**Template C4**



**Programme Specification**

**Title of Course:** *BSc (Hons) International Business Management*

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| Date of implementation of current version | 16/09/2025 |
| Version number | 10 |
| Faculty | Faculty of Business and Social Sciences |
| Cross-disciplinary |  |
| School | Kingston Business School |
| Department | Department of Management |
| Delivery Institution | GISMA University of Applied Sciences GmbH, Germany |

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

**SECTION 1:** **GENERAL INFORMATION**

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| Award(s) and Title(s): | BSc (Hons) International Business Management |
| Exit Award(s) and Title(s): | BSc International Business Management  Certificate Higher Education in International Business Management  Diploma Higher Education International Business Management |
| Course Code  *For each pathway and mode of delivery* | UFIBM1GIB20 |
| UCAS code  *For each pathway* |  |

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| Award(s) and Title(s): | BSc (Hons) International Business Management with Foundation year |
| Exit Award(s) and Title(s): | BSc International Business Management  Certificate Higher Education in International Business Management  Diploma Higher Education International Business Management |
| Course Code  *For each pathway and mode of delivery* | UFIBM1GIB52 |
| UCAS code  *For each pathway* |  |

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| Awarding Institution: | Kingston University |
| Teaching Institution: | GISMA University of Applied Sciences GmbH, Germany |
| Location: | GISMA University of Applied Sciences, Berlin Potsdamer St Campus, Germany |
| Language of Delivery: | English |
| Delivery mode: |  |
| Learning mode(s): | Full-time |
| Minimum period of registration: | Full-time - 3 |
| Maximum period of registration: | Full-time - 6 |
| Entry requirements | **BSc (Hons) International Business Management with Foundation Year:**  English language: Academic IELTS for 5.0 overall (minimum 5.0 in writing and no other skill less than 4.5),    Academic entry requirements  Academic: Good high school grades or equivalent (academic entry requirements may differ per country)    **BSc (Hons) International Business Management**  For direct entry onto Level 4 or above:    The minimum entry qualifications for the programme are:  From A levels:     112-128 UCAS points (to include at least    two A-levels or equivalent           qualifications)  BTEC National:   Distinction, Merit, Merit (DMM)  Access Diploma: Pass  Plus:                   Five GCSEs grades 4 – 9, including           Mathematics and English Language    A minimum IELTS score of 6.0 (with no element below 5.5) is required for those for whom English is not their first language.    International Academic entry requirements  Academic: Good high school grades or equivalent (academic entry requirements may differ per country, in conformity to Kingston University’s admissions policy)    Or    **GISMA Foundation Route**    Note:  Entry is normally at Level 4 with A-level or equivalent qualifications (See section D). Transfer from a similar course is possible at Level 5 with passes in comparable Level 4 modules – but is at the discretion of the course team.  Intakes can be formed throughout the academic year.    Note: for students to progress onto Level 4, successful completion of Level 3 modules or applicable GISMA Foundation routes, is mandatory |
| Regulated by | The University and its courses are regulated by the Office for Students |
| Programme Accredited by: | |  | | --- | | Association for the Advancement of Collegiate Schools of Business (AACSB)  European Foundation for Management Development (EFMD) | |
| Approved Variants: | Variations to Undergraduate Regulations:  •         All reassessment is by retake and the number of retakes is limited to 2  •         Progression will be automatic, which leads to the possibility of trailing 60 credits.  •         The student will be withdrawn immediately following final fail in a module, at any stage in the academic year.  Variations to Academic Framework: Use of 'options' at level 4 is permitted |
| Is this Higher or Degree Apprenticeship course? | No |

**SECTION 2: THE COURSE**

1. **Aims of the Course**

This course has been designed with an employer-, industry- and student- led focus and aims to develop graduates with a strong global business knowledge and skill set, with an additional emphasis on helping students to find their career path. Through the modules and the embedded skills development, it provides students with a direct line of sight to graduate roles, with options that allow students to specialise or retain a broad knowledge base.

