



Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	BSc in International Business Analytics
Name of interim award(s):	
Duration of study / period of registration:	3 years
Queen Mary programme code(s):	
QAA Benchmark Group:	
FHEQ Level of Award:	
Programme accredited by:	
Date Programme Specification approved:	
Responsible School / Institute:	

Schools / Institutes which will also be involved in teaching part of the programme:

Collaborative institution(s) / organisation(s) involved in delivering the programme:

Programme outline

Embarking on the journey of a BSc in International Business Analytics, our students delve into the pivotal strategic issues and challenges that contemporary organizations confront in the highly competitive global arena. Central to our program is the emphasis on data analytics, which empowers students to interpret and leverage data to drive strategic decisions.

The curriculum encompasses a diverse range of subjects, including international business strategies, advanced data analytics, regional studies, economics, statistics, and finance.

Our staff work across an eclectic range of academic areas with a particular emphasis on interdisciplinary links. Research within our School focuses on the connections between economic, social, political, and cultural life, modern business, and international management, with a strong emphasis on the analytical skills needed to interpret complex data and inform strategic decisions.

Aims of the programme

The degree in International Business Analytics builds on well-established modules in business studies, with a particular emphasis on international business strategy, data analytics and regional studies. At the core of the program is a rigorous focus on advanced data analytics, equipping our students with the critical skills to analyze, interpret, and leverage complex data for

strategic decision-making.

When completing their studies, students should be able to:

1. Demonstrate effective critical reading, oral and written communication skills
2. Employ essential numeracy, technical and research skills.
3. Appraise different scenarios for decision making in international business.
4. Critique the social, cultural and ethical implications of international business, after their exposure to a different higher education setting.
5. Demonstrate their ability to work as a team.

What will you be expected to achieve?

The aim of the programme is to equip students with the skills they need to analyse and understand complex business issues, make judgments, as well as operate flexibly and effectively in business organisations (business is held to include private and public sector organisations as well as international institutions such as the IMF, the World Bank etc).

The compulsory modules will ensure that all students have common skills and competencies. All students will therefore develop an in-depth understanding of the complexity of the international business landscape and the various challenges of competing in international markets. They will also acquire advanced data analytics skills and learn to analyse, synthesise and clearly present material. They will understand the complexity of business, taking into account the institutional and social context within which business is executed. Students will also be capable of opposite judgments on business concerns. They will further learn to apply the concepts of business to particular cases and make reasoned and substantiated judgments.

Academic Content:

A 1	Evaluate key developments and future trends in international business.
A 2	Apply analytical tools and theories in the assessment of international business issues.
A 3	Critically examine the social and political environments which affect international organizations and their operations.

Disciplinary Skills - able to:

B 1	Appraise different scenarios for decision making in business.
B 2	Critique the social, cultural and ethical implications of management practices in international business.
B 3	Produce theoretically informed and evidence-based analysis.

Attributes:

C 1	Develop essential numeracy, technical and research skills.
C 2	Demonstrate the ability to work as a team.

C3	Demonstrate effective critical reading, oral and written communication skills.
C4	Develop an awareness of cultural variety, differing institutional contexts and diverse business conditions.

How will you learn?

The School promotes active learning within a context of clear learning objectives. Students are encouraged to take responsibility for their own learning. Most modules have weekly seminars for which students prepare homework, and in some this will require collaborative group work. We expect informal work groups to emerge particularly in the more numerically based subjects. Clear guidance on basic and supplementary reading is given.

We recognise the value of independent work at final year level for undergraduates. We consider it important to develop the ability of students to undertake basic research through both practical and theoretical means and to develop the ability to write sustained, coherent narratives. In order to enable students to develop their skills we will offer extensive modules requiring independent work using written and presentational skills.

The degree incorporates a range of modules that integrate theory and practice, such as the quantitative methods modules. Many modules will incorporate inputs to student learning from practicing managers, entrepreneurs and other stakeholders through guest lectures and projects undertaken by the students.

How will you be assessed?

Modules are assessed by a combination of coursework, presentation, in course tests and a final examination. Clear guidance on coursework requirements is given, emphasising approaches to coursework of various types and how to avoid plagiarism, together with rules and procedures. Examinations are typically of a two hour paper.

Assessment is designed to provide opportunities to learn through formative assessment and feedback, specifically in preparation for in class tests.

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

Year 1: Students must take 120 credits of compulsory modules.

