

Programme Specification

Award and title: BA (Hons) International Business

BA (Hons) International Business (with Placement).

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2025-26
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayor's Walk
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Certificate of Higher Education International Business Diploma of Higher Education International Business Diploma of Higher Education International Business (with placement) BA (Ord) International Business BA (Ord) International Business (with placement)
<i>UCAS code / GTTR / other:</i>	Not Applicable
<i>Joint Honours combinations:</i>	Not Applicable
<i>QAA subject benchmark statement(s):</i>	Business Management (2023)
<i>Mode/s of study:</i>	Non-standard period of study as follows: Full time – 3 Years. Full Time – 4 Years (with Placement).
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	NO

Introduction and Special Features

Businesses in the twenty-first century face constant changes that impact upon their success. Developments in innovation, advances in technology, economic fluctuations, political movements, and social shifts all present issues that businesses must respond to. As the processes of globalization make the business environment more competitive and challenging, businesses need employees with the skills to understand the new international realities and understand risk and opportunity when developing sustainable business models. The BA (Hons) International Business degree will help to develop such skills and knowledge in

preparation for a future career in a range of organisations.

This degree includes an appreciation of the wider social hinterland impacting upon international businesses, with modules related to international business economics, technology and AI, ethics and responsibility, the influence of international political decision making, and the impact of culture – all designed to expose you to a wide range of business activities. Such modules are underpinned by theoretical concepts and applied to contemporary examples to give all students a detailed and rounded experience in preparation for either a related career or future study.

Our International Business programme is aligned with the University's Work-Related Experiential Learning (WREL) strategy at every level of study. WREL embeds the key employability skills in assessments by working directly with business leaders on issues impacting their firms. You will apply your programme theory to practical examples by analysing and evaluating real-world issues. The involvement of industry professionals will support you to become a skilled, self-directed and reflective individual as you explore your career ambitions.

As signatories to PRME (Principles for Responsible Management Education), York Business School is committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying International Business on the with placement variant, you will undertake a Year in Industry (also known as a placement year), in between your second and third year.

Special Features:

- A focus on the global economic environment will provide the knowledge and skills you will need for a career in the international arena.
- Opportunities to compete in business simulation competitions both within the University and on national / international scales.
- Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges
- Emphasis on employability and career development including access to a technology platform that tracks skills development and provides networking and job opportunities with businesses
- An opportunity to take a year in Industry for those on the "with placement" variant
- The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme
- The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office applications
- Excellent personal and academic support from your academic tutor throughout the programme.

Admissions Criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme Aims:

The aims of the programme are to:

1. Provide you with expert knowledge and insight into business management theory and practice with a distinct focus on the global arena.
2. Prepare you for a career in a rapidly changing business and social environment with the skills needed to adapt and develop as the international environment changes.
3. Enable you to be a graduate who can improve the quality of decision-making, and business practice, across a range of economies and in a variety of contexts.

Programme Learning Outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 **Examine** and explain a range of relevant concepts, theories and models that impact upon outcomes for international businesses.
- 4.2 **Investigate** and evaluate the range of contexts that influence, and are influenced by, international business decisions.
- 4.3 **Understand and apply** core principles of economics and sustainability as they relate to international business.
- 4.4 **Demonstrate** the ability to apply a range of academic, analytical and intellectual skills including: applying theoretical concepts to contemporary issues; appreciating a variety of perspectives on business decisions; engaging with the multidisciplinary nature of international business.
- 4.5 **Articulate** the range of themes and actors that direct an understanding of foundational international business practices, with key links made between business objectives and different socio-economic contexts.
- 4.6 **Demonstrate** skills appropriate at level four in relation to research, problem identification, argument formation, analysis, and communication in both written and oral forms.
- 4.7 **Demonstrate** foundational employability skills, including teamwork, time and workload management, professional communication, and digital literacy, to support career readiness within international business environments.