The BSc (Hons) International Business Management programme develops students understanding of the international and cultural contexts of how to do business globally and how to work in a multicultural environment. It is attractive to students who are coming from international environments or backgrounds who wish to study in an international cohort, and home students who have a keen interest in working in an international organisation or environment.

A BSc (Hons) International Business Management student will take a journey through understanding global business environments with international cases, work on data and digital business challenges relating to global functions or problems, build their understanding of service mindset in business relationships across functions of global organisations and stakeholders beyond with an emphasis on cross cultural working. They will apply their knowledge to develop effective international marketing programmes and solve world problems relating to sustainable and regenerative business together with other students internationally, analysing business and leadership challenges in multinational contexts. They will have the opportunity to build their future skills profile relevant to potential future careers including e.g., cross-cultural communications or cross-company problem solving. They can also opt to study abroad or take an international placement.

The programme aims to:

* Develop in students the skills required to secure and thrive in graduate-level employment, research, further study and lifelong learning
* Develop in students their ability to recognise their skills, evidence them and articulate them
* Prepare graduates for business and management roles in all types of global organisations and sectors.
* Equip students with the in-depth knowledge and understanding of the core elements of global business and management
* Provide students with the opportunity to acquire technical qualifications and connections to industry.

1. **Programme Learning Outcomes**

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They have been aligned to the levels set out in [‘Sector Recognised Standards in England’ (OFS 2022).](https://www.officeforstudents.org.uk/media/53821cbf-5779-4380-bf2a-aa8f5c53ecd4/sector-recognised-standards.pdf%22)

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| **Programme Learning Outcomes** | | | | | |
|  | **Knowledge and Understanding**  On completion of the course students will be able to: |  | **Intellectual Skills**  On completion of the course students will be able to |  | **Subject Practical Skills**  On completion of the course students will be able to |
| A1 | Analyze key managerial functions and focus on their application in finance, marketing, logistics, entrepreneurship, HR or data science | B1 | Use data to identify and solve unstructured business problems, and make evidence-based decisions | C1 | Implement current and emerging digital and technological solutions |
| A2 | Demonstrate a systematic understanding and knowledge of management and  selected business disciplines | B2 | Use an enterprising mindset to create value | C2 | Identify business opportunities and make a difference. |
| A3 | Apply a detailed and critical understanding of how global business elements interrelate and affect overall organisational performance | B3 | Interpret, analyse, evaluate and draw inferences from business information and other relevant information sources | C3 | Identify, evaluate and develop competencies and qualities to support effective  interpersonal communication skills in a range of generalized and specialized contexts. |
| A4 | Apply a critical awareness and understanding of current issues of global concern such as sustainability, ethics and social responsibility and how these relate to contemporary business practice | B4 | Use relevant critical, creative or entrepreneurial skills to deal with global management problems and issues to produce recommendations for decision and subsequent action | C4 | Conduct and present themselves in a professional manner appropriate for the global workplace |

1. **Future Skills Graduate Attributes**

In addition to the programme learning outcomes, the programme of study defined in this programme specification will engage students in developing their Future Skills Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness
10. **Outline Programme Structure**

Full details of each module will be provided in module descriptors and module booklets.

Note: The Foundation Year is designed to provide suitable students with a Level 3 programme that enables them to progress to degree pathways offered at GISMA University. The Foundation Year, together with its destination degree pathways, therefore, constitutes an Extended Degree Programme for students. The programme acknowledges that there are many students who have the potential to be successful at degree level but come from a diverse range of backgrounds and previous educational experiences.

The programme is distinctive from other Foundation programmes, designed for access to Higher Education, in that it is part of an extended degree programme and is tailored to correspond to various modules at Levels 4 to 6, within Kingston and GISMA Universities.

