UNIVERSITY OF WOLVERHAMPTON

Course Specification

Published Date:	20-Jul-2026
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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	IB009H01UM IB009H31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	N120		
Course Title:	BSc (Hons) International Business Management		
Hierarchy of Awards:	Bachelor of Science with Honours International Business Management Bachelor of Science International Business Management Diploma of Higher Education International Business Management Certificate of Higher Education International Business Management		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	MICHAEL OGUNSEYIN
Head of Department:	

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

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Applicants will apply through UCAS and will be required to meet the faculty standard from the following or equivalents:

- A levels BBC-CCC
- BTEC QCF Extended Diploma MMM
- BTEC QCF Diploma DD

Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction)

Part-time applicants should apply directly to the University central admissions unit.

In the case of international students' competency in English Language with a minimum of IELTS 6 or equivalent where first language is not English.

Students must have studied two years post GCSE. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. All applicants will be processed through the university’s centralised admissions units, with any UK non-standard applicants being referred to the Faculty Office. Students may apply for RPL and receive credit, subject to the guidelines set out in the University of Wolverhampton RPL guidelines.

Distinctive Features of the Course:

In today’s fast-moving, globally connected, and technology-driven world, businesses need people who can think strategically, act ethically, and use digital tools confidently to solve complex problems. This course is designed to help you become exactly that. You will explore how multinational organisations operate, how AI and digital transformation are reshaping industries, and how businesses can grow sustainably and responsibly in a competitive global marketplace.

What sets this course apart is the way it combines cutting-edge international business knowledge with practical skills, ethical awareness, and digital fluency. You won’t just learn about business you will experience it. From analysing real-world case studies to working on live projects and simulations, you will develop the confidence, critical thinking, and adaptability that employers are looking for.

Key distinctive features:

- A strong focus on AI, digital tools, and analytics, helping you understand and use technologies driving modern business decisions.
- Sustainability and responsible leadership embedded throughout, so you can make ethical and informed decisions in a global context.
- Interdisciplinary learning, connecting strategy, operations, marketing, supply chains, and governance to give a complete view of international business.

- Practical experience through live projects, simulations, and problem-solving activities, ensuring theory is applied in real-world contexts.
- Opportunities to develop a global perspective, including working with international case studies and understanding cross-cultural business challenges.
- A strong emphasis on employability, building skills in communication, teamwork, leadership, critical thinking, and digital literacy.
- Engagement with industry partners and guest speakers, providing insights into current practice and opportunities to grow your professional network.
- Curriculum designed to help you become a confident decision-maker and leader, ready to navigate complex challenges and make an impact in global business.

By the end of this course, you will not just understand how international businesses operate—you will be prepared to shape their future. Whether you aim to work in multinational companies, start your own enterprise, or lead sustainable change, this course equips you with the knowledge, skills, and mindset to thrive in the global business world.

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00
2026/7	H	Full Time / Sandwich	£9790.00
2026/7	Overseas	Full Time / Sandwich	£17600.00
2026/7	H	Part Time	£4895.00

PSRB:

None

Course Structure:

January (Full-time)

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core
4BU028	Introduction to Digital Business	30	SEM2	Core

January (Part-time)

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core

January (Full-time)

Module	Title	Credits	Period	Type
4BU026	Building a Responsible and Sustainable Business	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core

January (Full-time)

Module	Title	Credits	Period	Type
5BU025	Operations and Project Planning	30	SEM2	Core
5FC005	Managing Finance and Accounts	30	SEM2	Core

January (Part-time)

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM2	Core

January (Full-time)

Module	Title	Credits	Period	Type
5IB007	Contemporary Issues in International Business	30	SEM1	Core
5BU024	Professional Development within Business	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU026	Building a Responsible and Sustainable Business	30	SEM1	Core

January (Full-time)

Module	Title	Credits	Period	Type
6BU037	Global Business Analytics for Multinational Enterprises	30	SEM2	Core
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
5BU025	Operations and Project Planning	30	SEM2	Core

