

# STUDENT HANDBOOK



ERHVERVSAKADEMI  
KOLDING

in collaboration with

**Coventry**  
University





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Essential information for all taught undergraduate students. This guide provides you with the key information you need whilst studying at IBA Erhvervsakademi Kolding and explains what is expected of you. You must read this thoroughly before starting your course and refer to it regularly.

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# INTERNATIONAL BUSINESS ACADEMY (IBA)

IBA offers higher education courses at AP, Professional Bachelor and Master's levels, within areas such as finance, sales and marketing, communication, technology and web, production and management, amongst others. In addition, we offer various further educations and short courses to business people who need an upgrade to their skillset, along with 6-week courses for jobseekers within a wide range of fields.

At IBA, we are passionate about developing and delivering education courses that work in the real world, creating value for both companies and people. Within the courses we combine theory with practical skills, based around cases and projects, in collaboration with the business world - with internships as standard, or based around adult students' regular working days within a company.

IBA also puts focus on research, innovation and development, in collaboration with a wide range of companies and partner institutions, in Denmark as well as abroad. IBA works with over 85 universities and institutions across the globe, from overseas or far-flung countries such as China, South Korea, Brazil and America, to European countries such as France, Spain and Romania.

We are an active member of the Network of International Business Schools (NIBS). Study trips, student and employee exchanges, as well as confer-

ences and development projects, are all organized through this network of international partners. IBA students also take part in international case competitions.

IBA's Master's courses are accredited by Coventry University and Danish Evaluation Institute. Many of our international partner universities also offer IBA students direct access to their higher education courses.

IBA has Erasmus Charter. Individual students from our partner institutions are therefore welcome here as exchange students, just as our Danish students have many opportunities to include an overseas trip as part of their studies.

In total IBA has around 4,700 students annually - represented by 1,500 full time students, and 3,200 students on the professional development courses. Students come from both Denmark and abroad, forming the basis of an exciting, attractive and international student environment.

IBA has around 120 permanent employees and 80 freelance teachers and lecturers.

IBA is located at Havneparken 1, 6000 Kolding. You will be based mainly in the building identified above and often the academic staff with whom you will have regular contact will also be based there.



Vision without action is merely  
a dream. Action without vision  
just passes the time. Vision with  
action can change the world.

Joel Arthur Barker, 1991





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# STUDENT SUPPORT AND GUIDANCE

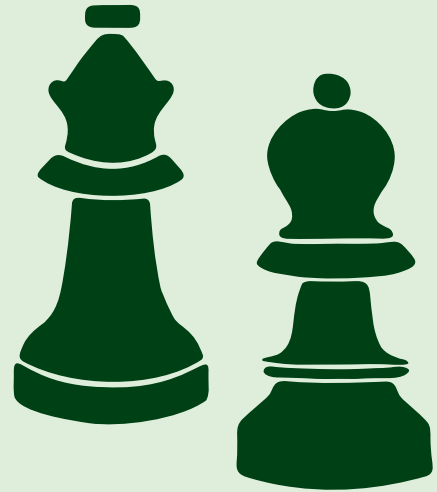
## **INFORMATION POINT**

The reception desk (Information Point) is your first point of contact for any questions, queries or problems that you may have. If they cannot answer your question, they will be able to find or direct you to someone who can.



**Fleur Artmann**

IBA@iba.dk  
Receptionist



## COURSE TEAM

The Course Team manages your academic record and can help answer course, module and assessment queries. They can also help you understand the University's academic processes, rules and regulations.

You can call in during the drop-in hours via the Reception Desk. You can also make an appointment to see your Course Administrator / Course Director either by phone, email or via the Reception Desk. This is a good idea if you do not come into IBA every day.

If you telephone the Course Team, please have your CU student identity number (SID) / CPR-nr. ready.

- Put your name and SID number in the subject line of your email.
- Put your course at the beginning of your message e.g. BA (Hons) International Business.
- Keep your email as short and concise as possible.

A key standard of university-level education is student independence and initiative: IBA expects you to possess the skills and confidence you need to find things out for yourself, rather than requiring large amounts of direction.

The way to succeed at university is to be active in the pursuit of answers, rather than passively to wait for them to be given, whether in your courses or in general areas



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CU Study Courses (UK)



**Franziska Feigl**

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Course Administrator  
CU Study Courses (UK)



**Jelena Ose**

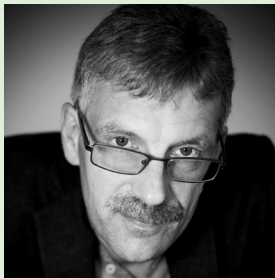
JEOS@iba.dk  
Course Administrator  
CU Study Courses (UK)



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# ACADEMIC AND PERSONAL SUPPORT

The academic staff will have particular responsibilities to ensure that your course of study operates as efficiently as possible to give you the maximum opportunity to benefit from your studies.



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Lecturer



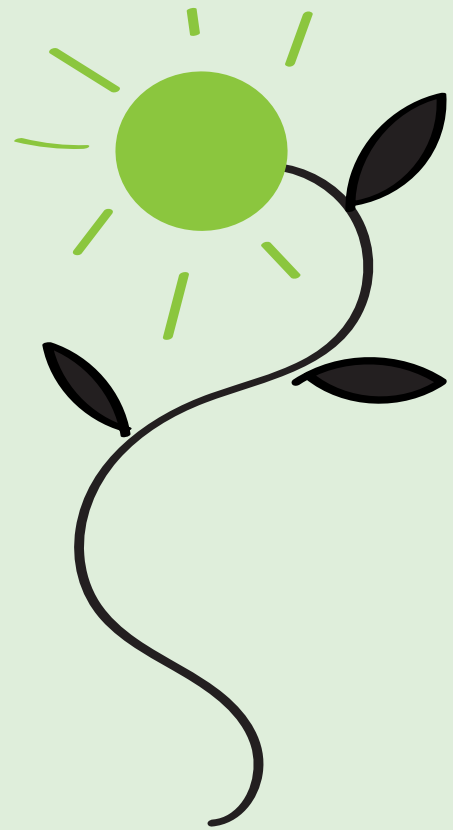
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Senior Lecturer



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# EMPLOYMENT TUTORING

The IBA have a dedicated Employment team that supports Students developing international employability skills sets and gaining work experience, internships and consultancy projects. A dedicated Employment Tutor provides specialist support and guidance upon Denmark including developing business acumen, understanding recruitment processes and assisting gaining volunteering and work experience opportunities.

The Employment Team builds relationships with external local and national organisations to generate opportunities for Students to build upon their skills and experiences.

In the job portal of IBA you can see a list of advertised internships, student jobs, full-time jobs and projects. As a student you can see vacancies or create a profile and get relevant adverts sent automatically.

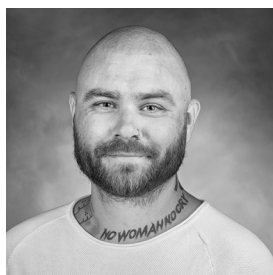
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# IT SUPPORT

During the course of your studies you will make extensive use of information technology. There is an IT Service Desk in the IBA to help you make the most of these facilities. You can visit them in person, call them on +45 72 11 82 08 or go to the service portal [ITservice](#).



**Silas Vasili  
Juhl Pedersen**  
IT-supporter  
Tlf.: 72 11 82 99



**Rune Saksager**  
IT-supporter  
Tlf.: 72 11 82 99

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# STUDENT COUNSELLOR

Student counselling is an offer students can make use of during their studies. Student Counselling can help you get the best out of your studies when something in your life isn't optimal. The student counsellor has duty of confidentiality, so all conversations will take place in a confidential environment. You can book an appointment by

emailing the student counsellor, and she will find a time that suits you. The student counsellor can also make a reference to a psychologist for you.

**You can talk about everything from absence, death, addiction, mental illness, and exam anxiety.**



**Line Langkjær-Schuldt**  
LILS@iba.dk





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# BUDDY PROGRAMME

IBA buddies are student volunteers, and one will be assigned to you to help you through the first weeks in Denmark when some things will seem strange and unfamiliar.

Before coming to Kolding, you will get your buddy's name and contact details. It is important that you get in touch with her/him and let them know when you're arriving, so they can then pick you up at the train or bus station in Kolding. Your buddy will also show you the school and advise you on practical matters.

## **STUDENT REPRESENTATION**

Student representation is an important element of academic life and is central to IBA quality procedures. You will receive information regarding this and how to become a student representative during the Induction Week. Student fora minutes will be sent to students and make clear how issues raised by students are responded to.

Your views are extremely important in contributing to the running and future shape of your course. There are several levels of student representation within the IBA:

- Course Approval Events with Coventry University and the Danish Evaluation Institute (EVA) - Questions about your study experience at IBA
- Agent Workshop - Panel Discussion "Why did students choose IBA?"
- Study Board meetings with Course Director and Course Administrator – Exchange about Student Satisfaction
- CCQEM (Coventry University Collaborative Course Quality Enhancement and Monitoring) process/report - Suggestions as to how IBA could improve the courses
- Induction Days - Welcoming new students
- Buddy Programme - Helping new students to settle in and find their way around IBA/ Kolding.

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# TEACHING AND LEARNING ENVIRONMENTS

You must read the information (available on your course CANVAS page) so you know what is expected of you, especially when taking exams and submitting coursework assignments:

- Your Student Handbook;
- Course Specification;
- Module Guides relevant to your course.

## **TEACHING, LEARNING AND ASSESSMENT ENVIRONMENTS**

MS TEAMS is a simple to use platform where students, teachers, and staff can seamlessly work together, create content, and share resources.

WISEflow, a digital exam and assessment platform that has been used by IBA for a number of years. All coursework and exam papers have to be submitted via WISEflow.

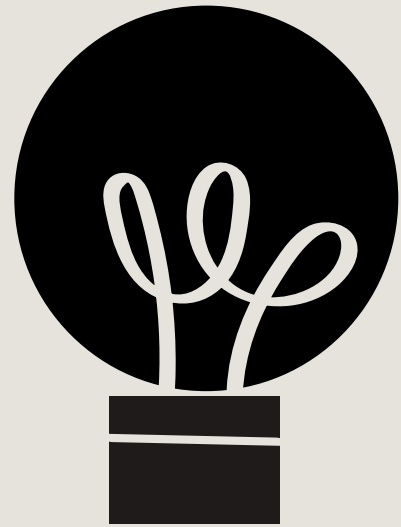
UMS, a user management system that has been used by IBA for a number of years. Your attendance is registered here and you can check your timetable. There is also an app IBA Erhvervsakademi Kolding.

CANVAS, a virtual learning environment that has been used by IBA for a number of years. All course materials can be found here. There is also an app CANVAS.

CANVAS is a simple to use, teaching and learning experience platform. Interaction and conversation is built into CANVAS through the feed. The feed is where everyone on your course/modules can interact with each other, ask questions, share content and discuss topics. CANVAS is easy to navigate and wherever you are in CANVAS you are only ever one click away from the course and module information.

Your course has an announcement section in CANVAS where your Course Team and module leaders will provide essential course information and updates.

Every module within your course has a module space in CANVAS associated with it. To gain access to your CANVAS spaces you will need a username and password. You obtain your username immediately upon enrolment.



The online module spaces are a vital learning resource and it is essential to engage with your modules on CANVAS regularly through your mobile, laptop or desktop computer. The module spaces provide access to a wide range of resources and facilities together with the essential information for that module.

Learning resources such as presentation slides or reading are generally made available by lecturers in advance of a teaching session.

All in all, CANVAS is a vital learning resource and it is essential that you incorporate CANVAS into your learning routine. Please note, however, that just as different teachers have different styles, module leaders will use CANVAS in different ways.

Our online learning platforms such as CANVAS are designed to enhance your learning and for most modules the information provided is to be used in addition to attendance at face to face teaching sessions.

We will send all official e-correspondence to your private email account. We will not respond to emails which are not sent from your personal email address. You must check your e-mail inbox regularly to keep updated with important information about your studies. If you do not, you cannot use this as a defence if you fail to meet any requirements.



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# REGULATIONS

The regulations govern all Coventry University courses of study at IBA Erhvervsakademi Kolding. They contain rules and important information about being a student. They are part of the formal contract between you and IBA Erhvervsakademi Kolding.

At IBA Erhvervsakademi Kolding, the Regulations are split into:

## **ACADEMIC REGULATIONS**

- Admissions
- Management of assessments
- Awards and classifications

## **GENERAL REGULATIONS**

- Your responsibilities during exams
- Code of Conduct
- Disciplinary matters

You should read the Regulations and refer back to them frequently so that you understand your responsibilities during your studies. All regulations are published on CANVAS.

The information in this handbook explains and provides guidance on some of the most important areas of the regulations.

By enrolling at IBA, you accept and agree to abide by IBA's Academic and General Regulations, codes of conduct and other provisions, and accept your responsibilities as a student. You also accept liability to pay fees at the appropriate level and by the due date.







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# THE MODULAR FRAMEWORK

**All Coventry University undergraduate degree courses are made up of a number of modules (units of study) at agreed credit values.**

## **1. MODULE LEVELS AND CREDITS**

Your course handbook/course specification will give you full details of the requirements for each award.

The credit rating for each module is calculated according to the overall effort expected from a student in order to successfully complete that module. One credit normally represents 10 hours of total effort. Total effort includes all teaching activities and independent study.

## **2. MODULE STATUS**

Your course will be made up of mandatory modules. You must pass all modules to achieve your award.

## **3. INFORMATION ON MODULES OFFERED**

Each module has a Module Descriptor that sets out the aims and intended learning outcomes, the indicative content, method

of assessment, essential and recommended reading and other information.

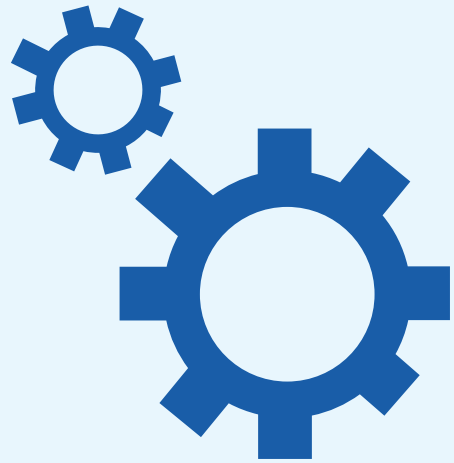
You can read the module descriptors for each module running in an academic year by checking CANVAS.

## **4. TIMETABLING**

As a full-time student in the honours courses you can expect to complete the course in 2 semesters. In the BSc IBM you should expect to complete the course in 6 semesters plus the dissertation.

Please find the Academic Calendar on CANVAS and your timetable on UMS.





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# CHANGES TO YOUR INDIVIDUAL COURSE OF STUDY

If you decide to withdraw from the whole course, you must discuss this with your Course Director. Please read the Refund and Withdrawal Policy in your admission notice for further information.

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## ATTENDANCE

Students are expected to attend the classes for which they are enrolled punctually and regularly, and it is their personal responsibility to ensure that they do so. International students are required to meet the requirements of their residence permit. Students should note that certain external agencies have the right to request information on their attendance (e.g. SIRI).

Monitoring of attendance may take place at any point during a student's enrolment.

All students must report their absence to the Course Administrator and module leader.

IBA applies an electronic absence registration system via UMS. This system allows IBA course teams to analyse absence patterns and help identify students who have high absence.

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# COURSEWORK ASSIGNMENTS

**'Coursework'** = any type of assessed work that falls outside of the exam periods at the end of each teaching block. This may include essays, projects, presentations, etc.

**You must submit written coursework via Wiseflow.**

**Penalties may be applied for exceeding any word limit set.** Your module leader will let you know whether your writing within the word limit is part of the assessment. If the limit set is a maximum or a minimum, a penalty of 10% of the mark for that piece of work will be applied to submissions that

exceed or are below the requirement by 10% or more.

You must manage your time to meet coursework submission deadlines. **If you submit an assessed piece of work late, without an authorised extension (see below), you will receive a mark of 0% for that piece of work.**

## EXTENSIONS

If unforeseen circumstances arise before the due date of the work, you may apply for an extension to the submission deadline of up to two calendar weeks.

Extensions are only given for genuine extenuating circumstances and medical reasons. We do not grant extensions for bad planning of your time. Theft / loss of coursework or failure to keep back-up files are not valid reasons for an extension.

You can apply for an extension via email to the Course Administrator. Your request must be accompanied by original documentary evidence such as a doctor's note or some other official documentation.

You must apply for an extension before the due date of the assessment. We will consider your request and, if it is accepted, you will be given a new date by which you must complete and hand-in your work. The maximum extension period is two calendar weeks.

If your request is rejected, you may be able to appeal the decision - Section J below contains information about this process.

### **MODERATION AND FEEDBACK**

We will mark your work and provide you with feedback explaining the strengths and weaknesses of your assignment.

We internally moderate the marking of all assessed coursework tasks. All assignments and projects are double-marked.

There is an IBA commitment to provide results and feedback to students within 15 working days after submission of summative assessments, e.g. CW and Exam, in advance of results being confirmed and released formally via SOLAR.

Therefore, any results that are provided by this mechanism will be unratified and remain provisional until they are approved by the Course Assessment Board and released for you to view on SOLAR.



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# EXAMINATIONS

## WHEN ARE EXAMS HELD?

The exam periods will take place during January, May and August.

No holidays should be booked during semesters, including exam periods.

Academic dates/semester dates can be found on CANVAS and UMS.

You must make sure you read your exam timetable on CANVAS/Wiseflow carefully and keep checking it as misreading the timetable is not a valid reason for missing an exam.

## THE EXAM PROCESS

Candidates must avoid taking any of the following into any examination room.

If you have brought any of the items below to the examination room, they must be left in your bag (must not be kept in your pocket even if switched off). Place the bag under your seat and make sure all electronic devices are switched off completely.

Please note that just taking these materials into an examination is an offence that can lead to penalties, even if a student is not caught in the act of using them to cheat or even if the item is not switched on.

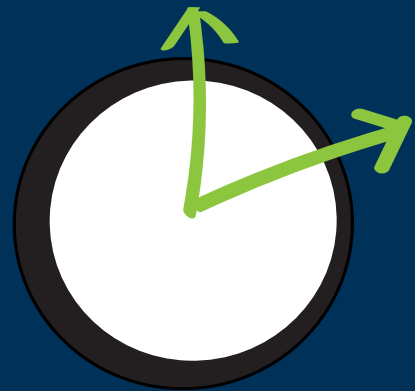
- Any written materials, such as books, revision notes, papers (including blank, spare paper), calculator manuals
- Pencil cases
- Bags/brief cases etc
- Any electronic devices such as radios, Cassette/CD players/MP3 Players
- Mobile telephones and any other equipment with telecommunication facilities including watches, glasses which can connect to third parties via mobile signal, blue tooth etc. whether switched off or not;
- Any devices with alarms on such as phones, watches etc.
- Correction fluids e.g. Tipp-Ex
- Calculators which can store text (programmable); they will be confiscated and used as evidence of suspected exam misconduct.
- Unauthorised dictionaries are not allowed.

This list is not exhaustive.

## IMPORTANT INFORMATION:

- Check you have the correct examination paper on Wiseflow.
- Check that you have been issued with any required extra materials (e.g. case study) as stated on the front of the paper.





- You cannot borrow or share calculators. All calculators must be non-programmable. The University is not responsible for providing spare calculators.
- You will not be allowed into the exam after it started.
- You may not leave in the first 30 minutes or in the last 30 minutes.
- If your first language is not English you may use a translation dictionary (not electronic) for the first 15 minutes of the examination only to clarify the meaning of the questions, (unless the examination gives different instructions).
- During the examination you may not smoke or eat. Only clear bottled water is allowed.
- If you have a query or need help in any way please raise your hand and an invigilator will come to you; do not leave your seat.
- If there is a fire alarm or other disturbance during the examination stay in your seat; the invigilator will tell you what to do. Do not talk to other candidates during the evacuation.

#### **IT SYSTEM FAILURE AND/OR EXTREME WEATHER CONDITIONS:**

If there is an IT system failure and there is no, or limited, access to the Wiseflow web-

site, you can find the latest information and notifications (for example any changes to the exam times due to extreme weather conditions) on CANVAS.

#### **INDIVIDUAL EXAM ARRANGEMENTS/ ALTERNATIVE ASSESSMENTS:**

If you need special exam conditions due to illness or disability (physical or sensory) you must apply to the Course Administrator before the exam period, and submit evidence. The request will apply to all exams, for the duration of your undergraduate degree so you need only apply once unless your conditions change. If you do not apply by the relevant deadline, we will not be able to offer special conditions for the exams, due to the number of applications and the need to produce the exam timetable.

In some exceptional cases, we may vary a specific assessment task for a student. Most disabilities and/or long standing health conditions can be supported through reasonable adjustments and/or special exam conditions, without varying the assessment task itself.

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# ACADEMIC INTEGRITY

We expect all our students to act with integrity in the way they study and communicate with others, which means that you must always complete your academic work in an open, honest and responsible manner.

You will learn about academic integrity and gradually develop a range of academic skills throughout your studies. If you would like additional support in any aspect of your learning and development, you may book a place for regular workshops and tutorials provided through the library.

All academic work builds on the work of other people. In order to make clear to readers the difference between your own words, images etc. and the work of others, you must acknowledge your sources by appropriate use of referencing, as explained in section I below. Computer software is used to systematically check students' submissions of work for originality and authenticity.

It is important that you understand what is expected of you and where to obtain support if you are unsure what to do or if you

are accused of academic dishonesty. Academic dishonesty means any attempt by a student to gain unfair advantage (e.g. extra marks) for her/himself, or for another student, in ways that are not allowed.

If suspicions arise that you have used unfair practices to gain an advantage in your academic work, then you will be invited to attend an academic conduct meeting.

## **HERE ARE SOME EXAMPLES OF ACADEMIC DISHONESTY:**

**Collusion** means two or more students, or students and other people, working together in the preparation and production of work, which is then submitted as individual work for academic credit. In cases where one student has copied from another, all students involved may be penalised. The line between acceptable co-operation and unacceptable collusion varies according to the type of work involved. The module leader will issue clear guidance on how much co-operation is acceptable. If you are not sure, make sure you ask.



**Falsification** is the presentation of false or deliberately misleading data in, for example, laboratory work, surveys or projects. It also includes citing references to sources that do not exist.

**Deceit** concerns misrepresentation or non-disclosure of relevant information, including the failure to reveal when work being submitted for assessment has been or will be used for other academic purposes.