The structure and content of the programme and its individual modules have been carefully designed to allow students to develop the skills and acquire the knowledge necessary to make a successful transition to their chosen related degree pathway at EQF Level 4.  Throughout the programme there is a significant focus placed upon the development of effective study skills to enable students to build their confidence in responding to a wide range of formative and summative assessment methods.

Note: As per [GR5](https://www.kingston.ac.uk/aboutkingstonuniversity/howtheuniversityworks/policiesandregulations/#blockid21000) within the general regulations, the University aims to ensure that all option modules listed below are delivered. However, for various reasons, such as demand and overseas delivery the availability of option modules may vary from year to year or between teaching blocks.

The GISMA modules at levels 5 and 6 that replace Kingston modules allow students to either broaden their understanding of a range of business functions or follow a more specialised pathway if they have formulated a career path to pursue.  The coherence of the course is maintained through the core modules, and all programme learning outcomes and key skills are developed through the core modules.

## BSc (Hons) International Business Management

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| **Level 4** | | | | | | | |
| **BSc (Hons) International Business Management** | | | | | | | |
| **Core modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** | **Pre-requisites** | **Full Time** | **Part Time** |
| Creative Strategies for Work | BS4002 | 30 | 4 | 4 |  | 1 |  |
| Global Business Environments | BS4207 | 30 | 4 | 1 |  | 1 |  |
| Managing Innovation | BS4001 | 30 | 4 | 3 |  | 1 |  |
| Marketing & Sales | BM4800 | 30 | 4 | 2 |  | 1 |  |

Exit Awards at Level 4

This course permits progression from level 4 to level 5 with 90 credits at level 4 or above. The outstanding 30 credits from level 4 can be trailed into level 5 and must be passed before progression to level 6.

Students exiting the course at this point who have successfully completed 120 credits at level 4 or above are eligible for the award of Certificate of Higher Education in International Business.

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| **Level 5** | | | | | | | |
| **BSc (Hons) International Business Management** | | | | | | | |
| **Core modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** | **Pre-requisites** | **Full Time** | **Part Time** |
| Accounting & Financial Management | BA5812 | 30 | 5 | 1 |  | 2 |  |
| Developing Effective Marketing Programmes | BM5212 | 30 | 5 | 2 |  | 2 |  |
| **Optional Modules** |  |  |  |  |  |  |  |
| Advanced Data Science | BB5002 | 30 | 5 | 4 |  | 2 |  |
| Advanced Topics in Finance | BK5002 | 30 | 5 | 4 |  | 2 |  |
| Digital Marketing Strategies | BM5011 | 30 | 5 | 4 |  | 2 |  |
| Digital Operations and Supply Chain | BO5002 | 30 | 5 | 4 |  | 2 |  |
| Finance for Business | BK5001 | 30 | 5 | 3 |  | 3 |  |
| Global Logistics Management | BO5001 | 30 | 5 | 3 |  | 2 |  |
| HRM in Context | BH5015 | 30 | 5 | 3 |  | 2 |  |
| Innovation and Data Science | BB5001 | 30 | 5 | 3 |  | 2 |  |
| Managing New Ventures | BS5002 | 30 | 5 | 4 |  | 2 |  |
| Managing Talent and Creativity | BH5016 | 30 | 5 | 4 |  | 2 |  |
| The Lean Start-Up | BS5001 | 30 | 5 | 3 |  | 2 |  |
| The Marketing Professional | BM5010 | 30 | 5 | 3 |  | 2 |  |

Exit Awards at Level 5

This course permits progression from level 5 to level 6 with 90 credits at level 5 or above. The outstanding 30 credits from level 5 can be trailed into level 6 and must be passed before consideration for an award.

Students exiting the programme at this point who have successfully completed 120 credits at level 5 or above are eligible for the award of Diploma of Higher Education in International Business.