January (Full-time)

Module	Title	Credits	Period	Type
6BU032	Corporate Strategy and International Business	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
5IB007	Contemporary Issues in International Business	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
5FC005	Managing Finance and Accounts	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
5BU024	Professional Development within Business	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
6BU037	Global Business Analytics for Multinational Enterprises	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
6BU032	Corporate Strategy and International Business	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
6BU034	The Professional Project	30	SEM1	Core

September (Full-time)

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM1	Core
4BU028	Introduction to Digital Business	30	SEM1	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core

September (Part-time)

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core

September (Full-time)

Module	Title	Credits	Period	Type
5IB007	Contemporary Issues in International Business	30	SEM1	Core
5FC005	Managing Finance and Accounts	30	SEM1	Core
5BU024	Professional Development within Business	30	SEM2	Core
5BU025	Operations and Project Planning	30	SEM2	Core

September (Part-time)

Part time students study alongside full time students. However, they do not study more than 90 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM1	Core
4BU026	Building a Responsible and Sustainable Business	30	SEM2	Core

September (Full-time)

Module	Title	Credits	Period	Type
6BU032	Corporate Strategy and International Business	30	SEM1	Core
6BU033	Applied Business Analytics and Intelligence	30	SEM1	Core
6BU034	The Professional Project	30	SEM2	Core
6BU037	Global Business Analytics for Multinational Enterprises	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
5IB007	Contemporary Issues in International Business	30	SEM1	Core
5BU025	Operations and Project Planning	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
5FC005	Managing Finance and Accounts	30	SEM1	Core
5BU024	Professional Development within Business	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
6BU032	Corporate Strategy and International Business	30	SEM1	Core
6BU037	Global Business Analytics for Multinational Enterprises	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
6BU033	Applied Business Analytics and Intelligence	30	SEM1	Core
6BU034	The Professional Project	30	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

FHEQ 2024

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts, theories and principles associated with your area(s) of study. (Knowing)	
CERTHE02 Evaluate, interpret and apply data, to develop ideas and discussion in your subject(s) of study. (Knowing)	
CERTHE03 Use different approaches to solving problems related to your area(s) of study (Doing)	

Learning Outcomes	Modules
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments (Doing)	
CERTHE05 Identify and undertake further training and develop new skills to support your learning (Being)	
CERTHE06 Identify personal qualities and transferable skills necessary for further study and/or employment (Being)	
DIPHE01 Demonstrate knowledge and application of the concepts and principles of your area(s) of study. (Knowing)	
DIPHE02 Demonstrate the application of those principles in an employability and/or professional practice context. (Knowing)	
DIPHE03 Identify and use methods of enquiry in the subject(s) and evaluate the appropriateness of different approaches to solving problems in study. (Doing)	
DIPHE04 Use a range of new and established techniques to explore and critique data and sources of information, to solve problems within your subject (Doing)	
DIPHE05 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences. (Being)	
DIPHE06 Show personal responsibility and decision-making to developing existing skills and acquire new competences that will enable you to reach your employability goals. (Being)	
BHONSN01 Demonstrate a critical understanding of international business theories, strategies, and operations, including their economic, social, and technological dimensions. (Knowing 1)	
BHONSN02 Analyse and interpret international business strategies and operations, considering economic, cultural, technological, and sustainability factors. (Knowing 2)	
BHONSN03 Apply appropriate business and management concepts, analytical tools, and digital technologies to address real-world international business challenges. (Doing 1)	
BHONSN04 Evaluate problems and propose evidence-based solutions relevant to international business environments and decision-making contexts. (Doing 2)	
BHONSN05 Communicate effectively to specialist and non-specialist audiences using a range of professional and digital tools, demonstrating cultural awareness and ethical responsibility. (Being 1)	
BHONSN06 Demonstrate independent learning, critical thinking, and reflective skills to support personal and professional development as a globally aware business practitioner. (Being 2)	
BHONS01 Demonstrate a critical understanding of international business theories, strategies, and operations, including their economic, social, and technological dimensions. (Knowing 1)	