Level 5

- 5.1 **Compare and contrast** a range of relevant concepts, theories and models to inform an understanding of international business strategies
- 5.2 **Provide** insight into the dynamics of international business within a range of interdependent national contexts.
- 5.3 **Form, justify, and expand** upon academic arguments, with an express focus upon the identification and application of appropriate theories to address international business concerns.
- 5.4 **Apply** individual research skills, argument formation, communication, and articulation support an analytical understanding of international business concerns.
- 5.5 **Demonstrate** the ability to articulate supported responses to complex problems when working independently and within groups comprising a range of learning styles and cultural influences.
- 5.6 **Show** independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.
- 5.7 **Demonstrate and apply** professional skills including leadership, collaboration, problem-solving, and adaptability.

Placement variant

PPLO 1 **Demonstrate** sustained professional behaviour in a workplace environment.

PPLO 2 **Recognise** the links between practice and theories relevant to your area of study

Level 6

- 6.1 **Demonstrate critical thinking** by selectively **identifying and applying** appropriate theoretical concepts related to international business strategies and recognise areas of tension between such concepts to support a critical analysis of business behaviour.
- 6.2 **Provide** critical and informed insight into the dynamics of international business within a range of interdependent national contexts.
- 6.3 Utilise a range of academic and intellectual skills relevant to undergraduate level study including, information gathering, problem solving and the skill to critically analyse, synthesise, and evaluate information and data to aid business decision making
- 6.4 **Illustrate** the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.
- 6.5 **Conduct research** and enquiry to further your understanding of specific features in international business.
- 6.6 **Manage** own learning to explore a wide variety of learning sources and opportunities.
- 6.7 **Demonstrate** enhanced employability attributes such as strategic decision-making, project management, and professional skills across international and cultural boundaries.

Programme Structure

Code	Level	Semester	Title		Module status	
					Compulsory (C) or optional (O)	Non-Compensable (NC) or Compensable (X)
BMB4010M	4	1	Responsible Business	20	C	X
BMI4008M	4	1	Entrepreneurship and the Business Environment	20	C	X
BMI4009M	4	1	Leading Global Business	20	C	X
BMB4012M	4	2	Managing Business Resources	20	C	X
BMI4010M	4	2	AI and the Futures of Work	20	C	X
BMB4013M	4	2	Fundamentals of Sales and Marketing	20	C	X
BMI5007M	5	1	International Finance	20	C	X
BMI5008M	5	1	Managing Diversity and Cultural Complexity	20	C	X
BMI5009M	5	1	Controversies in International Trade	20	C	X
BMR5004M	5	2	Business Research Methods	20	C	X
BMB5002M	5	2	Data Visualization for Business Insights	20	C	X
BMW5005M	5	2	The Business Lab: Real-World Consulting in Action	20	C	X
For students taking the 'with Placement' Programme						
BMP5007P	5P	Y	Placement Year	0	C	NC
BMR6008M	6	1&2	Research Investigation	40	C	NC
BMI6010M	6	1	Multinational Corporations in Emerging Markets	20	C	X
BMB6002M	6	1	Developing Organisational Strategy in the Digital Age	20	O	X
BMB6001M	6	1	Operations and Project Management	20	O	X
BMM6015M	6	2	Global and Cross-Cultural Marketing	20	C	X
BMI6011M	6	2	Rethinking Globalisation	20	C	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-Compensable. A non-Compensable module is one that must be passed at the relevant level (with a mark of 40) to progress.

Learning, Teaching and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities. You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Assessments are designed in line with our principles of assessment. This includes ensuring that our assessments are: integrated with and aligned to the programme and Programme Learning Outcomes (PLOs); varied in nature utilising a range of formats; authentic by connecting academic skills and knowledge to real-world skills and capabilities; understandable for all students; balanced across the programme building sequentially on prior skills and knowledge; and accessible for all whilst remaining appropriately demanding. We rely on a variety of assessment formats which include academic essays; professional reports; portfolios; individual and group presentations; creative artefacts and capstone projects. These develop both academic and transferable professional skills through demonstration of research and thinking capabilities; practical and technical skills; communication; and creativity.

The programme is carefully designed to guide you across three levels of study:

Level 4

At level 4 you will cover core knowledge and foundational concepts of business management including the role of finance, operations, and marketing, whilst developing your understanding of the international business context and the macro-environment.

By the end of Level 4 you will have acquired critical skills in analysing organisations and understanding the contexts that shape business decisions and behaviours. This includes exploring drivers of entrepreneurship at both the local and global level to see how opportunities are discovered and exploited to generate innovative new products and services; the use of future-facing technologies such as AI and its implications for international businesses, employees, and societies more broadly; core economic concerns such as trade, investment, and supply and demand; and key paradigms of operational practices such as lean manufacturing and Just-In-Time supply chains.

You will also acquire toolsets that will support not only your future study but prepare you for your chosen career. You will develop critical thinking skills through engaging with ethical, sustainable, and responsible business issues and concerns, and practical skills in sales negotiation, marketing, and methods of assessing efficient and effective deployment of organisational resources.

Throughout Level 4 you will be supported in developing your academic skills and problem-solving capabilities. You will learn how to effectively research and reference to support data-driven analysis, and to read, evaluate, and apply academic theory and models to practice. Case studies and real-world businesses will be used in your assessments to apply knowledge in an authentic work-related and experiential context, providing you with vital transferable skills for your professional life.

Level 5

Building on this foundation, at Level 5 you will deepen your understanding of key international economic concerns, including the complexities of global trade, international finance, and the regulatory frameworks that shape cross-border business activities. You will explore how factors such as exchange rates, inflation, and economic policy influence international business strategies and decision-making, as well as the impact of global financial institutions and trade agreements on business operations and growth opportunities.

Alongside this theoretical knowledge, you will also develop essential practical skills in analysis and research. This includes hands-on experience with Business Intelligence (BI) tools to collect, interpret, and visualise

data, supporting evidence-based decision-making. You will engage with both quantitative and qualitative research methods to investigate real business problems, learning how to design research projects, gather reliable data, and draw meaningful insights to inform strategy and practice.

An important part of Level 5 is the opportunity to apply your learning in a practical context. You will either gain valuable work experience through a professional placement, developing your understanding of workplace expectations, teamwork, and professional communication, or participate in a consultancy project where you will work collaboratively with a real-world business to address a live challenge. Both options are designed to enhance your employability, giving you experience of applying your knowledge and skills in professional scenarios.

Throughout Level 5, you will continue to build on your academic skills, with an increased focus on independent research, critical analysis, and effective communication of complex ideas. By working on case studies, industry projects, and applied research, you will further develop the transferable skills that employers value, including problem-solving, adaptability, and the ability to make data-driven recommendations within a global business context.

Year in industry – also known as placement year

If you have chosen BA (Hons) International Business but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6. A placement year will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, it is your responsibility to secure your own placement. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you in making preparations for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. In order to undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad you will be able to join through virtual means).

Level 6

In your final year at Level 6, you will have the opportunity to tailor your studies to your individual interests and career aspirations, allowing you to specialise in areas that most engage you. A major component of this year is the completion of an independent research project, undertaken across both semesters. This project enables you to investigate a topic of your choice in depth, applying the research skills you have developed throughout your degree to explore real-world business challenges or emerging trends. You will design and manage your own research process, critically evaluate sources, analyse complex data, and present your findings in a professional and academically rigorous manner, preparing you for both postgraduate study and research-led

roles within industry.

Throughout Level 6, your understanding of the wider global business environment will be further refined, with a strong focus on the social, political, economic, and market forces that influence international business activity. You will explore contemporary issues such as sustainability, globalisation, geopolitical risks, and shifting consumer behaviours, and consider how businesses can operate responsibly and sustainably within diverse cultural and regulatory contexts.

By the end of your final year, you will have developed into an independent, critical thinker with the ability to assess complex problems, manage projects from conception to completion, and present evidence-based recommendations confidently. You will graduate with a comprehensive understanding of the global business landscape, equipped with both the strategic insight and practical skills needed to succeed in your chosen career or further study.

Progression and Graduation Requirements

The University's [regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-Compensable.

The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and External Reference Points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [The Code of Practice for Assessment](#)
- [United Nations Sustainable Development Goals](#)

Date written / revised: January 2025

Programme originally approved: