

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

INTERNATIONAL FOUNDATION IN BUSINESS

(WITH 5 WEEKS PRE-SESSIONAL ENGLISH)

PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	International Foundation in Business UCA Level 3, 90 Credits		
Course Title	International Foundation in Business		
Course Location and Length	Campus: Farnham	Length: 28 weeks + 5 weeks = 33 weeks	
Mode of Study	Full-time	X	Part-time
Period of Validation	2019/20 to 2021/22		
Name of Professional, Statutory or Regulatory Body	Not applicable		
Type of Accreditation	Not applicable		
Accreditation due for renewal	Not applicable		
<p>Entry criteria and requirements²</p> <p>Minimum entry requirements You usually need to have completed 12 years* of schooling (with good grades) and show strong evidence of your ability to successfully complete the programme and progress onto your chosen degree.</p> <p>Please see our equivalent qualifications page for specific requirements for your country.</p> <p>English language requirements For this course, you need to take an IELTS for UKVI test and achieve an overall IELTS score of 4.5 (in writing and 4.0 in other components) or equivalent.</p> <p><i>*For countries where 11 years of schooling is comparable to this level of entry, this will be accepted.</i></p>			
Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
5 weeks pre-session English course	N/A	N/A	N/A
Stage 0	0%	0%	100%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 0	62.2%	37.8%	0%
	560 hours	340 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for		

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.
Language of Study	English
Subject/Qualification Benchmark Statement: None Relevant	
Framework for Higher Education Qualifications (FHEQ) Not Applicable	

The course structure

The International Foundation in Business (IFB) is comprised of Level 3 credits awarded within the scope of the University's Common Credit Framework (CCF) but does not sit within the Framework for Higher Education Qualifications (FHEQ).

A certificate and transcript is awarded to students upon successful completion of the 90 level 3 credits. The programme is awarded on a pass/fail basis.

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
Pre-sessional English 5 weeks	N/A	N/A	Core	
FIBS3001 Introduction to Creative Business and Management	3	20	Core	
FIBS3002 English for Academic Purposes,	3	30	Core	

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

Research and Study Skills				
FIBS3003 Marketing, Communication and Branding	3	20	Core	
FIBS3004 Creative Business Project	3	20	Core	

A list of unit titles undertaken in each stage

Pre-sessional English 5 weeks	
Stage 1	FIBS3001 - Introduction to Creative Business and Management FIBS3002 - English for Academic Purposes, Research and Study Skills
Stage 2	FIBS3002 - English for Academic Purposes, Research and Study Skills FIBS3003 - Marketing, Communication and Branding
Stage 3	FIBS3002 - English for Academic Purposes, Research and Study Skills FIBS3004 - Creative Business Project

Section B - Course Overview

The International Foundation in Business is a 28-week level 3 programme designed to support students in developing key language and creative business skills ready for undergraduate study. The course is specialist in the fact that it supports progression to creative business with a curriculum designed specifically for the creative arts.

The course benefits from an internationalised academic community composed of students from over 20 different nationalities, supported by practitioners and linguistic specialists within the context of a specialist Arts University. It includes a highly skilled multidisciplinary team, across business and marketing, art and design and applied Linguistic practices. A range of visiting lectures and practitioners, strong links with all schools and BA provisions within UCA, shared delivery with the broader FE school, in regard to visits and progression events.

The course runs from September to May, this includes an induction week, 28 taught weeks divided across 3 stages and two reading weeks. The 5 week Pre-sessional English for Academic Purposes (Art and Design orientated) programme is also delivered prior to the start of each delivery point. This allows students with 4.5 IELTS equivalence to secure the appropriate 0.5 uplift to enable progression onto the IFB programme.

The course has an embedded approach to the delivery of English language and study skills for academic study in Art and Design methods, processes, debates, discourse and specialist investigation. This will enable the students to learn skills and expertise in order to develop an appropriate focused portfolio and evidence the equivalent of 6.0 IELTS enabling guaranteed progression on to a Specialist creative business BA Programme within UCA. All tasks are designed to be able to be adapted to individual experience and needs dependant on their current level. This accommodates the diverse learning needs of a cohort that can include student with IELTS level higher than 5.0 and students with English as a first language.

One-day visits to key galleries and exhibitions aligned with key project within all 3 stages of the course, destinations include London, Oxford and the South east. In order to broaden the students' experience of a wider international context, the course also includes a one-week residential study trip to a European city this is currently Amsterdam, where students visit a range of historical and contemporary collections and creative industry based venues. This week forms one of the two reading weeks built into the year.

Stage 1 engages students in understanding the basics of business, management and creative practices through a group project. Running alongside this is one other key unit that supports this learning, English language, research and study skills. In combination, the 2 units will support students in understanding the practical, logistical, theoretical and contextual underpinnings of this subject area.

Stage 2 engages students in understanding the basics of marketing, communication and branding through a live project. Running alongside this is one other key unit that supports this learning, English language, research and study skills. In combination, the 2 units will support students in understanding the practical, logistical, theoretical and contextual underpinnings of this subject area.