**Plagiarism** happens when you include other people's words, images etc. in your own work without acknowledging the source. Examples include:

- Using the words of a published source in a written assignment without appropriate documentation/acknowledgement
- Presenting someone else's original concepts, ideas, and/or arguments as your own
- Presenting someone else's scientific research, case studies etc. as your own, without properly acknowledging the source of the material
- Submitting an assignment that you've not written yourself as your original work
- Copying answers or text from another student and submitting them as your own
- Using long pieces of text or unique phrasings without using quotation marks and acknowledging the original source
- Citing data without crediting the original source
- Proposing another author's idea as if it were your own
- Submitting someone else's computer programme or spreadsheet with minor alterations as your own
- Presenting another author's structure or sequence of ideas as your own without giving the original author credit
- Submitting an assignment that you did not write yourself (e.g. downloaded from a sharing web site, provided by another student, written by a friend or relative especially for you or bought from an "essay mill")
- Resubmitting part or all of work for which you already had academic credit, without acknowledgment or prior authorisation (self-plagiarism)



**Exam Misconduct** is any attempt to gain an unfair advantage in an assessment (including exams), or assisting another student to do so. This includes taking unauthorised materials into exams, copying from other candidates, collusion, impersonation, plagiarism, and unauthorised access to unseen exam papers. Please take note that you are not allowed to take any electronic equipment into an examination (including phones, smart watches and glasses) that could be used to inappropriately communicate with others or to access information during the exam.

It is the role of IBA to ensure students have ample opportunities to learn and develop in their academic practice. Instruction and advice will be provided to enable students to comply with current academic conventions. It is only by following the academic process as defined in the training and advice, that students will develop understanding of their particular academic field, they will be able to produce good quality work of their

own in a more coherent and consistent way, thereby demonstrating that the required learning has taken place. Your co-operation is expected in actively protecting the integrity of the assessment process. It is your duty to observe high personal standards of academic honesty and integrity in your studies and to report any instances of malpractice you become aware of to the Course Team.

Allegations that arise will be investigated under the IBA's Academic Conduct procedures.

The maximum penalty for a proven case of academic dishonesty is expulsion from IBA. If you are found to have committed academic dishonesty, details of your actions will remain permanently on your student record and beyond your period of enrolment. If academic dishonesty is proven against a student after graduation they may have their academic award(s) withdrawn.







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# ACKNOWLEDGING SOURCES IN ACADEMIC WRITING

Gathering information from your reading of a variety of sources is an essential part of most academic writing, and it is important that you cite and reference these sources in the required style. All writers borrow ideas and concepts from other sources and building upon previous research and developing new ideas from previous findings is seen as good practice. However, these ideas and concept must be attributed correctly through citing the source in your writing and including a full reference for the material in your reference list. Whenever you use information from other sources

you must document the source in two ways:

- \* provide an in-text citation of the source in the main body of your writing;
- \* enter the source in the List of References at the end of your document.

You must cite and reference every piece of information that you borrow from another source because it is the intellectual property of the individuals or groups of people who have produced it. If you use any images, charts, graphs, statistics or quotations taken from other sources this



**Niels Rabjerg Philipsen**

BIBEAk@iba.dk

Librarian

must be made very clear in your work. This is done by placing the words taken in speech marks (") or citing the source of any tables, graphs or images, together with page numbers. For more precise instructions on how to treat "Quoted" sources in the Harvard referencing style used by IBA check with module leader and the library. All statements, opinions, conclusions, images, etc. which you have understood or read from someone else's work (books, journals, lectures, videos, TV programmes, newspapers, internet pages, etc.) should be acknowledged, whether the work is mentioned, described, reproduced, summarised, paraphrased or directly quoted by you, regardless of whether the original source is in English or any other language.

### **WHY CITE AND REFERENCE?**

- Good referencing practice demonstrates to your module leaders that you have read relevant materials and have understood the relevance, implications and effects of the concepts and ideas represented in those works.
- Good referencing practice enables students to build their ideas and hypotheses on the great works of authors in your discipline.
- Good referencing practice makes your writing scholarly and authoritative. It shows that you have researched your topic well, and shows your ability to follow academic standards.
- Good referencing practice displays intellectual honesty because the reader can see which elements of the writing are

original, and which are borrowed. Clear in-text citations and a full List of References help a marker to credit originality in your work.

- Good referencing practice allows your readers to locate and consult the sources you have used and enables you to go back to consult sources you have used in previous papers you have written.
- Poor referencing practice means that your writing is not based upon clear evidence, so it is hard to persuade your reader that your arguments are well-founded. Also be aware that the quality of your in-text citations and List of References is taken into account when assignments are marked.
- Poor referencing practice can give an impression of intellectual dishonesty because it is unclear to readers which information has been borrowed from another source. In the worst case this is plagiarism (see section H above), which means presenting someone else's work as your own. At IBA you will be penalised for plagiarism, whether it happens accidentally or deliberately. Therefore, it is important that you learn how to use and reference sources appropriately.

IBA uses the Referencing in APA. You must use this style of referencing within an assignment.

Full guidance on using the APA referencing style is available through the Library and on CANVAS. For more information or to book one-to-one support, please contact the Librarian.

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# **WHAT TO DO IF YOU EXPERIENCE ILLNESS OR OTHER CIRCUMSTANCES THAT AFFECT YOUR STUDIES/ EXAMS**



If you are unwell and feel that the illness is affecting your ability to complete work or attend an exam, you should make an appointment to see your doctor and obtain certified evidence (e.g. medical certificate, doctor's note etc.). This is a requirement of the procedures.

If illness or other circumstances affect your ability to meet a deadline for handing in assessed coursework or your ability to sit an exam, you should consult the detailed guidance on the procedures for dealing with extenuating circumstances. You will find information about what are acceptable reasons for having an extension or deferral approved on CANVAS.

If you hand in coursework on time or attend your exam(s), this will be treated as confirmation from you that you were fit for the assessment. We will not accept any later claim for extenuating circumstances for that assessment.

Requests for an extension or deferral will be considered by the Course Administrator.

**IN BRIEF, THESE PROCEDURES ALLOW YOU TO REQUEST:**

- a) an extension of a coursework deadline (up to a maximum of two calendar weeks from the original submission deadline);
- b) a deferral of assessment for a coursework or an exam (to the next assessment period).

**ALL REQUESTS:**

- must be submitted before the hand-in date of the coursework or the date of the exam;
- must be accompanied by appropriate third-party evidence. Original copies of the evidence should be submitted and all documents from medical practitioners must have a genuine practice stamp imprinted to confirm authenticity.

**It is not possible to accept retrospective evidence or late requests.**

**APPEAL OF A DEFERRAL OR EXTENSION REQUEST REJECTION:**

If you have significant new evidence regarding the initial request which was not considered with the original application, or if you have a specific allegation of irregularity about the conduct of the approval process, then you may appeal an unsuccessful decision.

- You have 5 working days from the rejection to appeal against the rejection of an extension application.
- You have 7 working days from the rejection to appeal against the rejection of a deferral application.

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# HEALTH AND SAFETY INFORMATION

**Denmark is one of the world's safest countries. Crime rates are low – plus you get access to a comprehensive public healthcare system.**

## **EMERGENCY**

The Danish way of life is based on mutual trust and tolerance. Despite the low crime rate, you should be vigilant and take care of your valuables. The Danish police are approachable and helpful, so do not hesitate to contact them for assistance if you are in need. In the event of an emergency, call the emergency services at 112 for ambulance, police and fire services. When you dial the emergency call centre you will be asked for your name, address and the phone number from which you are calling. The call centre will then make sure that appropriate help is sent immediately.

## **HEALTHCARE**

Once you receive your CPR number and health insurance card, you will have access to the Danish healthcare system, which includes free medical treatment - with some exceptions, such as dental care and physiotherapy.

Getting the Civil Personal Registration (CPR) number might take up to 2-3 months.

You are required to have an insurance or valid European Health Insurance for this period.

Please note: The Danish public healthcare system does not cover transportation to your home country in the event of illness.

