Faculty of Social Sciences
International Academy

BA (Hons) International Business Communication

COURSE GUIDE 2015/6
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About this guide
This Course Guide has been designed to help you plan your course. You are encouraged to read this Guide through now. It will be a considerable advantage to you to be familiar from the outset with the various aspects of your studies that are described. It may be that the relevance of some of the sections will not be immediately obvious. Keep it somewhere accessible, so that you can refer to it as needed.

Obviously even in a document like this we have not covered every query and problem that you might have about the course. The Course Guide should be read in conjunction with the Undergraduate Student Guide / Postgraduate Student Guide; the Student Charter; the University’s Policies and Regulations and the University Assessment Handbook documents should provide you with all the basic information that we think you will need for your period of study here.

If you find that there is something you need to know, please contact your Academic Faculty Office or local Student Centre on the details included below.

Please enter the contact details for your Personal Tutor for your future reference:

| Your local Academic Faculty Office is: | Office: MC125 (at the top of the stairs opposite the entrance to MC Building)  
MC Building  
Telephone: 01902 321515 |
|--------------------------------------|--------------------------------------------------------------------------|
| Your Student Centre (Here to Help) is: | Here 2 Help  
Ground Floor, MI001, MI Building  
Telephone 01902 321062  
Email: Log a helpdesk call via e:Vision |

The name of your Personal Tutor will be given to you at the beginning of your course and can be checked via e:Vision.

Please note that in order to develop and improve the Course, it may be necessary on occasions to amend or revise the details given in this Course Guide. We are pleased to hear your views and welcome suggestions for ways of improving the operation of the Course.
Welcome
On behalf of the Course Management Team I should like to extend to you a very warm welcome and wish you every success in your studies at the University of Wolverhampton.

The University experience and academic success is all about the effort you put into learning and making the most of the wide range of opportunities available to you. We welcome students who are eager to think for themselves, to take control of their own learning and who are ready to get involved in developing the skills required in a highly competitive job market.

You will need to demonstrate good time management skills, independent learning, flexibility and discipline in order to achieve a study-work-life balance. We believe it is important that you are encouraged to make your own contribution to the effective operation and development of your chosen course. We are, therefore, keen to hear your views and would welcome any suggestions that you may have about ways of improving any aspect of your course and/or the student experience here at the University.

This guide introduces you to the BA (Honours) International Business Communication (IBC) and provides you with basic information about the programme as well as other information of use to you during your period of study.

You should read this Course Guide in conjunction with the University’s Policies and Regulations. Together these documents should provide you with all the basic information that we think you will need for your period of study here. You must also read carefully Module Guides available on WOLF for each module, as these documents contain important information about your programme of studies, assessment and assignment deadlines.

The IBC Programme at Wolverhampton provides you with the opportunity to develop the key skills and knowledge required for you to function effectively in English in a professional working environment.

The IBC programme is an inter-disciplinary course, which draws on several fields of study in Media and Communication, the Social Sciences (politics, economics), as well as modules offered by the Business School (business enterprise, human resource, management, marketing).

You will be assessed by a combination of coursework/assignments, including essays, presentations and research tasks.

Most of you will find a significant difference between the system of Higher Education in the UK and that of your own country. The number of hours you spend in class may be less than what you are accustomed to. This is because students are expected to do a lot of work independently for each of their modules, for example researching, gathering and processing information, problem solving, negotiating roles for a group assignment.

The IBC Award is an excellent foundation for a wide range of careers in a variety of businesses (local, national or international), in the public and voluntary sector organisations. The skills you learn in IBC can be transferred to other areas. Skills of analysis, organisation, the ability to handle complex data and ideas and work in groups, are useful in many professions and occupations and are increasingly valued by employers.

The IBC programme will also allow you to further your studies in a variety of MAs, provided that you get the grades required by Universities. Some of our former students have successfully completed an MA in Marketing, Business, Media, etc.

Previous IBC students now work in a wide variety of occupations including: sales, marketing, public relations, general management, human resources, administration and education, in the UK or in their home country.
We hope that you enjoy your experience at our University and wish you all the best with your studies here.

Hildegard Norton-Uhl, IBC Course Leader (H.Norton-Uhl@wlv.ac.uk)

Course Management and Staff Involved with the Course

<table>
<thead>
<tr>
<th>H.Norton-Uhl</th>
<th>IBC Course Leader, Module leader for 6EG003 (TBC)</th>
<th>Room MC322, 01902 32 2454 <a href="mailto:H.Norton-Uhl@wlv.ac.uk">H.Norton-Uhl@wlv.ac.uk</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr Tony Shannon-Little</td>
<td>Module Leader for 6EG007 and 6EG008 English Advanced for Business</td>
<td>Room MC304, ext. 2552 <a href="mailto:a.shannon-little@wlv.ac.uk">a.shannon-little@wlv.ac.uk</a></td>
</tr>
<tr>
<td>Prof. Martin Dangerfield</td>
<td>Projects supervisor</td>
<td>Room MC212, ext. 2730 <a href="mailto:m.dangerfield@wlv.ac.uk">m.dangerfield@wlv.ac.uk</a></td>
</tr>
<tr>
<td>Dr Richard Hawkins</td>
<td>Projects supervisor</td>
<td>Room MC318, ext.1401 <a href="mailto:R.A.Hawkins@wlv.ac.uk">R.A.Hawkins@wlv.ac.uk</a></td>
</tr>
<tr>
<td>Dr Paul Henderson</td>
<td>Projects supervisor</td>
<td>Room MC208, ext. 3498 <a href="mailto:P.Henderson@wlv.ac.uk">P.Henderson@wlv.ac.uk</a></td>
</tr>
</tbody>
</table>

There are several other lecturers who also teach on the programme and whom you may meet, depending on which option modules you choose.

Student Voice

The Student Voice is a partnership between the University and the Students' Union, put in place to make sure students opinions/feedback are heard at every level of university governance, from course level to the University’s governing body.

The main positions within the Student Voice are Course Reps, who are volunteer students on every course. They have meetings with lecturers on a regular basis, highlighting both positive and negative feedback to Heads of Department or lecturers within their course. Faculty Reps are elected during the Spring Elections and have meetings with Senior Management within their Faculty. They are an essential link between Course Reps, the Students' Union and management within each Faculty. To find your Faculty Rep: Faculty Representatives

If you ever wanted to get involved with the student voice, or need more information please contact the Engagement Team in the Students' Union – Student Voice

For independent advice and guidance on all matters related to being a student eg. academic, finance, and housing issues, contact the Students’ Union’s Advice and Support Centre by telephone or e-mail Advice and Support.

Responding to Student Feedback “You said/We did”

As a result of student feedback we have extended the range of option modules extensively. See Appendix for a list of option modules.
Student Charter
The University’s Student Charter has been developed primarily by the Students’ Union and informed by student views. The Charter is not a contract, nor is it intended to be legally binding; it is a set of shared expectations which establishes the values and standards we are seeking to promote across all of our learning community. The Charter seeks to apply to all students on all courses and reflect our normal expectations of your experience at University. On occasions different types of study and interactions will mean necessary variations from time to time. However, what is important to us is that, whatever you are studying, your experience is a great one.

Engagement
The University recognises that you have made a significant investment in both time and money in choosing to study for a degree. The University is committed to helping you fulfil your potential. Your engagement with the study materials, and participation in the sessions, activities and assessment tasks are very important in ensuring that you are able to do so.

Your engagement will help you to:
- Understand the subject area you are studying;
- Acquire and develop the skills and knowledge needed to ensure success;
- Prepare for assessment tasks;
- Learn from and with your fellow students;
- Receive feedback from your tutors on your progress;
- Fully participate in sessions, forums, seminars and other activities;
- Develop your communication skills.

If you are unable to participate in any of the activities or sessions please let your tutor know that you are unable to do so. He/she will then be able to give you advice on what was dealt with during the session or activity, and what you need to do to catch up. Please do remember how important engagement and participation is to your success. You may be required to sign an attendance register at lectures so that we may monitor engagement. You are encouraged to engage with the University’s Virtual Learning Environment (VLE) and Student Management System, further details of how to access these can be found here.

Contact time with teaching and associated staff is available to help shape and guide your studies. The term 'contact hours' refers to the amount of time that you spend learning in contact with teaching or associated staff, when studying your chosen course. The number of contact hours on a course is influenced by the subject, as well as how and where you are studying. Academic staff should make it clear how many hours contact time you should receive, and what these hours are at the beginning of the course/module.

The Wolverhampton Graduate
The experience of studying at University is about much more than just gaining knowledge and understanding of a subject(s), it is also about developing additional skills and capabilities that you can take with you into a wide range of different settings. Sometimes it can be difficult to explain to others what you have done and achieved. The following Graduate Attributes will help you think about the knowledge and skills you have gained and how these can be presented to prospective employers and/or other interested parties. This is not an exhaustive list and you will need to reflect on what you can personally demonstrate that is appropriate for different settings and contexts such as job interviews. You will also have formed your own opinion about what going to university means to you and how you think you have developed.

While at university you will have the opportunity to:
1. acquire, generate, interrogate and apply knowledge from a wide range of sources,
2. develop research skills to enable analysis, synthesis, understanding and evaluation of data and information.
3. demonstrate self-discipline and organizational skills by meeting deadlines, and taking responsibility for your own development and learning
4. present ideas clearly in an informed and persuasive manner to a variety of audiences.
5. be innovative, creative and enterprising work collaboratively, whilst acknowledging, respecting and engaging with the views of others in a constructive and empathetic manner
6. draw on professional advice and feedback to reflect on and improve your own learning and professional practice;
7. prepare for the world of work through engagement with real life situations, briefs and problems
8. engage with new ideas and ways of working as an active member of the communities in which you study, live and work.