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| **Level 6** | | | | | | | |
| **BSc (Hons) International Business Management** | | | | | | | |
| **Core modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** | **Pre-requisites** | **Full Time** | **Part Time** |
| Capstone Project | AUG25-08056 | 30 | 6 | 4 |  | 3 |  |
| Global Business Practice, Operations and Trade | BS6210 | 30 | 6 | 2 |  | 3 |  |
| Leadership, Transformation and Complexity | BH6016 | 30 | 6 | 1 |  | 3 |  |
| Work placement | AUG25-08055 | 30 | 6 | 3 |  | 3 |  |

Exit Awards at Level 6

Business and work experience through a term-long placement are an integral part of the delivery of programmes at GISMA. GISMA has a dedicated placement team to support students in their job-seeking activities.

It is the responsibility of individual students to secure their own internship or placement, but the office offers students support in all stages of the application process: from writing CVs and completing application forms to having mock interviews and assessment centre activities; giving students the opportunity to experience the competitive job application process. The Placements Team has good links with employers with positions available for students, but students are welcome to find their own placements.

The work experience enables students to apply their learning to the real-world environment in the digital industries, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice. Students who undertake a period of work experience often benefit from the time spent within industry, with real experience and work achievements to record on their CV, but also in gaining greater maturity, motivation and, importantly, improved marks in the final year.

### Students who attend a period of study abroad gain a great deal from the experience, particularly learning about different cultures and living in a foreign country. However, to fully benefit from this experience, students may also wish to take a short work internship when they return.

## BSc (Hons) International Business Management with Foundation year

1. **Teaching, Learning and Assessment**

The approach to teaching, learning and assessment supports the programme aims to ensure that graduates have the skills and knowledge to secure and thrive in graduate-level employment, research, further study, and lifelong learning.

Much of the learning and teaching is through project- and problem-based activities, wherever possible informed and or delivered by current practitioners as well as academics.  This approach also allows co-construction with students by encouraging and supporting them to grow from being “fed facts” to developing knowledge, understanding and critical skills through exploration of subjects that interest them.

The industry-informed approach to teaching is further underpinned by the approach to assessment, which is, wherever possible, industry relevant and authentic – further preparing our graduates for the tasks and challenges they will face in graduate roles.

In addition to those currently in practice, and practice-based staff providing students with connections to industry and the “real world”, research-active staff expose students to the latest research developments.

Assessments typically require primary and secondary research to be undertaken, ensuring students progressively develop critical thinking and information literacy skills at each level of the programme, but require presentation in a format that is industry appropriate. Assessment methods include reports, portfolios (group and individual), group design projects, presentations (group and individual), skills portfolios, placemat presentations, sales pitches, project plans, briefs, and prototype specifications and development. The latest technology is used to enhance learning and collaborative working. The assessment strategy ensures that students have explicit formative opportunities for practice and feedforward designed to help them achieve their full potential in final (summative) assessment.

Assessment loads are standardised at each level and wherever possible students will be given a choice in how they present their assessment to meet the learning outcomes.

Our rich and inclusive curriculum is continually reviewed in consultation with our students, employers and industry to take account of new developments, seeking to keep the programme exciting and lively. A range of methods is used to actively engage students, including problem solving and enquiry-based learning, industry research and peer-assisted learning. Formative assessment develops key aims during the progress of a module.

Presentation skills and group learning are developed throughout the programme to emulate the real-world situations in which our students may find themselves.

The use of group work develops the essential skills of working with others and thus replicates business practice of collaborative teamwork; group work is supported through class activities in each module where it occurs. Students will also benefit substantially from the business simulations that are embedded in the programme and some of the modules. These simulations enable students to gain an understanding of key decision-making processes and the links between subject areas from a very early stage.

To further support students, sessions led by personal tutors are integrated into modules. All Personal Tutors meet with their tutees at the beginning of each term. Students may request additional meetings at any time during the year, with the personal tutor providing or mediating for, module-level support. These sessions will focus on supporting the students in transitioning to, and from, Higher Education and develop skills for success.