BUS158 - Fundamentals of International Business, Compulsory, Semester 1 (double credit)

BUS106 - Accounting for Business, Compulsory, Semester 1

BUS160 - Introduction to Statistics, Compulsory, Semester 1

BUS108 - Economics for Business and Society, Compulsory, Semester 2

BUS141 - Fundamentals of Management Studies and Skills, Compulsory, Semester 2

BUS159 - Fundamentals of Quantitative Research Methods and Data Analytics, Compulsory, Semester 2

BUS132 - Business in Social and Historical Context, Compulsory, Semester 2

BUS169 Professional Development 1, Compulsory, Semester 2 (no credit)

Year 2: Students must take 60 credits of compulsory modules and 60 credits of electives. They will take 30 credits of electives per semester:

BUS208 Microeconomics for managers, Compulsory, Semester 1

BUS266 Doing Business in Emerging Markets, Compulsory, Semester 1

BUS265 Machine Learning and Digital technology, Compulsory, Semester 2

BUS2XX Financial and Management Accounting, Compulsory, Semester 2

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Year 2 Electives (4 from):

BUS002 Operations management, Elective, Semester 1
BUS205 Business and Law, Elective, Semester 1
BUS267 Working with Business Data, Elective, Semester 1
BUS2XX Financial markets and securities, Elective, Semester 1
BUS243 Responsible Leadership, Elective, Semester 2
BUS244 European Business Context, Elective, Semester 2
BUS260 Quantitative Analytics, Elective, Semester 2
BUS014 Human Resource Management, Elective, Semester 2

Year 3: Students must take 60 credits of compulsory modules and 60 credits of electives. They will take 30 credits of electives per semester.

BUS367 Global Supply Chain Analytics, Compulsory, Semester 1
BUS366 Business Simulation, Compulsory, Semester 1
BUS300 Innovation and Entrepreneurship, Compulsory, Semester 2
BUS369 International Business Analytics research project, Compulsory, Semester 2

Year 3 Electives (4 from):

BUS341 Corporate Financial Management, elective, Semester 1.
BUS330 Macroeconomic Modelling and Policy, elective, Semester 1
BUS368 The Political Economy of Global Environmental Change, elective, Semester 1
BUS359 Contemporary Strategic Analysis, elective, Semester 1
BUS346 Social Network Analysis, elective, Semester 2
BUS381 Advanced Financial and Management Accounting, elective Semester 2.
BUS337 Business computing, elective, Semester 2
BUS350 New Product Development, Elective, Semester 2

Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Fundamentals of International Business	BUS158	30	4	Compulsory	1	Semester 1
Accounting for Business	BUS106	15	4	Compulsory	1	Semester 1
Introduction to Statistics	BUS160	15	4	Compulsory	1	Semester 1
Economics for Business and Society	BUS108	15	4	Compulsory	1	Semester 2
Fundamentals of Management Studies and Skills	BUS141	15	4	Compulsory	1	Semester 2
Fundamentals of Quantitative Research Methods and Data Analytics	BUS159	15	4	Compulsory	1	Semester 2
Business in Social and Historical Context	BUS132	15	4	Compulsory	1	Semester 2

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Professional Development 1	BUS169	0	4	Study only	1	Semester 2

Academic Year of Study FT - Year 2

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Microeconomics for managers	BUS208	15	5	Compulsory	2	Semester 1
Doing Business in Emerging Markets	BUS266	15	5	Compulsory	2	Semester 1
Machine Learning and Digital technology	BUS265	15	5	Compulsory	2	Semester 2
Financial and Management Accounting	BUS282	15	5	Compulsory	2	Semester 2
Operations management	BUS002	15	5	Elective	2	Semester 1
Business and Law	BUS205	15	5	Elective	2	Semester 1
Working with Business Data	BUS267	15	5	Elective	2	Semester 1
Financial markets and securities	BUS283	15	5	Elective	2	Semester 1
Responsible Leadership	BUS243	15	5	Elective	2	Semester 2
European Business	BUS244	15	5	Elective	2	Semester 2
Quantitative Analytics	BUS260	15	5	Elective	2	Semester 2
Human Resource Management	BUS014	15	5	Elective	2	Semester 2

Academic Year of Study FT - Year 3

Programme Title: BSc in International Business Analytics

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Global Supply Chain Analytics	BUS267	15	6	Compulsory	3	Semester 1
Business Simulation	BUS366	15	6	Compulsory	3	Semester 1
Innovation and Entrepreneurship	BUS300	15	6	Compulsory	3	Semester 2
International Business Analytics research project	BUS369	15	6	Compulsory	3	Semester 2
Corporate Financial Management	BUS341	15	6	Elective	3	Semester 1
Macroeconomic Modelling and Policy	BUS330	15	6	Elective	3	Semester 1
The Political Economy of Global Environmental Change	BUS368	15	6	Elective	3	Semester 1
Contemporary Strategic Analysis	BUS359	15	6	Elective	3	Semester 1
Social Network Analysis	BUS346	15	6	Elective	3	Semester 2
Advanced Financial and Management Accounting	BUS381	15	6	Elective	3	Semester 2
Business computing	BUS337	15	6	Elective	3	Semester 2
New Product Development	BUS350	15	6	Elective	3	Semester 2

What are the entry requirements?