About the Course
This Guide outlines the modules which are available, teaching and learning activities and assessment tasks. If there is anything you need to discuss further, please contact

Hildegard Norton-Uhl
Senior Lecturer in EFL,
IBC course leader
H.Norton-Uhl@wlv.ac.uk
MC322
Tel 01902 322454

The educational aims of the course are:

This top up degree allows you to achieve a BA (Hons) in International Business Communication in just one year of full-time study. It is aimed at international students who have successfully completed a two-year diploma at post-18 level, and who wish to top-up their qualifications to degree level.
The course equips you with the necessary knowledge, skills and awareness to operate appropriately and effectively within a global economy, and to ascertain an enterprising spirit. You will develop your English language proficiency (both written and spoken) in an international business context, and an understanding of cross-cultural communication necessary to embrace global citizenship. You will also gain an in-depth knowledge of the global business environment, to which you can, through optional choices, add enhanced knowledge of theories and applications in the subject area which you have studied up to Dip HE level before arriving at Wolverhampton.

The course learning outcomes are:

1. Understand and analyse key factors influencing Europe’s business environments, the impact of European integration and globalisation on the national and regional business environments, theories of international management/business culture to develop an enterprising spirit and make you a global citizen.

2. Understand and apply the main features of English syntax/lexis/phonology/register. Be able to express concepts effectively, fluently and spontaneously demonstrating a broad lexical repertoire. Develop and refine appropriate language-learning strategies

3. Understand, compare, analyse and evaluate cultural differences, including business and corporate cultures. Analyse cross-cultural incidents and suggest suitable strategies/solutions. Reflect on own personal/culture-specific value system
4. Find and summarise relevant information from a range of demanding texts and sources, question concepts/theories and their application, understand significance & limitations of theory/research, provide structured and reasoned synthesis/argument, monitor, evaluate, develop own performance.

5. Be digitally literate, use ICT competently for communication and learning, work effectively with others, manage and improve your own learning, analyse and solve problems

These will be achieved through the following learning activities:

1. Availability of module related documents in electronic format 24/7
   All the modules fulfil the requirement to provide all teaching and learning documents in an electronic format. Module guides, assessment documents and lecturer-produced teaching and learning materials will be provided electronically, and other documentation when it is not protected by copyright. This will enhance the student experience during the lecture and tutorial sessions and provide a basis for interactive face-to-face sessions.

2. Formative Assessment
   Formative assessment forms the basis for student learning support in some module, such as English Advanced for Business. Variety of approaches will be utilised which include role playing situations, mock exams papers, self-assessment questions with electronic and face-to-face feedback. The formative assessment allows tutors to assess progress of students and offer extra learning support where necessary.

3. Collaborative Learning
   Collaborative learning is an important element of the student’s learning experience. Collaborative learning will take place electronically and during face-to-face sessions. Through WOLF Fora and course cafés students will be expected to take part in collaborative activities and will be encouraged to contribute to the activity tasks and respond to contributions made by their colleagues. In face-to-face tutorials, students will be provided with opportunities to work in groups to collaborate, discuss and problem solve tutorial tasks.

4. Electronic submission of assessed work
   Opportunity to electronically submit, where appropriate, formative or/and summative assessments and other course works will be offered by number of modules, such as “English Advanced for Business”. WOLF is the most popular platform for e-submission of assessed work.

The course is accredited, endorsed or approved (depending on the professional body requirements)

**Contact Hours**
At University, the term ‘contact hours’ is used very broadly to refer to the amount of time that you spend learning in contact with teaching or associated staff, when studying for a particular course. This time provides you with support in developing your subject knowledge and skills, and provides opportunities to develop and reflect on your own, independent learning.

Contact time on this course will be based on your interaction with staff in some or all of the following situations: lectures, seminars, tutorials, demonstrations, practical classes and workshops, project supervisions, fieldwork, external visits, one-to-one sessions and discussions, interaction by email and other electronic or virtual media and situations where feedback is given on assessed work.

During your study this interaction takes place with academic (teaching and research) staff, teaching assistants, technical and specialist support staff, employers and others.

Alongside contact time, private and independent study is therefore very significant. This is the time that you spend learning without direct supervision from, or contact with, a member of staff. Your independent study time will include background reading, preparation for seminars or tutorials, follow-up work, wider practice, the completion of assignments, revision and others.
External Examiners
The External Examiner for the BA(Hons) International Business Communication (IBC) is Dr Amanda Chapman, University of Cumbria, Senior Lecturer in Economics and Ethics.

External Examiners play a key role in helping the University to ensure that our standards are comparable with other institutions in the sector and are consistent over the years and that our assessment processes and regulations treat all students fairly and equitably. It is not part of their remit to communicate with individual students (it is to be noted that students are given access to External Examiner reports in their entirety via the Modules and Programmes page on e-vision in line with the HEFCE Publication 06/45 and some students may have the opportunity to meet with externals if they visit placement areas or attend for planned meetings or assessment). Students are therefore reminded that they must not make direct contact with External Examiners in respect of their assessed work or performance. Any student issues should be relayed either directly to the Module or Course Leader.

Academic Regulations
This course follows the University’s academic regulations. A full version of these regulations can be found on the University web page for Policies and Regulations. These regulations govern your course and will be binding on you. It is, therefore, important that you read and become familiar with them. If you have any questions regarding the regulations you should raise your query by logging an e:Vision Helpdesk call.

Exam Regulations
The University also have regulations that specifically cover examinations. Exam Regulations

The maximum period over which an award may be studied is detailed in the regulations appropriate to your course. Typically these are:

| Top-Up Honours Degrees | Full Time Students | Honours degree (120 credits) | 1 year | 2 years |
| Part Time Students | Normal | Ordinary degree | 1 year | 2 years |
| Honours degree (120 credits) | 2 year | 4 years |
| Ordinary degree | 2 years | 4 years |

The above maximum registration periods do not include time away from study approved under the Leave of Absence procedure.

Please be aware that to be eligible to continue on your course you must pass at least one module in your first year of study.

Course Information

Attendance
The University recognises that you have made a significant investment in both time and money in choosing to study for an undergraduate degree. Staff are committed to helping you fulfil your potential. Your attendance at, and participation in classes is a key factor in ensuring that you do so.
Attendance will help you to:
• Understand the subject area you are studying;
• Acquire and develop the skills and knowledge needed to ensure success;
• Prepare for and undertake assessments;
• Learn from and with your fellow students;
• Receive feedback from teaching;
• Participate in practical and group work;
• Develop your communication skills.

If you are unable to attend a class please let your tutor know that you are unable to do so. He/she will then be able to give you advice on what was covered in the class, and what you need to do to catch up. Please do remember how important attendance is to your success.
The University considers this to be so important that it reserves the right to review the position of students who fail to attend.

Grades and Degree classification
You will be able to view your module results on-line on e-vision at the end of each semester following meetings of examiners. Use your e-vision account to check your results.
At the end of your course you will be sent a full transcript of all the modules you have taken to qualify for your degree or diploma with the module grades. This document will be useful when making a job application since it provides potential employers with a snapshot of the content of your course. Subsequently, you will receive your official University certificate at your Graduation ceremony.

Students should ensure that the Student Registry has details of the address to which results are to be sent if this is different to your registered home address.
Results will not be released to any student in financial debt to the University until such time as the debt has been cleared.

Grade Point Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Performance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 %</td>
<td>Outstanding</td>
<td>Pass</td>
</tr>
<tr>
<td>60-69 %</td>
<td>Above average-very good</td>
<td>Pass</td>
</tr>
<tr>
<td>50-59 %</td>
<td>Average-good</td>
<td>Pass</td>
</tr>
<tr>
<td>40-49 %</td>
<td>Satisfactory</td>
<td>Pass</td>
</tr>
<tr>
<td>30-39 %</td>
<td>Marginal Fail</td>
<td>Defer</td>
</tr>
<tr>
<td>Below 30 %</td>
<td>Fail</td>
<td>Defer (if first attempt)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fail (re-take module if following a second attempt)</td>
</tr>
<tr>
<td>NS0</td>
<td>Not submitted</td>
<td>Fail</td>
</tr>
<tr>
<td>0GA</td>
<td>Grade awaited</td>
<td>Held</td>
</tr>
<tr>
<td>0AM</td>
<td>Academic misconduct</td>
<td>Held</td>
</tr>
</tbody>
</table>

Want to know more about the marking system? Check www.wlv.ac.uk/newmarkingscheme

In order to pass a module, you will have to attain at least a minimum pass (40%) in each assessed component. For example, if a module has an essay component and a presentation component, you must attain at least 40% in BOTH components to pass the module. Individual Module Outlines will contain details of assessment components.

Degree classification:
To obtain the BA (Hons) in IBC, you must pass at least 5 of the 6 modules that you are studying.
You can fail one module and still get the Honours degree, as long as your fail grade is a marginal fail (not an outright fail) and as long as the failed module is NOT the independent study 6EG003. Your degree classification will approximately be calculated as follows:

- average of 70% or more: **1st class degree**
- average of 60-69 %: **2.1**
- 50-59 %: **2.2**
- 40-49%: **3rd**

For the full Academic regulations and calculation of degree classification (it's a bit more complicated than above), please refer to the University website, under "current students": [http://www.wlv.ac.uk/default.aspx?page=13158](http://www.wlv.ac.uk/default.aspx?page=13158)

**Opportunities to resit:**
Semester 1 Modules: You will have the opportunity to resit any failed semester 1 modules around mid-March.
Semester 2 Modules: You will have the opportunity to resit any failed semester 2 modules in mid-July.

**Time and Punctuality:**
In March, the clocks go forward one hour (British Summer Time) and at the end of October they go back one hour. The dates are notified in the newspapers and on television.
It is considered impolite to be late for appointments, lectures or seminars. It is also considered impolite to talk during classes in a way that disrupts other students' learning.

**Work:**
PLEASE NOTE THAT, IF YOU ARE AN EU STUDENT, YOU CAN WORK ALONGSIDE YOUR PROGRAMME OF STUDIES. HOWEVER, WE WOULD LIKE TO STRESS THAT ANY WORK THAT YOU TAKE MUST FIT AROUND YOUR PROGRAMME OF STUDIES AND NOT VICE VERSA. YOUR COMMITMENT IS TO YOUR PROGRAMME OF STUDIES AND WE EXPECT THAT YOU WILL ATTEND LECTURES AND SEMINARS AND CARRY OUT THE TASKS DERIVED FROM THEM INDEPENDENTLY OF OTHER COMMITMENTS SUCH AS EMPLOYMENT.

**Visits home:**
While we appreciate the desire for you to visit your family for particular occasions it is not in your best interest to distract yourself from your studies by frequent or extended visits home. If English is not your first language, your language skills will improve more rapidly if you spend as much time as possible in the UK and expand your social circle beyond your immediate friends.
You must not book travel home during semester time, even though flights can be cheaper if you book for semester time travel.

**Reference points**
QAA Subject Benchmark Statement for: Languages and Related Studies
School Learning and Teaching Strategy
University Blended Learning Strategy

**Blended learning**
1. Availability of module related documents in electronic format 24/7
All the modules fulfil the requirement to provide all teaching and learning documents in an electronic format. Module guides, assessment documents and lecturer-produced teaching and learning materials will be provided electronically, and other documentation when it is not protected by copyright. This will enhance the student experience during the lecture and tutorial sessions and provide a basis for interactive face to face sessions.

2. Formative Assessment
Formative assessment forms the basis for student learning support in some module, such as English Advanced for Business. Variety of approaches will be utilised which include role playing situations, mock exams papers, self assessment questions with electronic and face to face feedback. The formative assessment provides tutors to assess progress of students and offer extra learning support where necessary. For example, audio-visual and grammar-related activities may be available of WOLF to help enhance the student’s linguistic skills, and may be supported by formative assessments in the form of activities such as “Fill in the blanks” or “multiple choice questions”.

3. Collaborative Learning
Collaborative learning is an important element of the student’s learning experience. Collaborative learning will take place electronically and during face to face sessions. Through WOLF Fora and course cafes students will be expected to take part in collaborative activities and will be encouraged to contribute to the activity tasks and respond to contributions made by their colleagues. In face-to-face tutorials, students will be provided opportunities to work in groups to collaborate, discuss and problem solve tutorial tasks. Collaborative learning will allow students to be confident users of technologies, enhance their knowledge of enterprise and develop their understandings of global citizens.

4. Electronic Personal development Planning (ePDP)
The University offers students a personal online space for use as their e-Portfolio. The use of ePDP makes students appreciate their lifelong learning experience.

5. Electronic submission of assessed work
Opportunity to electronically submit, where appropriate, formative or/and summative assessments and other course works will be offered by number of modules, such as Independent Study for International Business Communication.. WOLF is the most popular platform for e-submission of assessed work.

6. Engage in interactive learning during all face to face sessions.
The course provides students extensive opportunities to engage in interactive learning during face to face sessions, especially “English Advanced for Business” classes. Interactive learning will take a number of forms, including class activities, peer discussion, presentations and Q&A sessions. Interactive learning acknowledges student’s prior ideas and aims at empowering students to be independent learners.

Assessment methods

For “English for Business”
A variety of complementary assessments will be offered, to assess students’ linguistic skills (oral, aural, reading and written, grammar and vocabulary acquisition) but also IT, research, comparative, reflective and inter-personal skills through group-work, on-line and intranet activities (formative and summative). The WOLF pages of these modules will offer a variety of formative activities. Some summative assessments may be submitted online where appropriate.

Support for learning

There are number of level of support available for learning.

Each student will be allocated a personal tutor. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist students in their personal and academic development, planning and progression. As well as offer students advice and guidance to help students liaise with other staff and support facilities in their school and the University, including study skills support.
Course leaders will monitor the academic and experiential quality of the Course through Award Boards, focus groups and other channels. Course leaders also support and direct students proactively on the Course, both collectively and individually, and respond to inquiries and requests from students with regard to the academic programme of study.

The special Needs Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students & disseminates information from the SEC on the needs of specific disabled students. The Special Needs Tutor also monitors requests for, and provision of, specific examination and assessment arrangements, publicise SNT ‘surgery’ arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Members of the Learning Centre are occasionally invited to speak to students about accessing printed and electronic resources. They are also available in the Learning Centre to help students’ research.

Students are strongly encouraged to draw on the services of the study skills advisers.

Each module also provides an extensive reading list and suggestions for web-based and other electronic resources. The University intranet system is widely used in all modules for a variety of pedagogical and more practical purposes relating to the dissemination of information and the submission of student work. Activities provided on WOLF by academic staff are done with the help of technical staff.

Distinctive features of the course
EU and overseas students can gain a BA (Hons) in just one academic year, which will open the doors for postgraduate study and/or the world of work, in the UK and in a global context. You will gain the essential linguistic, but also communicative, analytical and comparative skills that future employers are looking for. You will also acquire expert knowledge in areas of business and communication that you have always wanted to improve. You will be taught by lecturers who have great expertise in their field, who take teaching seriously and regard their students’ welfare as an integral part of their job.

Personal Tutor
When you join the University you will be given a Personal Tutor. This information can be found in your e-vision homepage. Your personal tutor is someone who can offer you guidance and advice, this could be about your course, and any other aspects that affect your study. In order for personal tutoring to be a beneficial and meaningful relationship for you, you need to communicate with your personal tutor.

Academic Misconduct
We take pride in the academic integrity of our staff and students but when academic misconduct is suspected the University will take action. The University considers seriously all acts of academic misconduct, which by definition are dishonest and in direct opposition to the values of a learning community. If not challenged, academic misconduct will ultimately devalue our academic standards and undermines the honest efforts on the part of our staff and students.

Academic misconduct includes plagiarism, collusion and cheating and may be deliberate or unintentional. Whatever form it takes, it will be thoroughly investigated and penalties will be applied if proven.

Support for Students
The University and the Students’ Union believe that many incidents of academic misconduct can be avoided by increasing students’ knowledge and skill.
A variety of support mechanisms are in place to help students succeed and avoid academic misconduct:

- Visit the Learning Centre or our study skills support website at www.wlv.ac.uk/skills
- Download the Students’ Union guide to Avoiding Academic Misconduct (“Write Right”) - available from the Student’s Union website:
- Book a Skype appointment with study skills adviser or joint the online chat service ASSIST - through the Learning Centre “Skills for Learning” website.
- Contact your personal tutor or module leader.

Remember – there is help available if you need it.

**Defining Academic Misconduct**

**Cheating**

Cheating is defined as any attempt to gain unfair advantage in an assessment by dishonest means, and includes, for example, all breaches of examination room rules, impersonating another student, falsifying data, and obtaining an examination paper in advance of its authorised release. Cheating attracts the University’s most severe penalties.

Other common examples of cheating would include –

- Being in possession of “revision notes” during an examination
- The purchase or commission of assignments from others
- Theft of other students’ work
- Prohibited communication during an examination

**Plagiarism**

Plagiarism is the act of taking someone else’s work and passing it off as your own. This includes incorporating either unattributed direct quotation(s) or substantial paraphrasing from the work of another/others. It is important to cite all sources whose work has been drawn on and reference them fully in accordance with the referencing standard used in each academic Faculty.

The most common forms of plagiarism are –

- Cut or copied and pasted materials from websites
- Copying the work of another student (past or present) including essays available through “essay bank” websites – or other data.
- Copying material from a text book or journal

When you’re using other people’s work or ideas it is important to engage with their work critically. You can quote, paraphrase, summarise or critically review – but you must always provide appropriate references.

**Collusion**

Collusion is when two or more people combine to produce a piece of work for assessment that is passed off as the work of one student alone. The work may be so alike in content, wording and structure that the similarity goes beyond what might have been coincidence. For example – where one student has copied the work of another, or where a joint effort has taken place in producing what should have been an individual effort.

Collusion should not be confused with the normal situation in which students learn from one another, sharing ideas and group work to complete assignments (where this is specifically authorised).

**Plagiarism Detection**

In concert with the skills and experiences of academic staff the University will utilise electronic tools such as Turnitin to detect plagiarism. Turnitin is the software currently subscribed to by the University.
At Undergraduate level the University will require that all final year projects and dissertations are submitted to Turnitin for analysis. At postgraduate level the University will require that all dissertations (or similar) are submitted to Turnitin for analysis.

Students are required, where appropriate, to make a declaration as the authenticity and originality of any submitted piece of work. This declaration also authorises the University to request and require students to provide an electronic version of any submitted assessment for checking work via Turnitin where plagiarism is suspected.

**Penalties**

Where an offence is admitted, or a panel decides that cheating, plagiarism or collusion has occurred, a penalty will be imposed. There is a cumulative range of penalties which will be applied to any continuous period of registration for study with the University. The severity of the penalty will vary according to the nature of the offence and the number of previous offences. Penalties range from failure of the assignment under investigation to exclusion from the University.

Full details about the University's policy on Academic Misconduct, regulations and procedures, investigation of academic misconduct or to make an appeal or a complaint are available on the conductandappeals website.

**Anonymous Marking**

Anonymous marking is the process undertaken to avoid the possibility of bias through the assessment and marking process. To this end, wherever possible, the identity of students should not be apparent to markers and work should only be identified by student number. Where the method of assessment does not allow anonymous marking, (e.g. dissertations, presentations, oral examinations, practical examinations), alternative methods of marking to mitigate the possible effect of bias will be explained to you.

When submitting assessments in hard copy, you are asked to use your personalised bar-coded coversheet and ensure that you record only your student number in the header or footer of your piece of work.

**Course Structure for Undergraduate courses**

Students will study:

**Full-time:** normally modules worth 120 credits each academic year

**Part-time:** normally modules worth no more than 80 credits each academic year.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 6EG007 English Advanced for Business 3 Part A 20</td>
<td>C 6EG008 English Advanced for Business 3 Part B 20</td>
</tr>
<tr>
<td>O Option 1 (see Appendix 1) 20</td>
<td>C 6EG003 Independent Study in International Business Communication 20</td>
</tr>
</tbody>
</table>
Core modules:

6EG007 and 6EG008: English Advanced for Business (4 weekly hours), in semester 1 and semester 2

Theses modules aim to increase your ability to operate in an international business environment by improving the full range of communicative competencies: written, oral, aural and reading; by developing further the academic skills of researching, analysing, evaluating and summarising complex information both orally and in writing.

Coursework will thus involve summary, essay and report writing, as well as exercises designed to develop your ability to understand and exploit authentic texts and documents. On the oral side, role-plays, debates, individual or group presentations and discussions will form the basis of your work, together with the monitoring of FL broadcasts, and you will develop the language and techniques for effective interpersonal skills necessary for a manager in an international context. The material in this module will provide insights and information on the English speaking world's economic, commercial and socio-political structures. Technology-based learning materials and the Internet are used autonomously to support all aspects of your work.

Assessments:
- Component 1: oral, made of 2 oral assessments
- Component 2: written, made of 2 written assignments
You must pass both components to pass the module.

6EG003 Independent Study in International Business Communication

To be eligible for an Honours Degree students are required to complete an independent study.

6EG003: Independent Study in IBC:
This takes the form of a written project of 10-12,000 words. A project guide will be provided with details of the nature of the task and how to obtain the best results. You can also find it on the 6EG003 WOLF pages.
Assessment: Plan: 0 %; Project: 100 %

For further option module information refer to Appendix 1

University Academic Calendar
University Academic Calendar

Timetables
Timetabling information is available to you through the following:
1) Using the teaching timetable where you can search for and view all modules online at www.wlv.ac.uk/timetable.

2) Once you have completed your module registration, a more personalised timetable showing only those modules which you are studying will be available for you to view through your e:Vision page.

3) For more general information about timetabling and teaching rooms use the Central Timetabling Unit webpages at www.wlv.ac.uk/ctu.
Where to get help with your course

Student Support
If you encounter any issues (personal or academic) the following diagram directs you to the appropriate department or staff member.

**Administration queries:**
- enrolment
- extensions
- extenuating circumstances
- Leave of Absence
- Course transfer, etc

**eVision helpdesk or your Student Centre**

**Academic and Course related queries**
- Personal Tutor
- Course Leader
- Head of Department (by email)

**Module related queries**
- Module guide (on WOLF)
- Module Leader or Tutor

**Support for Study Skills**
- W: www.wlv.ac.uk/skills
- E: skills@wlv.ac.uk
- T: 01902 32(2385)

**IT Problems**
- W: www.wlv.ac.uk/ITServices
- T: 01902 32(2000)

**Who to Contact for help when you are studying on campus**

**Financial advice**
- W: www.wlv.ac.uk/moneymatters
- E: money@wlv.ac.uk
- T: 01902 32(1070)

**Careers & Employment Centre**
- W: www.wlv.ac.uk/careers
- E: careers@wlv.ac.uk
- T: 01902 32(1414)

**Special Needs (Students with disabilities)**
- Special Needs Tutor
- or
- Student Enabling Centre
- W: www.wlv.ac.uk/sec
- E: sec@wlv.ac.uk
- T: 01902 32(1074)

**Personal Issues**
- Personal Tutor (see eVision for details)
- University Counselling Service
  - W: www.wlv.ac.uk/counselling
  - E: counsellingservices@wlv.ac.uk
  - T: 01902 32(2572)

**General queries**
- eVision helpdesk
  - or your Student Centre

**Independent academic, financial, international and housing advice**
- Students’ Union Advice and Support Centre
  - W: www.wolvesunion.org/advice
  - E: advice.wolvesunion@wlv.ac.uk
  - T: 01902 32(2038)
Extensions, Extenuating Circumstances and Leave of Absence

The University wants all students to do their best. You are expected to take responsibility for your own learning and we know students perform best if they participate in all activities associated with their modules.

Very occasionally something may happen suddenly which is beyond your control and this will prevent you from attending an examination (or other test) or completing an assessment by the due date. Common reasons for needing additional help are poor health or a death in the family – although other reasons may apply.

Extensions - for some assessments there may be the option to apply for a short term (maximum 7 days) extension if you are experiencing difficulties in completing your work on time. You should apply for the extension via your e:Vision account on or before your assessment date and provide supporting evidence to your Student Centre. On receipt of the evidence your claim will be assessed and you will be notified by e-mail if your extension has been approved and your revised submission date. Further details can be found here.

Extenuating Circumstances – claims for extenuating circumstances are also submitted via your e:Vision account on or before your assessment date and again evidence to support your claim must be provided to your Student Centre. Claims for Extenuating Circumstances tend to be for more serious matters and if your claim is accepted then it enables you to take the assessment at the next available opportunity without penalty. If you have any queries regarding either of these processes then please log a call on the e:Vision helpdesk.

Leave of Absence - in more extreme cases of potential prolonged absence you might consider a temporary leave of absence. Students may temporarily suspend their studies a semester at a time (and up to a maximum of four semesters). You can apply for a Leave of Absence via e:Vision but we would strongly recommend that you get advice from your Personal Tutor, your Student Centre or the Students' Union, particularly regarding the financial implications, before taking this step.

Health and Wellbeing whilst using your computer

As a student you will be using a computer for the majority of your study. The guidelines below are to promote good health and wellbeing in relation to your computer use.

Set-up and space

Ensure you have a comfortable working area where you can have adequate space for your keyboard, mouse, monitor or laptop/mobile device and that you are in a comfortable seated position. Try to prevent eye strain by ensuring you have good lighting, adjusting your monitor to prevent glare and by cleaning your monitor regularly. If you are using a laptop for any extended length of time try to use an external mouse to prevent continued use of a laptop mouse pad which can cause strain injuries.

Taking a break

You should take regular breaks away from the screen. One to two minutes away every thirty minutes can be most effective, with regular longer breaks every couple of hours. Physically moving away from the screen and working area will also allow for important stretching and increasing circulation as well as reducing eye strain from looking at the screen.

Progression for Further Study
Students who wish to do so can continue their studies at Masters' level. A significant number of graduates undertake the MA in International Business or Management in the Business School, or other MAs at the University. Others return to their home country to complete qualifications there before joining the graduate job market.

**Alumni**

*We’re proud of your success. Be proud of your connection with us.*

Once you complete your studies you will continue to be part of the University of Wolverhampton academic community as one of our ever growing alumni community. The WLV Alumni Association is a university-wide association bringing together Wolverhampton graduates.

For further information on Graduation and Alumni please visit our [Alumni](#) website.
Appendix 1: List of optional modules

You must choose two options for semester 1, and one option for semester 2 (details of modules on WOLF).

Foreign languages are available, but cannot be included in the 6 modules. Please consult the webpages for Languages for You or Languages for Fun programme, if you wish to study a language as an “extra” module. More information from Jose Martinez, jose.martinez@wlv.ac.uk, who coordinates these courses.

Semester 1

Business
6BE001 Creating and Starting a New Business Venture
6BE003 Strategic Management

Human Resources
6HR003 Strategies for People Management
6HR004 Sustainable Human Resources Management

International Business
6IB002 Strategy, Technology and Change
6IB003 Dynamics of Multinational Companies
6IB006 Debating Globalisation

Marketing
6MK001 International Marketing
6MK003 Consumer Behaviour and Relationships

Semester 2

Media and Communications Studies
6MZ005 Persuasion and Influence

Business
6BE002 Strategies for Building Business Success
6BU002 Strategic Projects and the Organisation
6BU004 Corporate Social Responsibility and Ethics

Marketing
6MK001 International Marketing
6MK005 Personal Selling & Sales Management
6MK006 Digital Marketing Communications and Social Media