## **THE DANISH NATIONAL HEALTH INSURANCE CARD**

Upon registering with the Civil Registration System, you will receive a national health insurance card ('Sygesikringskort'). The card is your proof that you are entitled to all public healthcare services in Denmark, and must be presented at all visits to doctors, hospitals, and at pharmacists when collecting prescription drugs. The card states your name, address, and your CPR number, as well as the name and address of your doctor. It also provides healthcare coverage for up to one month on holiday trips within the EU/EEA and Switzerland.

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# ASSESSMENT BOARDS, REASSESSMENT AND RESULTS

After each assessment period your results will be considered by a Course Assessment Board (CAB).

A PAB considers the results of each student on a course and makes decisions about progression and awards. Results are unofficial and subject to change until they are confirmed by a PAB.

External examiners (impartial subject experts from outside IBA) are associated with each PAB. They attend these meetings and will consider a sample of students' work undertaken as well as teaching material and other documentation which has supported the teaching of a module.

This is part of a national system that ensures that standards are comparable across all UK universities.

After the PAB has reached a decision about your progression on your course or your final award, your results will be released via the Student On-line Academic Record sys-

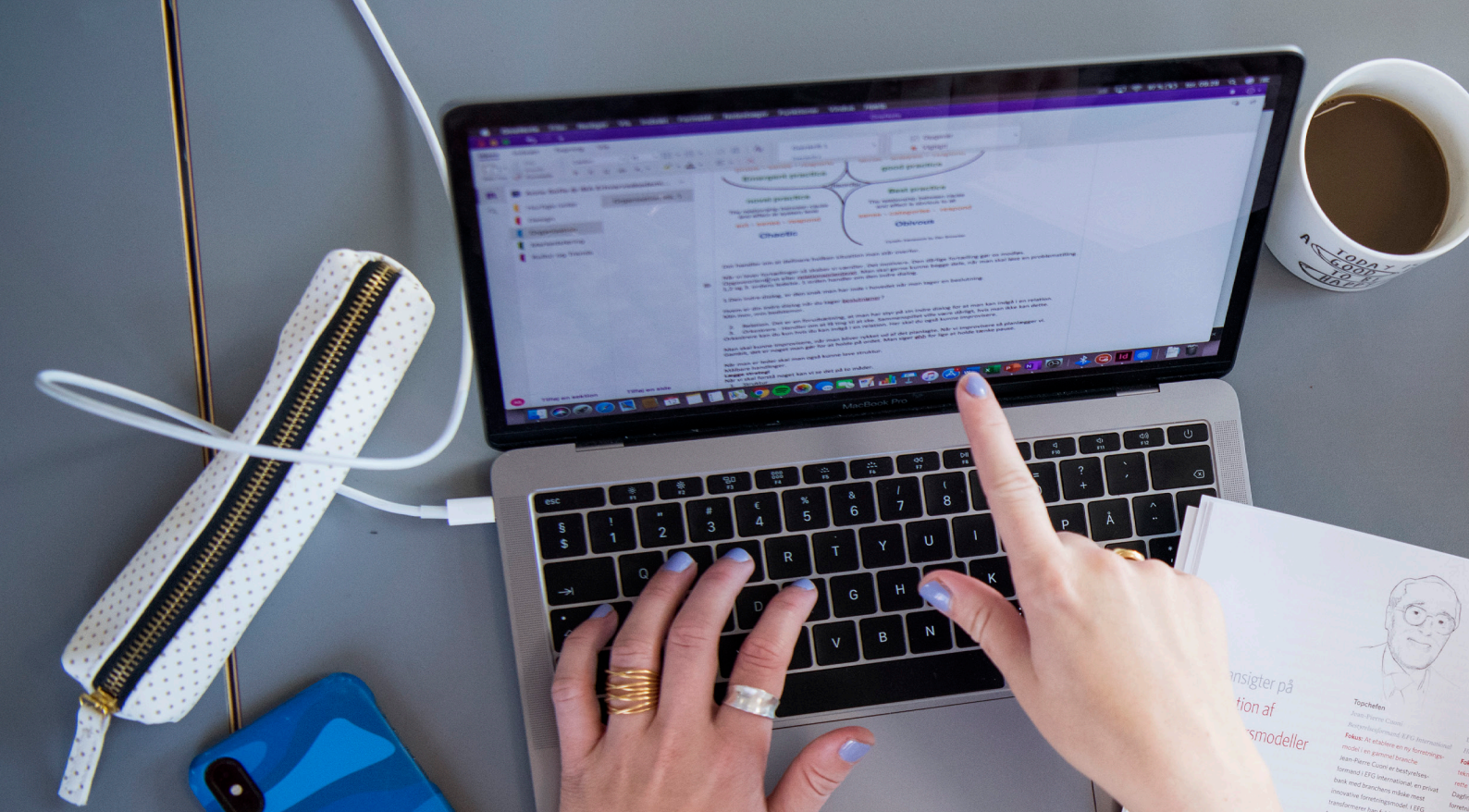
tem (SOLAR). We will send an email to your personal email account to tell you that your results are available.

We also use Wiseflow to confirm some assessment results before they have been formally confirmed and released via SOLAR. Any results provided through Wiseflow remain provisional until they are approved by the PAB and released on SOLAR.

If you do not pass all of your modules at the first attempt, the PAB will automatically allow you to resit the failed components on those failed modules without attendance at the next available opportunity.

If you fail your resits, the PAB will allow you a third attempt at the failed component(s). The overall module mark for second and third attempts will be capped at 40% or the highest earlier module mark.





# AWARDS AND CLASSIFICATIONS

The classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class shall be 70%, 60%, 50% and 40% respectively.

A student shall automatically be entitled to the class of a Degree with Honours determined by the classification calculation achieved.

Please check the Course Specification for information on how the classification is calculated.

An award is only made when you have completed your course of study and you have informed IBA of your decision.





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# APPEALS AGAINST ASSESSMENT RESULTS

If you want to appeal against the decision of a PAB, you must send an email to the Course Team within 10 working days of the release of your results on SOLAR. You must provide full supporting evidence for why you are appealing.

You may not appeal or request a review of your results simply because you disagree with the academic judgement of an Assessment Board about how it has assessed the merits of an individual piece of your work or about how it has reached a decision on your progression or final grade. Also, if you think

that your supervision or other arrangements were inadequate, this is not a valid reason to ask for a review and, if taken forward, it would be dealt with as a complaint.

The full details of how to appeal following the release of your results is available on CANVAS. If you have an appeal that is in progress your award will NOT be formally conferred until the appeal has been concluded. This may mean you have to wait for your certificate until the next conferment board meets.

# GRADUATION AND REFERENCES

Month	Graduation Ceremony
July	Any student who has successfully completed their course and received their official results by February.
November	Any student who has successfully completed their course and received their official results by June.

**Students cannot request to defer their ceremony. For more information about graduation, see the Graduation FAQs on CANVAS.**

## HIGHER EDUCATION ACHIEVEMENT AWARD (HEAR)

HEAR is your electronic transcript of the course you have undertaken and grades achieved, overall result, level etc. You can access this throughout your course so you can use it as evidence of completing each stage of your course. You can share it with employers if you are going for job interviews, agencies etc. You can access your Higher Education Achievement Report (HEAR) by registering at the following link: <https://www.coventry.ac.uk/theuniversity/key-information/registry/higher-education-achievement-report/>. A HEAR does not include attendance data, or comments about suitability for a specific role and is not an academic reference.

It is important you do this whilst you are a student and then set it up using your personal email address as you will then be able to keep accessing it once you are no longer a student with us. You will not be sent a hard copy of this document so it is important that you do register for it.

## ACADEMIC REFERENCES

If you need an academic reference you have to request this form the Course Director. You should seek permission in advance of using their name to make sure they are happy to do this and to also give your written consent to share data with a third party.





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# HOW TO MAKE A COMPLAINT

**We work hard to ensure that our students and staff create a positive and responsible community. However, there may be occasions when you want to raise concerns.**

You should always try to resolve your concerns informally within the Course Team before pursuing the formal procedure (as outlined on CANVAS). Please raise any concerns or queries you have at the earliest opportunity so that they will be easier and quicker to resolve. Relevant staff at IBA

(your module leader, the Course Director, or the Course Administrator) should be able to help you resolve the majority of problems or concerns, unless you would prefer to seek impartial advice and support.

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# DISCIPLINARY PROCEDURES

You are an important member of the community of IBA. As a member of that community we expect you to:

- respect the rights and property of other students and of the wider community
- behave politely
- be tolerant of the views of others
- act like a responsible citizen, and
- respect where you live.

If you behave inappropriately (called an 'act of misconduct'), this will be dealt with under the Student Disciplinary Procedures.

You must not behave in ways that will cause actual or potential damage or harm to IBA or others (including reputational damage or harm). You must not prevent or interfere with the functioning, activities or operation of IBA nor with the work, studies or activities of those who are connected with IBA (including those who work at, study at and visit IBA). You must also behave appropriately when you are away from IBA but in an IBA context, for example on a company

visit or summer school course, or in situations where there is some link to IBA or its reputation.

If you break our Code of Conduct or any of our rules and regulations about behaviour, we are likely to take disciplinary action.

## **MISCONDUCT INCLUDES, BUT IS NOT LIMITED TO:**

- conduct that is also a criminal offence
- causing damage to IBA property or to property that belongs to someone else
- threatening, racist and/or abusive behaviour
- conduct that causes or could cause physical or mental damage, harm, alarm or distress to others
- inappropriate behaviour via social media
- failure to follow all IBA rules and regulations, codes of conduct or codes of practice
- behaviour on or off campus that damages or could damage the reputation of IBA

If you are found to have committed an act of misconduct, a penalty can be imposed. This is in addition to other outcomes such as a Written Warning.

Details of any disciplinary action taken as a consequence of an act of misconduct will remain permanently on your student record and beyond your period of enrolment.

### **USE OF SOCIAL NETWORKING SITES**

Whilst the use of social networking sites has grown significantly in recent years, and can be a very useful tool for communication and learning as well as for online social interaction, students engaged in courses at IBA must be mindful of their responsibilities in relation to their behavior on social networking sites, such as Facebook.





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# **IMPORTANT FINANCE INFORMATION AND FEE IMPLICATIONS**

## **PAYMENT OF TUITION FEES / PAYMENT INSTALMENT PLANS**

All self-funding students paying a full course fee are entitled to pay fees by termly instalments.

## **OVERDUE AND UNPAID TUITION FEES**

You must pay your tuition fees on time, failure to do so will result in your system access being blocked and may ultimately lead to exclusion and withdrawal from your course. Students are encouraged to contact the Course Administrator at the earliest opportunity if they are having difficulty meeting their financial obligations.

## **RE-ASSESSMENT**

Re-sits are charged as below

### **CHARGE TABLE**

Academic Misconduct:	DKK 2.000
Re-sit of module:	DKK 2.500

## **WITHDRAWING FROM YOUR COURSE**

Please read the Refund and Withdrawal Policy in your admission notice for further information.

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# DATA PROTECTION AND CONSENT TO PROCESS INFORMATION

## **FAIR PROCESSING STATEMENT - DATA PROTECTION ACT 2018**

The personal data IBA/CU collect from you will be used for the following purposes:

1. In relation to your academic development and engagement with learning opportunities
2. Where there are concerns about the health, safety and wellbeing of you or others
3. For professional conduct purposes
4. Disciplinary

## **SENSITIVE DATA**

IBA/CU may hold information about you which constitutes sensitive data as defined in the legislation, such as details about your ethnicity, disability or criminal (or alleged criminal) offences, which you have supplied to us.

Any ethnicity information supplied will be used to comply with the requirements of Higher Education Statistics Agency (HESA) and equal opportunities legislation.

Health and disability information supplied may be shared with relevant staff of IBA/CU in order to provide you with the best possible support for your studies and assessments.

## **EXTERNAL DISCLOSURE**

Information about you may be disclosed to other organisations outside of IBA as required by law (including information about your post IBA work or study situation), for purposes including but not limited to:



1. Crime prevention or detection purposes
2. To comply with our obligations towards the Immigration Service (SIRI)
3. Supporting your academic development and engagement with learning opportunities
4. Government agencies pursuant to a valid request and where required by the law
5. Your country's high commission, embassy or consulate
6. For purposes concerning your academic progress if your education is sponsored by your government or
7. In the event that there is serious concern about your welfare, such information that is reasonably necessary to help safeguard your wellbeing
8. Organisations providing or facilitating workplace, research or studies forming part of your course, professional bodies where courses are accredited

### **HOW WE MAY CONTACT YOU**

Please note that IBA may contact you by post or by electronic means including telephone, text messages, email or any other suitable electronic method in connection with purpose as above.

### **PROCESSING OF YOUR PERSONAL DATA**

We will endeavour to keep your information accurate and up to date and not keep it for longer than is necessary.

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access, loss, theft or disclosure.

### **YOUR DATA PROTECTION RIGHTS**

Under the Data Protection Act 2018 and the General Data Protection Regulation 2016 you have the right to

1. make a data subject access request and this includes being provided with a copy of your personal data held by IBA/CU.
2. apply to IBA/CU for the rectification, blocking, erasure or destruction of inaccurate personal data relating to you.
3. exercise your right to apply for erasure of your personal data from IBA/CU's electronic and manual systems provided that IBA/CU does not have to retain the data for legal reasons.

If you wish to make a Data Subject Access enquiry of IBA, please contact the Course Administrator.

If you have any complaint concerning any data protection issues, please contact the Course Administrator.

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# COURSE GUIDE

## BSC INTERNATIONAL BUSINESS MANAGEMENT

### COURSE RATIONALE

The BSc International Business Management is a three-year undergraduate full-time course, which is part of a suite of business courses offered by the International Business Academy (IBA), Kolding, Denmark. The course will be taught at International Business Academy (IBA) in Kolding, Denmark, and is approved (under a validation arrangement) by Coventry University in Coventry, United Kingdom.

In line with the QAA Subject Benchmarking Statements in Business and Management (2023), the BSc (Hons) IBM course has been designed to enable students to develop knowledge and skills over a broad range of management disciplines, with a focus on the development of an accurate understanding of different international business contexts and the enhancement of cross-cultural adaptiveness. Further, students will have the opportunity to develop digital skills during the course as teaching takes place in a modern campus with contemporary digital teaching and learning infrastructure.

In addition to its international focus, an innovative feature of the course is its move towards a practice-based approach across all levels of the student experience including live projects. The aim is to offer a pragmatic understanding of the challenges and solutions related to international business environment and the development of relevant applied competencies.

To ensure that the goals of this course are aligned with the expectations of the global job market, the aims listed below reflect the insights gathered from the Coventry Business School Advisory Group with whom the school frequently collaborates to maximise links with industry and further develop external collaborations. In addition, the course draws upon input from IBA Advisory Board, and the course content corresponds with expectations of the Danish Industry and regional business associations such as Business Kolding.







## **GENERAL OBJECTIVES OF THE BSc INTERNATIONAL BUSINESS AND MANAGEMENT**

The overarching aim of the BSc (Hons) International Business Management is to engender a wide range of skills and graduate attributes, which prepare graduates for a career in business and management or for further studies in these areas and equip them to become effective global citizens. This broad educational purpose reflects the most recent Subject Benchmark Statement in Business and Management published by the Quality Assurance Agency for Higher Education (2023), as well as Coventry University's 2030 Group Strategy and Coventry University's Curriculum 2025 Strategy.