Learning Outcomes	Modules
BHONS02 Analyse and interpret international business strategies and operations, considering economic, cultural, technological, and sustainability factors. (Knowing 2)	
BHONS03 Apply appropriate business and management concepts, analytical tools, and digital technologies to address real-world international business challenges. (Doing 1)	
BHONS04 Evaluate problems and propose evidence-based solutions relevant to international business environments and decision-making contexts. (Doing 2)	
BHONS05 Communicate effectively to specialist and non-specialist audiences using a range of professional and digital tools, demonstrating cultural awareness and ethical responsibility. (Being 1)	
BHONS06 Demonstrate independent learning, critical thinking, and reflective skills to support personal and professional development as a globally aware business practitioner. (Being 2)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

On this course, you will be guided from foundational ideas to advanced concepts, helping you build confidence and capability step by step. In the early stages, you will focus on core academic, research, and digital skills, giving you a solid foundation before exploring complex topics such as international strategy, global supply chains, and digital transformation.

Your learning will take place through a mix of in-person and online activities, creating a flexible and inclusive experience. You will attend lectures, seminars, workshops, and tutorials, and also engage with interactive resources on Canvas, including discussion boards, digital case studies, and online quizzes. This blended approach encourages independent study, active participation, and critical engagement with international business challenges.

You will develop practical and digital skills by working with real-world data, conducting research, and presenting findings individually and in teams. Collaborative projects, simulations, and group exercises will strengthen your communication, teamwork, and problem-solving skills, while exposing you to diverse perspectives in a global context.

Professional and practice-based experiences are integrated into your learning. Through live briefs, case studies, and work-related projects, you will apply theory to practical situations, reflecting on your learning and professional development as you progress.

Digital fluency is embedded throughout the course. You will learn to use digital tools, AI, and data analytics responsibly for research, decision-making, and professional practice, preparing you for a fast-changing, digitally enabled international business environment.

By the end of the course, you will be confident, critically aware, and ready to tackle real-world business challenges with the knowledge, skills, and professionalism expected by employers.

Assessment Methods/Assessments:

Assessment on this course is designed to help you learn, develop, and succeed throughout your studies. All summative assessments are coursework-based, including essays, reports, case studies, presentations, and project work. These allow you to work both individually and in groups, giving you the chance to show a wide range of skills while keeping your workload manageable. You will apply theory to real-world business challenges, helping you connect learning with practice.

Formative assessments are built into each module to give you opportunities to practise your skills and

get constructive feedback before final submissions. Early tasks, draft submissions, workshops, and peer-feedback exercises help you build confidence, identify areas for improvement, and reflect on your learning.

Assessments are designed to develop key intellectual skills such as critical thinking, problem-solving, evidence-based analysis, and decision-making. Group projects also give you experience of teamwork, leadership, and communication, mirroring professional business contexts.

Inclusive assessment practices are embedded throughout. Clear guidance, flexible formats, and support for different learning needs ensure that all students can participate fully. You can also personalise your assessments, choosing topics, case studies, or project focuses that connect to your interests, career goals, and experiences, making your learning both relevant and meaningful.

Further Information for Student:

The International Business Management course is designed to help you settle into university life and build confidence in your studies from day one. At Level 4, you will take part in structured induction sessions and early modules that focus on essential academic skills, including research, critical thinking, and academic writing. These activities are embedded in your learning, so you gain the skills you need while adjusting to university expectations.

Academic support is built into every part of the course. You will receive clear guidance on module aims, learning outcomes, and assessment criteria, helping you understand what is expected and how to succeed. For students from different educational backgrounds or underrepresented groups, step-by-step learning resources are included to help you master core concepts and progress confidently.