Personal tutors remain with a student throughout their degree studies. Feedback received and discussed in year one will feed forward into year two, and subsequently into the final year, further enabling tutors to direct tutees to appropriate sources of support, guidance and development.  Personal tutors will also be able to support students in discussions around their potential career path supported by their ePortfolio.

In addition, early formative and summative assessment during the first five weeks of the programme is used to monitor student engagement with both in-class and online learning. Students who are considered at risk due to low engagement can be identified and advised by the personal tutor with the support of the student liaison team as appropriate.

The International Business programme has integrated the principles of the University’s Inclusive Curriculum Framework, to ensure inclusivity has been embedded throughout the academic cycle. Examples of these approaches include:

* Assessments and delivery patterns that support students who commute
* Students are co-creators of the assessment data – for example creating and answering surveys that are used within analytics assessments, and choosing to illustrate marketing concepts and lead discussion in the classroom
* Case studies and role models used in assessments reflect the diverse student body
* Teaching spaces, when appropriate, are set up in a carousel arrangement, so students are naturally positioned to discuss concepts in an inclusive manner
* Students are provided with the dates of all assessments at the start of each level of their studies so that they can manage their time. They are encouraged to discuss any concerns with their module leader and personal tutor, who will support them in reflecting on their feedback to improve on further assessments.

## 

At Gisma University, we're passionate about enhancing our students' life chances by helping them make the most of their learning opportunities and equipping them with the future skills and knowledge needed in the 21st Century's demanding workplace. The development of Kingston University’s Future Skills principles are ingrained throughout every year of every course, ensuring you learn employability enhancing skills with your subject. Adaptability, collaboration, creative problem solving, digital competency, empathy, enterprising, questioning mindset, resilience and self-awareness are among the skills which you will be asked to prepare for, practice, be assessed and reflect on every term, alongside learning objectives relevant to each module you are taught. In every run, you will develop your expertise, personalise your learning and demonstrate the skills you've gained.

Students have two **reassessment** opportunities per module in this degree. **Progression** from level 4  to level 5 requires attainment of at least 60 credits at Level 4. Progression from level 5 to level 6 requires attainment of at least 60 credits at level 5.

The following modules at levels 4 and 5 will be assessed as **Pass/Fail** modules, meaning no percentile mark is to be assigned:

* Managing Innovation
* Creative Strategies for Work
* Finance for Business
* Advanced Topics in Finance
* Global Logistics Management
* Digital Operations and Supply Chain
* The Marketing Professional
* Digital Marketing Strategies
* The Lean Start-up
* Managing New Ventures
* HRM in Context
* Managing Talent and Creativity
* Innovation and Data Science
* Advanced Data Science

**Degree classification** is to be calculated as follows:

* average % of the best 60 credits at Level 5 which is given a weighting of 20% (multiplied by 0.2)

plus

* average % of the best 105 credits at Level 6 which is given a weighting of 80% (multiplied by 0.8).

Where there are four 30-credit modules, each module is treated as two blocks of 15 credits for the purposes of the calculation.

1. **Support for Students and their Learning**

Students are supported by:

* A Personal Tutor. Each student will have their own personal tutor who will normally stay with them throughout their course. The tutor will instigate regular meetings throughout the student’s time at university, providing support, guidance and encouragement to their tutees throughout the programme. Topics such as academic performance, future career aims and the tutee’s personal learning journey will be discussed.  Tutors not only support academic performance but also are there to listen to non-academic concerns such as adapting to a new environment/country, family concerns, illness or homesickness. They are also there to help celebrate success. Personal tutors are a great resource for international students, giving them a named academic who will be able to direct them to relevant services and procedures.
* A Course Director. The Course Director helps students to understand the programme structure, the academic regulations and what is required at the various levels of study.
* A Student Administrative Support team. The student support team helps with general administrative aspects such as timetables issues and providing letters.
* An Academic Learning Centre. The ALC can provide advice and guidance on academic matters  and hold one-to-one or group sessions to support students in enhancing their study skills.
* The [Careers Centre](http://jobscentral.kingston.ac.uk/) provides valuable guidance which develop students’ professional skills, supporting them with internships and/or placements and organising careers events.
* Student mentors. Mentors are students who have previously studied the modules and provide support and mentoring to newer students.
* [Technical support with IT](https://www.kingston.ac.uk/information-and-technology-services/service-desk-portal/) and the use of software.
* An induction period at the start of the programme to introduce students to the university, university life, what is expected of them, the degree programme and each other.
* Ongoing re-induction sessions at appropriate points in the course.
* Access to [English language support](https://kingstonuniversity.sharepoint.com/sites/mykingston/mysupport/ELD/Pages/default.aspx), which is particularly useful for international students who do not have English as their first language, and to foreign language tuition via the [GISMA](https://www.kingston.ac.uk/kingston-language-scheme/) Language School.
* Staff Student Liaison Committee and course representatives to enable students to feed back to staff about the programme.
* [Canvas](http://canvas.kingston.ac.uk/) – a versatile on-line interactive intranet and learning environment.
* Student support facilities that provide advice on issues including [finance](https://kingstonuniversity.sharepoint.com/sites/mykingston/mysupport/money/Pages/default.aspx), [regulations](https://www.kingston.ac.uk/aboutkingstonuniversity/howtheuniversityworks/policiesandregulations/#ar), [accommodation](https://kingstonuniversity.sharepoint.com/sites/mykingston/mysupport/myaccommodation/Pages/default.aspx) and [international student support](https://kingstonuniversity.sharepoint.com/sites/mykingston/mysupport/international/Pages/default.aspx).

International students also have the additional benefit of the University’s International Office which supports students for and welcomes students to, Germanyand provides support throughout the student’s time at University.

1. **Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

* External examiners
* Boards of study with student representation
* Annual Monitoring and Enhancement
* Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP+)
* Student evaluation including Module Evaluation Questionnaires (MEQs), level surveys and the National Student Survey (NSS)
* Moderation policies
* Feedback from employers

1. **External Reference Points**

External reference points which have informed the design of the course:

* PSRB standards
* QAA Subject benchmarks
* Apprenticeship standards
* Other subject or industry standards

**Please delete or edit as required, for example if the course is not an Apprenticeship then delete 'Apprenticeship standards'.**

1. **Development of Course Learning Outcomes in Modules**

This table maps where programme learning outcomes are **summatively** assessed across the **core** modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning, personal and professional development as the course progresses and a checklist for quality assurance purposes.

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| **Module Code** | | **Level 4** | | | | **Level 5** | | **Level 6** | | | |
| **BS4001** | **BS4002** | **BM4800** | **BS4207** | **BA5812** | **BM5212** | **AUG25-08055** | **AUG25-08056** | **BH6016** | **BS6210** |
| **Knowledge & Understanding** | A1 | S | S |  |  | S |  | S | S | S |  |
| A2 | S | S |  |  | S |  | S | S | S |  |
| A3 | S | S |  |  |  |  | S |  | S |  |
| A4 | S | S |  |  | S |  | S | S | S |  |
| **Intellectual Skills** | B1 | S | S |  |  | S |  | S | S | S |  |
| B2 |  |  |  |  | S |  |  |  | S |  |
| B3 | S | S |  |  | S |  | S | S | S |  |
| B4 | S | S |  |  | S |  |  |  |  |  |
| **Practical Skills** | C1 | S | S |  |  | S |  |  |  | S |  |
| C2 |  |  |  |  | S |  |  |  | S |  |
| C3 | S | S |  |  | S |  |  |  | S |  |
| C4 |  |  |  |  |  |  |  |  |  |  |

**Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.**

**Additional Information**