## **GENERAL AIMS, OBJECTIVES AND OUTCOMES OF THE BSc INTERNATIONAL BUSINESS AND MANAGEMENT**

The general aim of the BSc (Hons) IBM course is to engender a wide range of transferable skills and attributes which prepare students for a career in business and management and equip them to become effective global citizens. A strong emphasis is placed on: (1) acquiring cross-cultural knowledge and developing multicultural skills; (2) enhancing the ability to apply international business theories in different national and cultural contexts, to enable graduates to confidently embark on graduate employment and/or postgraduate study in a multi-disciplinary global arena; (3) seeding and nurturing a passion for continuous professional improvement and recurring contributions to the betterment of the global

society (4) developing technological competencies necessary to navigate in contemporary international business environment (5) acquire understanding of essential sustainability and resilience aspects specific to managing international business.

Teaching approaches are grounded in the international business world as detailed below:

The course structure, requirements and modules reflect our mission to develop a course with a focus on internationalisation and cultural diversity;

1. Real life international case studies will be used and reinforced by practical and applied activities such as visits to companies each semester, teamwork simulations and volunteering opportunities;
2. The course offers webinars by academic researchers and guest lectures by industry practitioners, providing students with chance to learn from most recent research and best practices.
3. The final year of the course offers dissertation module allowing students the opportunity to specialise in a particular topic(s) appropriate to their future careers and/or further study.

with the knowledge and practical skills in understanding international business environment, global business strategy and the key functions of global organisations.

### **SPECIFIC AIMS OF THE BSC INTERNATIONAL BUSINESS AND MANAGEMENT**

Provide a higher education experience that prepares students for international management careers and/or opportunities for postgraduate study, by ensuring knowledge of key areas of international business and management whilst gaining an understanding of the integrated nature of business.

Provide students with opportunities to achieve their full academic potential, with the ability to analyse and evaluate global business and management issues in a considered and competent manner taking full account of ethical and sustainability issues.

Enable students to develop autonomy in their learning and to acquire the self-development skills needed for self-management and continued professional development, while instilling a responsible and ethical attitude towards people and the environment.

Prepare graduates for a career in international business management and providing students with the knowledge and practical skills in understanding international business environment, global business strategy and the key functions of global organisations.

### **COURSE REQUIREMENTS**

Relevant second level education, including A-levels and high school degrees, with Maths, Statistics or equivalent subjects with a grade C minimum.

Access to HE: The Access to HE Diploma to include 30 Level 3 credits at Merit. Plus, GCSE English and Mathematics at grade 4 / C or above.

We recognise a breadth of qualifications, email IBA Admission today to find out how we can help you.

Student do not have English as first language must present an IELTS 6.0 (with no component less than 5.5) or equivalent (PTE, TOEFL, other) is required.

# MODULES

The BSc (Hons) IBM degree is available as a three-year full-time course.  
In accordance with University regulations, all modules studied are mandatory.

	Module Code	Module Title	Credit
<b>Year 1</b>			
	KOL4XXX1	Academic English for International Business	10 CATS
	KOL4XXX2	Introduction to the International Business Environment	10 CATS
	KOL4XXX3	The Economics of International Business	20 CATS
	KOL4XXX4	Internal Business Dynamics	20 CATS
	KOL4XXX5	Entrepreneurial Ideation	20 CATS
	KOL4XXX6	Business Decision Making Using Data Analysis	20 CATS
	KOL4XXX7	Managing Multicultural Organisational Environments	20 CATS
<b>Year 2</b>			
	KOL5XXX1	Managing People in a Global Context	20 CATS
	KOL5XXX2	Principles of Business Accounting	20 CATS
	KOL5XXX3	Global Trade and Emerging Markets	20 CATS
	KOL5XXX4	Marketing Management	20 CATS
	KOL5XXX5	Global Sustainable Supply Chains	20 CATS
	KOL5XXX6	Managing Global Projects	20 CATS
<b>Year 3</b>			
	KOL6XXX1	International Business Strategy	20 CATS
	KOL6XXX2	Management of E-commerce	20 CATS
	KOL6XXX3	International Logistics	20 CATS
	KOL6XXX4	Business Project: Dissertation	60 CATS







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# COURSE GUIDE

## BCS HONS INFORMATICS

### COURSE RATIONALE

The BSc Informatics degree course is a direct-entry (top-up) course aimed at students who have completed the first two years of their undergraduate studies at other institutions. The course provides students with the opportunity to develop into competent computing professionals, with the ability to work effectively in the computing/IT industry worldwide, or as facilitators in any industry requiring computing/IT expertise. Students will be competent to work in the multicultural environment and project teams.

This has the major objective of preparing students for a successful international career in management, in either the public or private sector or to undertake research at master's level building on the knowledge gained.

The BSc Informatics degree course has been designed with specific subject related modules to address:

- The most recent development in today's web-intensive environment with topics such as rapid agile development, web application and open source development, in order to provide an excellent learning experience and relevance to the Informatics title.
- The social, legal and ethical aspects of the modern computing environment.

Graduates of this course will be:

- Competent computing professionals, with the ability to work effectively in the computing/IT industry worldwide, or as facilitators in any industry requiring computing/IT expertise.
- Competent to undertake research at master's or doctoral level building on the knowledge gained in the Bsc Informatics.
- Competent to work in the multicultural environment and project teams.

The skill base of this course generally resides within the body of knowledge defined by the QAA Computing benchmark statement.







### **GENERIC AIMS, OBJECTIVES AND OUTCOMES OF THE BSc INFORMATICS COURSE**

The aims, objectives and expected outcomes of the BSc Informatics are to provide an educational experience which enables students to achieve a composite understanding of the most recent development in today's web-intensive environment with topics like agile application development and open source, in order to provide an excellent learning experience and relevance to the Informatics title.

### **SPECIFIC AIMS OF THE BSc INFORMATICS COURSE**

The course develops students' ability work effectively in the computing/IT industry worldwide, or as facilitators in any industry requiring computing/IT expertise. Students will be competent to work in a multicultural environment and in project teams. Strategic thinking and effective communication are directly relevant to employers and such skills are designed to be of great value when seeking future employment.

### **GENERAL OBJECTIVES OF THE BSc INFORMATICS COURSE**

The BSc Informatics degree course has been designed to sit within the suite of top-up courses offered by the Faculty of Engineering, Environment and Computing with specific subject related modules to address:

- The most recent development in today's web-intensive environment with topics such as agile application development and cyber security. In order to provide an excellent learning experience and relevance to the Informatics title.
- The social, legal and ethical aspects of the modern computing environment.

The skill base of this course generally resides within the body of knowledge defined by the QAA Computing benchmark statement.

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# OUTCOMES OF THE BSC INFORMATICS COURSE

Career destinations for the graduates of the course include the IT Security, web and desktop application development, or continue their study on the post-graduate level.

- Competent computing professionals, with the ability to work effectively in the computing/IT industry worldwide, or as facilitators in any industry requiring computing/IT expertise.
- Competent to undertake research at master's or doctoral level building on the knowledge gained.
- Competent to work in the multicultural environment and project teams.

These overarching learning outcomes will be achieved through the students' studying modules which give knowledge, skills and abilities in key areas. Detailed intended learning outcomes (ILOs), which enable achievement of the overarching ILOs, are given in the module descriptors.

## **COURSE REQUIREMENTS**

AP Degree or equivalent to a minimum of two years post-secondary education in IT-related subjects (120 ECTS or 240 CATS), incl. English proficiency level equivalent to min. IELTS 6.0.

We accept the following English tests: TOEFL Paper, TOEFL Computer, TOEFL Internet, CAE A, B or C, Oxford Online Placement test, PTE (authorized test only).

# MODULES

The course is devised as a one-year full-time course. It is constructed on the basis of Coventry University's taught undergraduate modular framework (120 CATS/ 60 ECTS).

Module Code	Module Title	Credit (CATS/ECTS)
<b>1. Semester</b>		
KOL304CEM	Web API Development	20 CATS/ 10 ECTS
KOL304KM	Information Technology and Global Development	20 CATS/ 10 ECTS
KOL302CEM	Agile Development	20 CATS/ 10 ECTS
<b>2. Semester</b>		
KOL304CR	Games and AI	20 CATS/ 10 ECTS
KOL389COM	Open Source Document	20 CATS/ 10 ECTS
KOL300COM	Individual Project	20 CATS/ 10 ECTS

All modules are mandatory.

Awards are made in accordance with Coventry University Regulations.



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# COURSE GUIDE

## BA HONS INTERNATIONAL BUSINESS

### **COURSE RATIONALE**

The IBA BA (Hons) International Business is a direct-entry (top-up) course aimed at students who have completed the first two years of their undergraduate studies at other institutions. The course provides students with the opportunity to develop a strategic outlook in a global context and to hone business skills developed in their earlier academic studies. This has the major objective of preparing students for a successful international career in management, in either the public or private sector.

Successful business managers have the ability to think strategically, to communicate effectively and to implement complex business projects, from new product development to mergers and acquisitions. The emphasis on building management skills is illustrated in several of the core modules.

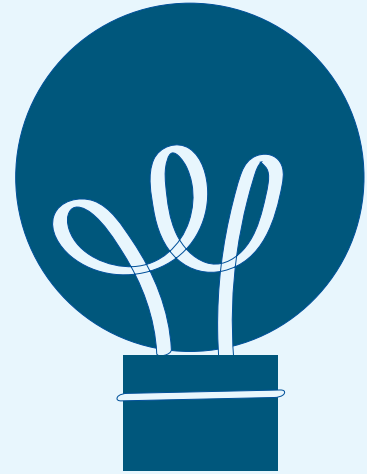
The BA (Hons) International Business will help students to develop an analytic and conceptual perspective in key functional areas and the ability to apply critical skills to the functions and processes that drive business and organisations today.

The course introduces students to globalization through focus on growth of in-

ternational business and inter-cultural perspectives. The course emphasises the development and implementation of appropriate strategies within a changing environment, strategic risk management and issues of compliance.

In addition to subject knowledge, emphasis is also placed on communication skills in a variety of forms including written form and presentations (individual and group). Communication is vital in any business context, but the international dimension makes communication even more important and complex. When taking into account organisational and national culture, together with different time zones and the geographical spread of teams, communication can be difficult. These issues are addressed throughout the course with students working in multi-cultural groups to simulate working.

The course develops students' strategic thinking and effective communication, both of which are directly relevant to employers and such skills are designed to be of great value when seeking future employment.



### **GENERIC AIMS, OBJECTIVES AND OUTCOMES OF THE BA (HONS) IB COURSE**

The aims, objectives and expected outcome of the BA (Hons) IB are to provide an educational experience which enables students to achieve a composite understanding of the operation and strategy of management and to develop appropriate intellectual and personal skills.

### **SPECIFIC AIMS OF THE BA (HONS) IB COURSE**

The course develops students' strategic thinking and effective communication, both of which are directly relevant to employers and such skills are designed to be of great value when seeking future employment.

### **GENERAL OBJECTIVES OF THE BA (HONS) IB COURSE**

The general objectives of the course are to:

- Provide the framework within which students can develop an analytical understanding of both the functional nature of business and the holistic nature of management and leadership.
- Provide students with the opportunities to develop and enhance their skills and

the ability to apply a variety of management and leadership tools and techniques to their own organisations.

- Stimulate a proactive approach to organisational issues which illustrate an understanding of the impact of the changing environment and the context within which managers and organisations operate.
- Provide enhancement of lifelong learning skills and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large.
- Develop understanding, responding to and shaping the dynamic and changing nature of business, including consideration of the future of organisations within the global business environment.
- Develop a range of skills and attributes particularly relevant to business and management such as commercial acumen, managing cultural diversity and cross-cultural within a global business context.



## **OUTCOMES OF THE BA (HONS) COURSE**

On completion of the course a student will be able to:

- Strategically analyse a range of business situations and make appropriate recommendations and interventions based on these analyses.
- Implement complex business projects based on a critical understanding of business functions and how they inter-relate.
- Communicate effectively with key stakeholders in organisations, colleagues, and clients to include writing reports and giving coherent, strategic, professional presentations.
- Understand and critically evaluate the complexities of working internationally across geographical boundaries and cultures.
- Critically analyse a range of possible business choices and potential interventions, using relevant data, to propose strategically viable solutions.
- Systematically analyse and critically evaluate sources of data and information to synthesise business research based on evidence.

These overarching learning outcomes will be achieved through the students' studying modules which give knowledge, skills and abilities in key business areas. Students will be encouraged to synthesise and apply knowledge and their critical understanding of international business topics in group work, reports, and presentations. Detailed intended learning outcomes (ILOs), which enable achievement of the overarching ILOs, are given in the module descriptors.

## **COURSE REQUIREMENTS**

AP Degree or equivalent to a minimum of two years post-secondary education in Business-related subjects (120 ECTS or 240 CATS), incl. English proficiency level equivalent to min. IELTS 6.0.

We accept the following English tests: TOEFL Paper, TOEFL Computer, TOEFL Internet, CAE A, B or C, Oxford Online Placement test, PTE (authorized test only).

# MODULES

The course is devised as a one-year full-time course. It is constructed on the basis of Coventry University's taught undergraduate modular framework (120 credits).

13.2 Course Structure	Module Code	Module Title	Credit value	Mandatory/Optional
<b>Semester 1</b>				
	KOL6XXXXX2	Academic English for International Business	20	M
	KOL6XXXXX1	Understanding International Business	20	M
	KOL6XXXXX5	International Marketing	10	M
	KOL6XXXXX3	Principles of Strategy	10	M
<b>2. Semester</b>				
	KOL6XXXXX4	International Human Resource Management	20	M
	KOL6XXX3	International Logistics	20	M
	KOL6XXX1	Management of E-Commerce	20	M

All modules are mandatory.

**Note:** All students are enrolled on the BA (Hons) IB course. Students exiting prior to completing the full BA (Hons) IB may be eligible for a fallback award as follows:

- BA International Business

Awards are made in accordance with Coventry University Regulations.

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# CODE OF PRACTICE

To maintain the high quality of IBA courses, and to ensure that all parties involved are clear about commitment and expectations, we expect staff and students to adhere to the following Code of Practice.

## **STUDENTS CAN EXPECT STAFF TO:**

- provide clear and comprehensive Module and Course Guides.
- adhere to the module timetable (other than in exceptional circumstances).
- provide high-quality, focused and research-based teaching.
- provide relevant supporting materials.
- provide guidance on additional reading.
- provide opportunities for active learning.
- mark and return assignments within an agreed time limit.
- be responsive to student feedback.
- be available for consultation during advertised office hours.
- provide full information on changes to deadlines and other important events as far in advance as possible.

## **STAFF CAN EXPECT STUDENTS TO:**

- read Module and Course Guides.
- be familiar with guidance on course requirements.
- avoid plagiarism/self-plagiarism.
- attend all scheduled sessions.
- take responsibility for their own learning.
- read and engage with materials provided.
- independently engage in pre-class and follow-up reading and activities where specified.
- respect assignment submission deadlines.
- provide early notification of any difficulties.
- ensure that all classes are free from unnecessary interruption.
- consult staff during office hours, but otherwise by appointment only.
- make appropriate use of available learning support resources including the Library, CANVAS, etc.
- keep up to date with the latest information provided about their course and modules via CANVAS and Wiseflow.









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K O L D I N G

in collaboration with