A/AS-level:

Typical tariff or grades required: 144 points from three A-levels, equivalent to AAA at A-level. However, if students do not perform as well in one subject and do better in others, then that is acceptable providing they gain the minimum number of points overall required for the degree program.

Excluded subjects: General Studies and Critical Thinking.

We require an IELTS 7.0 overall band score or Internet-based TOEFL 100 Total Score

Additional information: AS-level subjects are not counted towards the 320 point requirement.

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The Programme Director works closely with the Deputy Dean of Education and the School of Business and Management Teaching and Learning Committee. As a result any issues are identified earlier for remedy. For example, issues may be cited by students or the external examiner and meetings held monthly.

In addition, the Programme Director works closely with the School's Student Engagement Team to update students on important aspects concerning quality.

The School of Business and Management has a dedicated member of academic staff to scrutinise the latest and past NSS scores, in addition to module evaluations.

The school regularly sends staff members to attend CABS conferences (Chartered Association of Business School). These conferences bring together colleagues from business schools across the UK and foster an exchange between them on how to manage business schools effectively and how to best teach students about business. These interactions ensure that our students are taught using the most recent methods.

The Staff-Student Liaison Committee provides a formal means of communication and discussion between schools/institutes and its students. The committee consists of student representatives from each year in the school/institute together with appropriate representation from staff within the school/institute. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees meet regularly throughout the year.

Each school operates a Learning and Teaching Committee, or equivalent, which advises the School's Director of Education on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board. Student views are incorporated in the committee's work in a number of ways, such as through student membership, or consideration of student surveys.

All schools/institutes operate an Annual Programme Review of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery. Students' views are considered in this process through analysis of the NSS and module evaluations.

What academic support is available?

The induction week before the start of Semester A provides introductory talks on all the services and support mechanisms available within the school and Queen Mary. The plasma screens within the school also update on timetabling, events and support services within the school. The virtual learning environment (QMplus) has information on the different modules and supervisory advice for dissertations as well as personalised teaching timetables. Students are also advised on the support services available in the Language and Learning Unit. A module talk is held at the start of the module selection process to enable students make informed choices when selecting their electives for the following academic year.

The School has two academic Programme Directors who are able to support students through their studies, if they encounter any difficulties of a personal nature which are having an impact on their studies they can meet with either of the Directors for support.

The School has also a dedicated team of academic co-ordinators who support and guide students through the first year transition.

Every student is allocated an Academic Advisor who they can approach should they have any queries or issues related to their academic studies or academic development. Students are expected to see their advisor at least once each semester.

All academics have dedicated office hours published on the website so students may visit them to discuss any aspect of their learning on specific modules.

SBM will continue to provide support to the students while they study abroad, alongside the international office. SBM will follow student attendance and performance with the partner institution on a regular basis. The students will also have opportunity to contact SBM academics and admin while they study abroad.

Programme-specific rules and facts

Students who fail their year abroad or their year in industry will be transferred to the BSc in International Business as an exit award.

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How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites. Students can access advice, guidance and support in the following areas: • Finding out if you have a specific learning difficulty like dyslexia • Applying for funding through the Disabled Students' Allowance (DSA) • Arranging DSA assessments of need • Special arrangements in examinations • Accessing loaned equipment (e.g. digital recorders) • Specialist one-to-one "study skills" tuition • Ensuring access to module materials in alternative formats (e.g. Braille) • Providing educational support workers (e.g. note-takers, readers, library assistants) • Mentoring support for students with mental health issues and conditions on the autistic spectrum.
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Links with employers, placement opportunities and transferable skills

Graduates from this programme will have developed a range of cognitive and practical skills together which will be applicable to be different context beyond academia. The School offers a range of internships available to students throughout their academic programme of study. The School also works closely with the Careers Service and has an Internship Coordinator located in the SBM office to locate possible placements, internships and to help create effective CVs to reach potential employers. Throughout each academic year, the School invites a series of external speakers from a range of employers that integrates with a variety of modules.
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Programme Specification Approval

Person completing Programme Specification:	<table border="1"><tr><td>Dr Eleni Lioliou</td></tr></table>	Dr Eleni Lioliou
Dr Eleni Lioliou		
Person responsible for management of programme:	<table border="1"><tr><td></td></tr></table>	
Date Programme Specification produced / amended by School / Institute Education Committee:	<table border="1"><tr><td></td></tr></table>	
Date Programme Specification approved by Taught Programmes Board:	<table border="1"><tr><td></td></tr></table>	