Early assessments are designed to be low-stakes and formative. You will receive constructive, timely feedback that shows where you can improve, so you can build your confidence before larger assignments. Feedback also includes guidance on developing professional skills, helping you grow academically and personally.

For modules with live business projects, simulations, or case studies, you will be prepared through taught sessions, briefings, and practical exercises. Academic staff will support you throughout, helping you connect theory to practice and reflect on your own development.

Your feedback is an important part of the course. Through module evaluations, focus groups, and reflective exercises, your views help shape teaching, assessment, and support, ensuring the course remains responsive to your needs and supports your success at every stage.

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, student success coaching in the early stages of your studies, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

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What sets this course apart is the way it combines cutting-edge international business knowledge with practical skills, ethical awareness, and digital fluency. You won't just learn about business you will experience it. From analysing real-world case studies to working on live projects and simulations, you will develop the confidence, critical thinking, and adaptability that employers are looking for.

Key distinctive features:

- A strong focus on AI, digital tools, and analytics, helping you understand and use technologies driving modern business decisions.
- Sustainability and responsible leadership embedded throughout, so you can make ethical and informed decisions in a global context.
- Interdisciplinary learning, connecting strategy, operations, marketing, supply chains, and governance to give a complete view of international business.
- Practical experience through live projects, simulations, and problem-solving activities, ensuring theory is applied in real-world contexts.
- Opportunities to develop a global perspective, including working with international case studies and understanding cross-cultural business challenges.
- A strong emphasis on employability, building skills in communication, teamwork, leadership, critical thinking, and digital literacy.
- Engagement with industry partners and guest speakers, providing insights into current practice and opportunities to grow your professional network.
- Curriculum designed to help you become a confident decision-maker and leader, ready to navigate complex challenges and make an impact in global business.

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Personalisation Opportunities:

The BSc (Hons) International Business Management course is designed to help you shape your learning around your own ambitions, interests, and experiences. From the start, you can explore topics and projects that match your career goals and areas of interest. For example, in modules such as Global Business Environment and International Marketing, you will engage with case studies and assignments that allow you to focus on specific regions, industries, or global issues that matter to you.

Throughout the course, you will have choices in how you engage with learning. You can select topics for assignments, choose between assessment formats such as written reports, presentations, or group projects, and access a variety of learning resources that suit your style. These options give you the flexibility to play to your strengths while developing new skills.

As you progress, the course provides guidance to help you make informed decisions about optional modules and specialisms, aligning your academic choices with your future career path. Academic advisors and module leaders are there to support you in planning a personalised journey that enhances your employability and professional development.

The course actively integrates diverse perspectives and recognises the value of students’ unique backgrounds, making learning relevant and inclusive. You will be encouraged to reflect on your experiences, assess your progress, and set goals to shape your personal and professional growth.

By taking ownership of your learning, you will gain knowledge, skills, and experiences that are meaningful to you, preparing you to stand out in the global business world and make informed choices about your future career.

Employability in the Curriculum/Employability and Professional Development:

This course is designed to help you build the knowledge, skills, and experiences needed to succeed in a wide range of international business careers. You will engage with industry-linked projects, live business briefs, and real-world case studies, giving you the chance to apply theory to practical challenges and explore different career pathways. Where applicable, placements and work-based learning experiences provide insight into professional environments, helping you develop a professional mindset and understand what employers expect.

Employability is embedded throughout the course in teaching, learning activities, assessments, and module content. You will develop skills in teamwork, leadership, project management, communication, and digital literacy, all of which are valued by employers. You will also build a portfolio of experiences to showcase your professional capabilities.

The University’s Careers Service offers workshops, mentoring, and guidance to support you in reflecting

on your strengths, practising employability skills such as CV writing, interviews, and networking, and receiving feedback to improve professional readiness. Academic advisors and module leaders will help you make informed choices about optional modules or specialisms, ensuring your studies align with your career goals.