Stage 3 enables students to confirm, synthesis and focus their specialism and skills. It consists of 2 units, the creative business project and English language, research and study skills. In combination, the 2 units will support students in understanding the practical, logistical, theoretical and contextual underpinnings of their chosen specialism in the business school. A self-directed and self-written 10-week project, the creative business project is an opportunity for students to shape their own brief, define their research interests and apply what they have learnt throughout the course through engaging with a topic and project in depth.

Section C - Course Aims

- To develop creative business, management, English language and study skills in preparation for undergraduate level study.
- To develop theoretical, contextual and critical knowledge in contemporary, historical and international debates relevant to creative business and industries.
- To develop key research, analytical and reflective skills for use in creative and business studies.
- To support progression onto a UCA business school BA course.
- To develop communication, problem solving, time management and decision making skills.
- To develop creative idea generation, digital fluency and business technology skills

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge of

LO1: creative business, management, marketing, branding and communication strategies, theories, methods and concepts.

LO2: research, study and language skills appropriate to creative business in order to communicate

ideas and findings effectively and professionally.

Understanding through

LO3: applying key skills in creative business, management, marketing and communication to individual and group projects utilising creative problem solving.

LO4: analysis, evaluation and reflection of theories, methods and concepts to form independent and critical arguments and

LO5: improving English language to a level appropriate for academic study at degree level.

Application of

LO6: creative business, management, marketing, branding and communication strategies, theories, methods and concepts in order to realise creative business outputs.

LO7: synthesis in research and practical skills in order to formulate, produce and professionally present a final public exhibition.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

- Creative Business Practice – the course will teach students a range of skills relevant to the creative industries and creative business, key study skills specific to creative UK HEI's and embedded EAP. This will include an introduction to business, business models, marketing strategies and planning, management, visual communication, branding and promotion. Students will do this through a series of group and independent projects, ending in a creative business project where they will write their own brief. Opportunities for engaging in live projects, bringing in creative businesses or working in collaboration with some of the business school's BA programmes in this area will also be embedded into the course.
- Inclusive Curriculum – the curriculum will be global, inclusive, challenging and developmental, supporting students in the area of development personal to their goals and learning requirements. Students will also engage with peers on the international foundation in art, design and media through specific topics and units in order to gain wider skills and knowledge of the creative industries and practices.
- Reflective Blogging – Blogging will be used on the course as a method of documentation, analysis and reflection. It will enable peer and tutor feedback and the use of technologically enhanced learning.
- PDP – All students will write a personal development plan at the beginning of the year which will be reviewed through pastoral tutorials with an allocated personal tutor. This will support progression choices and personal goals.
- MyUCA – will be a key component to the course where teaching materials and sources will be made available, wider technical resources, 'turnitin' will be used to support the development, feedback on and assessment of written work and peer feedback.
- Research skills – Both art and design and business focused research skills and methodologies will be taught on the course.
- Study Visits, final exhibitions and progression – will all be embedded into the course to support employability, enterprise and the development of professional practice skills for students.

- EAP – will be embedded into the course and relevant to the subject area of creative business.

Assessment Strategy

The course is a level 3 programme delivered in line with UCA’s Common Credit Framework. In writing the content for this course we have referred to the Subject Benchmark Statement for Business to ensure that as a level 3 course the assessment criteria is readying students for commencing level 4 Undergraduate study. All units are pass level only requiring a minimum of 40% achievement. Students will receive indicative grades on completion of the unit and or stage (framework used for this being confirmed with QA). This enables students to effectively track their academic progress throughout their course. These will be based on the CCF advice of:

In addition, those courses that contain Credit Level 3 units will reflect the depth of learning described by the following descriptor¹:

	Knowledge descriptor (the holder...)	Skills descriptor (the holder...)
Level 3	<p>Has factual, procedural, conceptual and theoretical knowledge and understanding of a subject to complete tasks and address problems.</p> <p>Can interpret and evaluate relevant information and ideas.</p> <p>Is aware of the nature of the area of study.</p> <p>Is aware of different perspectives or approaches within the area of study.</p>	<p>Identify, select and use appropriate cognitive and practical skills, methods and procedures to address problems.</p> <p>Use appropriate investigation to inform actions.</p> <p>Review how effective methods and actions have been.</p> <p>Bring personal organisation and effectiveness to the area of study.</p>

Students who fail to achieve 40% will be given a referral period and project in order to retrieve the unit and or stage. Students will be required to pass each stage unit in order to progress to the next. English for Academic Purposes, Research and Study Skills; a longer unit delivered across the entire course, will have clear outcomes as part of the formative assessment points which have to be completed to ensure progression to the following stage.

Assessment evidence is outlined in each unit and mapped against the Learning Outcomes. This ranges from portfolio submissions to written assignments and oral presentations. The course applies formative and summative assessment to all units. Formative assessment and review will take place through group critiques, presentations and peer and self-assessment during a unit. This is to support student development and understanding of the assessment process and to give ongoing informal feedback. This process will enable students to gain a clear understanding of the nature and process of assessment and its role in guiding and affirming their learning ensuring and supporting inclusivity and equality.

Summative Assessment will take place at the end of each unit. Students will receive written and verbal feedback including an agreed action and learning plan at the end of stage summative assessment points. Mock peer assessments will take place during each unit prior to final submission in order to further support students understanding of the assessment processes and criteria.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives