



University of
Strathclyde
Glasgow

WE ARE
THE UNIVERSITY
OF STRATHCLYDE

PROGRAMME PROPOSAL
BA (Honours) Behavioural
Global Business



Articulation Proposal

WE ARE THE UNIVERSITY OF STRATHCLYDE

A leading international technological university, our reputation and influence is global. With a community of more than 22,000 students, studying at Strathclyde is a fantastic experience, where you will enjoy flexible, innovative learning and excellent facilities.

The University is internationally renowned for delivering academic excellence with impact – for our students, for wider society, and for the benefit of the economy. Our teaching is shaped and informed by the ideas and insight presented in our research, lending it additional depth and sharpening its relevance.

We produce graduates who are ready for successful careers, having gained the expertise and professional grounding they need. Access to company scholarships and close interaction with business and industry help to give our graduates a head start in their chosen careers.

Our strength and depth in research is demonstrated by the recent UK Research Excellence Framework outcomes, which saw Strathclyde placed in the top 20 UK universities for research excellence and intensity, and firmly positioned among the UK's recognised leading research-led universities.



WE ARE GLASGOW SCOTLAND

There's never been a more exciting time to study in Glasgow and every year, thousands of students choose to study at the University of Strathclyde.

Our students tell us that it's a brilliant city to live in, whether you enjoy shopping, eating out, going to world-class music and sporting events, or visiting museums and art galleries – there is something for everyone. It is consistently voted as the top place to shop in the UK, outside London. Home to the Hydro, the only UK venue of its scale, Glasgow is a UNESCO City of Music, hosting an average of 130 music events every week. With almost 1,800 cafés and restaurants located around the city, it's no surprise that Lonely Planet describes Glasgow as “the best and most eclectic dining city in Europe”.

With Glasgow only a short journey away from the beautiful landscape of the Trossachs and the Highlands, Strathclyde students are perfectly positioned to explore everything that Scotland has on offer for fans of the great outdoors. You can enjoy activities ranging from hill walking, snow sports, mountain biking and water sports to aerial assault courses and paintballing. Or you can visit Scotland's historic castles and monuments and explore the thriving arts and culture scene of the towns and cities.



Faculty of Humanities & Social Sciences

Working in Partnership

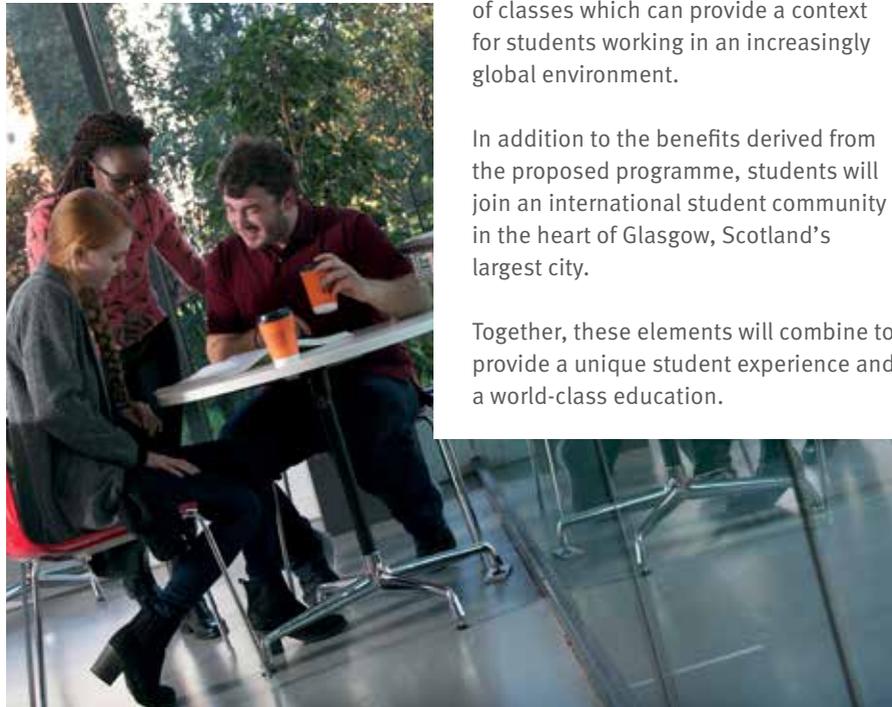
The Faculty has a proven track record in developing courses in partnership with universities across the world. This is based on a flexible approach aimed at meeting the unique needs of each partner.

The tradition of working with colleagues across the University provides an opportunity to develop mutually-beneficial programmes tailored to suit students and institutions.

This proposal sets out options based on our understanding of the range of classes which can provide a context for students working in an increasingly global environment.

In addition to the benefits derived from the proposed programme, students will join an international student community in the heart of Glasgow, Scotland's largest city.

Together, these elements will combine to provide a unique student experience and a world-class education.



Curriculum Proposal

Honours Degrees (480 credits)

- 100 credits at level 4
- 180 credits at level 3 and 4

Honours degrees require a total of 480 credits, 240 will come from the first two years study at the student's host institution and Strathclyde will deliver, through articulation agreements, 240 credits.

Course Description

Following on from the global financial crisis, it has become evident that a different approach to finance and business practices are needed at senior level to ensure that the human factors associated with decision-making are fully taken into account.

The innovative Behavioural Global Business programme will immerse students in studies which will enable them to engage in global business practice while having a firm foundation in individual differences, social factors, cognition and the mechanics of brain science.

The final-year dissertation, based on sound research methods, will allow students to apply their studies to a global business case study which will provide them with current and topical knowledge with which to enter the world of work.

Graduates from this course will be able to function at the interface between human and business theory, becoming change agents to deliver successful outcomes for any employer.

Year 3

(60 credits Faculty of Humanities and Social Sciences, 60 credits Strathclyde Business School)

Semester 1

- International Leadership Development (20 credits)
Develop skills in business and management, personal development skills, team working, IT, presentations, international and cultural awareness and ethical issues.
- Research Methods (20 credits)

Curriculum Proposal continued

- Individual Differences (20 credits)
Students are encouraged to think scientifically about conceptual and practical issues related to the study of individual differences, with specific reference to intelligence and personality. They will have the opportunity to put this knowledge into practice by designing a measurement instrument.

Semester 2

- Strategic Marketing in an International Context (20 credits)
Students learn an analytic decision-oriented approach for the development and implementation of international marketing strategy, allowing the opportunity to explore the process for developing a strategy to compete successfully.
- Managing Business Processes and Information Systems (20 credits)
This class provides an understanding of the key issues in the management of business processes and information systems within the wider context of the information/knowledge economy.
- Social Psychology (20 credits)
This class considers current ideas and positions within social psychology.

Four themes drive the class:

- attitudes and attitude change
- identity, with a focus on social, personal and group identities
- prejudice, connecting both attitudes and identities, and covering a broad range of areas such as social representations, stereotyping, prejudice and conflict
- epistemology, where consideration is given to the theory of knowledge, how social psychological knowledge is produced, and to what effect

Year 4

(80 credits Faculty of Humanities and Social Sciences, 40 credits Strathclyde Business School)

Semesters 1 & 2

- Issues and Trends in Business Management (20 credits)

Semester 1

- Development (20 credits)
This class reviews the ways in which children develop from infancy to the end of adolescence. Key theories are presented and used to explore the extent to which children's development is continuous or

stage-like and whether specific skills develop more quickly than others.

- Governance and Development (20 credits)

This class aims to investigate the political determinants of peace and prosperity, conflict and poverty. It also deals with the recent literature on conflict, inequality, and globalisation. A special emphasis will be placed on providing an understanding of the contemporary challenges facing developing countries.

Semester 2

- Dissertation (20 credits)
Students undertake a short research project on an approved topic of their choice. An individual supervisor will help guide the research and read drafts.
- Cognition (20 credits)
This class introduces some of the core topics in cognitive psychology:
 - perception and action, particularly how we perceive time and recognise faces
 - memory and learning, including models of episodic and working memory
 - language, including word production, sentence comprehension, and discourse

processing

- thinking, specifically problem-solving, deductive reasoning and judgement and decision-making

- Psychobiology (20 credits)

This class provides the opportunity to learn the basic principles of brain function, and encourages students to address the implications of this understanding for their own view of how behaviour is generated. It includes coverage of electrophysiology and psychopharmacology, neuroanatomy, and research methods in neuroscience. There are focused sections relating to the visual system and the motor system.

OR

- Performance Psychology (10 credits, plus a 10-credit essay based on reflection)
Psychological factors are recognised as having an essential role in the attainment of success in all aspects of performance, especially in sport. This class will examine the issues relating to the psychology of elite performance, individual and group processes and the acquisition of complex motor skills.

STRATHLIFE

Accommodation, IT resources, social life – there is plenty of support and information available to help you sort out the details of life on campus.

Accommodation

More than 1,440 students live in our Campus Village with a further 400 living in our off-campus residences situated about a 10-minute walk from the main campus. All the accommodation in the Campus Village is self-catered with a dedicated on-site management team and a night porter outside office hours. Overseas who have satisfied all conditions of entry to the University by 25 August in the year of admission, will be given a place in a hall of residence.

Visit www.strath.ac.uk/accommodation for more information and to apply online.



Computing and IT Services

Studying in the 21st century is about more than just books. Our students benefit from extensive computer provision and wi-fi throughout the campus. You will also enjoy free email and personalised academic information through your University User Account.

Library

The Library provides access to materials and information resources, assisting with your studies in a supportive learning environment. Study areas are available for individual or group work and there are extensive wi-fi zones for laptop use and areas with fixed computers.

The Library has around one million print volumes as well as providing access to more than one million electronic books and over 105,000 e-journals that can be used 24/7 from any suitably-enabled computer.

Student Experience Services

Our key support services include the Information & Advice and Student Financial Support teams; Student Health Service; Student Advisory and Counselling Service; Disability Service and the Chaplaincy Centre.

Careers Service

The Careers Service provides information, advice and guidance to maximise your employability and career prospects, while you are a student and after you graduate.

The Service advertises graduate and part-time vacancies, summer internships, work experience and volunteering opportunities. We bring employers on campus to talk to you about their opportunities and help you prepare for those opportunities.

Sport Facilities

A new £33 million sport, health and wellbeing facility for the University due to open in 2018 will provide state-of-the-art sport and recreation facilities.



The Centre for Sport and Recreation currently has excellent facilities for a wide range of sports, as well as fitness classes, martial arts and weight training. The Sports Union runs more than 40 clubs catering for all levels of ability.

Students' Union

The Students' Union is the place to be for a great night out and is also home to various clubs, sports and volunteering opportunities.

OUR LOCATION



Glasgow is only a one-hour flight from London and less than two hours' flight from most major European cities

OUR CAMPUS

- 1 Technology and Innovation Centre
- 2 Sports Centre
- 3 Students' Union
- 4 James Weir Building
- 5 Strathclyde Business School
- 6 HaSS Quarter
- 7 Library
- 8 Strathclyde Institute of Pharmacy and Biomedical Sciences
- 9 Campus Village
- 10 Merchant City
- 11 City Centre



