-Based Practical skills

- Apply relevant research methodologies to aid decision-making
- Work collaboratively and effectively in small groups to research issues, complete tasks and present group findings clearly, coherently and systematically
- Develop relevant intellectual skills and confidence to undertake further advanced study

Skills for life and work (general skills)

- Develop and enhance lifelong learning skills in preparation for a business career
- Present information concisely and communicate effectively in written and oral form at an appropriate level and standard, including the acknowledgement and referencing of sources
- Obtain and critically organise evidence to generate logical & systematic conclusions

Structure section

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).#

Credits are assigned to one of 5 levels:

0 equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme

1 equivalent in standard to the first year of a full-time undergraduate degree programme

2 equivalent in standard to the second year of a full-time undergraduate degree programme

3 equivalent in standard to the third year of a full-time undergraduate degree programme – i.e. applicable to this programme M equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 480 credits

Typical duration

The expected duration of this programme is three years of full-time study. Exceptionally, it is possible to move from a full-time mode of study to a part-time mode of study to accommodate external factors such as financial constraints, domestic commitments or serious illness. Generally, students will be expected to complete their studies within three academic years.

How the teaching year is divided

The teaching year begins in September and ends in June but this programme also allows students to join at the start of Semester B, in February. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance

mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

Modules are defined as:

Core – Must be taken

Option – Select from a range of identified module within the field

University Wide Option – Select from a wide range of university wide options

The following are the core and optional requirements for this single honours degree programme – there are no major, joint or minor routes:

What you will study when

Level 0

Module Code	Title	Skills Modules	Semester	UEL Level 1 Credits
LC0001	English Language Development		A & B	40
FE0003	Business Issues		A	20
LC0002	Communication and Study Skills		A	20
SM0003	Business Management		B	20
FE0004	Business Analysis		B	20

Level 1

Module Code	Title	Skills Modules	Semester	UEL Level 1 Credits
SM1015	Business Communication and the Economy		A & B	40
HR1003	People, Organisations and Management		A	20
	Developing as a Manager	Y	A	20
FE1010	Accounting and its Regulatory Framework		B	20
SM1010	Marketing Principles and Practice		B	20

Level 2

Module Code	Title	Skills Modules	Semester	UEL Level 2 Credits
FE2042	Business Communication and Globalisation		A & B	40

	Resource & Talent Management		A	20
	Researching in Business and Management	Y	A	20
FE2035	Fundamentals of Finance		B	20
	Developing People		B	20

Level 3

Module Code	Title	Skills Modules	Semester	UEL Level 2 Credits
	Leadership in Organisations		A	20
	The Business Professional		A	20
	Option from list below	Y	A	20
	Strategic Issues in the Management of People		B	20
HR3029	Business Communication		B	20
	Option from list below		B	20

FE3043 Governing the Global Business (Semester A)

TBC Managing Talent to Achieve Performance (Semester A)

SM3027 Strategic Management (Semester A)

TBC International Trade and Development (Semester B)

TBC SME Marketing (Semester B)

TBC Current Topics in International Business (Semester B)

SM3002 The Project (Semester A/B)*

* The availability of this module for students to undertake is subject to conditions.

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 480 credits including:

- A minimum of 120 credits at level zero or higher
- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 420 credits including:

- A minimum of 120 credits at level zero or higher
- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

This option will be available to students who can demonstrate the successful completion of module(s) which are equivalent to FE1010 or FE1016 or FE1024 which are prerequisite modules for FE30340.

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times \frac{2}{3} + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times \frac{1}{3}$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% 49% Third Class Honours
- 0% - 39% Not passed

Assessment section

Teaching, learning and assessment

Teaching and learning

Key teaching and learning methods used to address the learning outcomes are indicated below:

Knowledge is developed through

- lectures and supporting teaching materials based on module schedule
- preparation for, and participation in, seminars and workshops
- tutorials – with academic and personal tutors
- field visits – and invited guests
- guided and independent reading and research

Thinking skills are developed through

- seminars
- small-group discussions
- workshops
- tutorials
- field visits
- applying initiative and original thinking in analysis of leadership style

Practical skills are developed through

- library and archive research

- essay and report writing
- workshops
- group presentations (which will often use mixed media)
- research seminars
- formulating problems and managing learning tasks

Skills for life and work (general skills) are developed through

- essay and report writing, group presentations, research methods module / research proposal, independent dissertation*
- collaborating in a small group as a leader or participant to solve a specific problem
- presentations of reports of seminar research and group presentations
- defining the parameters of a problem, researching it autonomously and managing the research process

Assessment

Most modules will be assessed by a combination of coursework and end of semester examinations. The form and nature of coursework assignments is variable and includes case study – based questions, individual/group presentations and individual reports and projects. Details are indicated below:

Knowledge is assessed by

- standards achieved in coursework assignments, essays
- development of critical literature reviews
- presentations
- examinations

Emphasis is placed upon familiarity with a range of relevant literature, understanding and using technologies and familiarity with key debates in the field and applications to ‘real’ international business and leadership issues.

Thinking skills are assessed by

providing evidence of systematic analysis and interpretation in coursework and examinations

Emphasis is placed upon understanding of topic/s; application of knowledge in making an argument; clarity of arguments; evidence of synthesis and creativity; evidence of independent thought; and originality and distinctiveness of the student’s own viewpoint.

Practical skills are assessed by

- presentations
- group work

Emphasis is placed upon evidence of systematic preparation; coherent structure and analytic insight in the assessed work; and clarity of expression. In the case of verbal presentations, clear articulation and positive interaction with other members of the class are of importance.

In the case of collaborative work, including presentations, emphasis is placed upon positive mutual engagement with other members of the assessed group.

Skills for life and work (general skills) are assessed by

- essays and reports
- group presentations

Emphasis is placed upon coherence of assessed work and clarity of expression, whether written or verbal. Students are encouraged to become familiar with various media and visual tools available to develop their work. Overall, there is recognition of the value of a problem-based approach to teaching and learning as a method of student engagement. Module handbooks will be posted on UEL plus which will also provide information on the nature of diagnostic, formative and summative assessment and the relationship to the achievement of learning outcomes.

Quality section

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at

student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting once per semester)
- Student representatives on the RDBS Advisory Board
- National Student Survey

Students are notified of the action taken through:

- Placing the minutes and action points of the programme committee on UEL plus (UEL's internal website)
- Individual feedback
- Written email communication

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- Feedback from External Examiners
- Employer feedback through RDBS Advisory Board
- Questionnaires/comments/monitoring reports from alumni students
- Consultation with RDBS/UEL employability manager

Further Information section

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
UEL Cyprus	Entire Programme	Contracted UEL Staff	Contracted UEL Staff	Full-Time

Where you can find further information

- Further information about this programme is available from:
- The UEL web site (<http://www.uel.ac.uk>)
- The programme handbook (UEL Plus)
- Module study guides (UEL Plus)
- UEL Manual of General Regulations <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Guide to Undergraduate Programmes
- www.uel.ac.uk/business

Apply online

Admission Requirements The normal entry requirements for entry are a Senior High School Leaving Certificate or equivalent, including Mathematics at GCSE Grade C or above (or its recognised international equivalent). Students must have successfully completed at least 12 years of schooling in their home country.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

Students who apply to enter Year 2 or 3 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement. Applicants must be able to demonstrate and provide evidence of equivalent study and attainment of learning outcomes against the modules for which they seek exemption.

In the case of applicants whose first language is not English IELTS 5.0 or above (or equivalent, with no component less than 5.0) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.