



Programme Handbook

**BA (Hons) Professional Communication
(Business, Design & Strategy)**

2024/2025

Contents

Sources of Additional Information	3
Welcome.....	4
University Contact Points	6
Academic Contact Points	8
Equality, Diversity and Inclusion.....	11
Support and Guidance	11
Academic support.....	11
Support and wellbeing.....	11
An Introduction to your Programme	13
Distinctive Features of the Programme	14
Programme Aims.....	14
Programme Outcomes.....	14
The Structure of your Programme	16
Learning, Teaching and Assessment on your Programme	17
BUV Student Voice	21
Personal and Social Growth Programme.....	22
BUV Career Guidance and Employability.....	23
Global Connections	23
Policies & Procedures	24

Sources of Additional Information

The Canvas Online Learning Environment

Information and learning materials for your modules will be provided on the Canvas Learning Management System. Please check the announcements regularly and any other communication methods used for your programme. Canvas will form an important part of your learning experience. Please let your Module Leader know if you encounter any problems accessing this material.

Student Handbook

The Student Handbook contains essential information to support your success and the enjoyment of your study at British University Vietnam. Therefore, it is highly recommended that you read this handbook carefully. If there is any unclear information, kindly reach out to our university staff for clarification. Student Handbook is available for access on your Canvas Learning Environment, under tab Student Resources.

Module Handbooks

Your programme is comprised of several individual modules, each with its own detailed information provided in a separate module handbook. All module handbooks are available for you to access via the Canvas Learning Environment, under the **Student Resources** tab.

Student Support

For general information relating to support services, kindly contact our Student Information Office at:

Email: studentservice@buv.edu.vn

Hotline: 0936 376 136

Welcome

An Introduction to British University Vietnam

We are proud to announce that our university is the first British university to be established in Vietnam, and the only university anywhere in the world to offer the British Ambassador's Scholarship. In August 2022, BUW was officially announced as the first university in Vietnam to be awarded a **5-star Excellent University** rating from the internationally acknowledged QS organisation. Specifically, the University was awarded 5 stars on the following criteria: **Teaching, Employability, Academic Development, Facilities, Social Responsibilities, and Inclusiveness.**

As an undergraduate student at British University Vietnam (BUW), you have access to all benefits a recognised British University's degree can offer, along with a unique and 100% British learning experience, without having to leave your home country. The quality of your courses, the standard of academic excellence, together with the teaching and learning style are on the same level as other courses in any British university.

Your undergraduate degree will be awarded by Arts University Bournemouth (AUB), one of our institutional partners in the UK. AUB has been working closely with the academic staff at British University Vietnam to ensure that your learning experience and the overall quality of your graduate degree are identical to those of students who are studying in the UK. It means you will not only study the entire course in English, but also learn to develop your own independent skills in writing argumentative essays, delivering persuasive presentations, collaborating in teams and contributing in group discussion. You will be required to manage your time effectively, while continuing to be an active learner and constantly contribute to your own personal development.

An Introduction to Arts University Bournemouth (AUB)

Arts University Bournemouth (AUB), established in 1885 as a specialist institution, and is now a leading University offering high quality specialist education in art, design, media and performance across the creative industries. They remain passionate about their subjects and continue to encourage curiosity, risk-taking and adventure in exploring and pushing subject knowledge and its boundaries. AUB is one of a small number of higher education institutions in the UK devoted solely to the study of art, design, media and performance.

AUB provides students and staff with a well-resourced environment in which to practice to the highest professional standards. The University has been providing specialist education for over a century and enjoys a strong reputation, both nationally and internationally. They are special because they are specialists. They are always investing in their campus, so that students study in spaces that keep pace with the creative industries. They are a creative community and encourage collaboration across many of their courses. As a result, the

campus is a real creative, imaginative hub, which gives their students a taste of what it is like to work in the creative industries. The industry experience and engagement of our academics, and the advice and guidance of our impartial careers service, mean that our students are provided with a wide range of subject-specific and generic advice on employability.

A message from the Dean

Welcome to British University Vietnam (BUV), partnering with Arts University Bournemouth (AUB) to deliver and award your degree. At BUV we are really proud that our world-class programmes have a global reach, and we are proud to work in partnership with Arts University Bournemouth (AUB). As we say, a BUV degree is a British Degree!

At BUV we are committed to ensuring that our programmes are relevant and contemporary; and that our staff are highly qualified, internationally educated, experts in their fields. We are confident that you will have an excellent experience studying with us and will be advocates of BUV's mission and values as you progress through your studies and become our alumni. To embody these values, your degree and its accompanying Professional and Social Growth Programme (PSG) will focus on developing the following Graduate Attributes:

Empathetic and Ethical - Demonstrates professional integrity, while at the same time valuing diversity, emotional intelligence and respect for the values and perspectives of others.

Confident and Professional - Self-confident, yet mindful of professional, social and cross-cultural norms that shape behavioural expectations in the workplace.

Collaborative - The ability to identify and build teams in the workplace with people who are cross-disciplinary in language, skills and background

Innovative Problem Solvers - Adept ideators, employing a positive disposition and resilience to the collective creation of innovative ideas and solutions.

Sustainability Mindset - Demonstrating careful consideration of the social, cultural and environmental issues that are impacting Vietnam and the world.

Lifelong Learners - Employing reflexive thinking and learning how to relearn for continuous personal and professional growth.

Career Ready - Demonstrate the ability to apply current knowledge, skills and experience to future career choices and opportunities.

Should you ever need help in developing these attributes, pursuing your own goals, or understanding your programme in any way, I encourage you to reach out to our faculty who will be happy to help you! I wish you the very best of luck in your studies.

Dr. Jason MacVaugh

Dean (Higher Education)

University Contact Points

The official communication channels in every course are **Student emails and Canvas LMS**. Students are expected to use Student emails to contact and communicate with the Academic Team throughout the course.

For any module related matters, it is recommended that all communications should be done via Canvas LMS. For any other supports related to Academic Administration, your first point of contact should always be the **Student Information Office** located at the **Student Information Counter** on level 2, BUV Campus.

Admission Office Provides support and guidance for inquiries relate to all Admissions procedure including pre-arrival inquiries.	admissions@buv.edu.vn
Course Office Provides support and guidance for inquiries relate to Timetable, Class Arrangement, Status changes, Course Operations, Programme and Module Administration.	courseoffice@buv.edu.vn
Student Information Office Provides support and guidance for inquiries relate to Attendance Records and the first point of contact for any other general inquiries and meeting bookings.	studentservice@buv.edu.vn
Student Academic Support Office Provides support and guidance for inquiries relate to all academic supports including Student Tutor Programme and Faculty Learning Support.	academic-support@buv.edu.vn
Student Engagement Provides general support and guidance for student activities, student life and employability activities.	se@buv.edu.vn
Student Engagement - Career Services Organises employability skill trainings and industry exposure activities; provides personalised support and guidance on career navigation, career planning, internships, and other career related inquiries	se-careers@buv.edu.vn

Student Engagement- Student Life Provides support and guidance for inquiries related to student life on campus including student activities and student clubs.	se-studentlife@buv.edu.vn
Well-being and Psychological Counselling Provides support and guidance student's well-being matters, including psychological counselling services.	student-wellbeing@buv.edu.vn
Learning Resources Centre Provides support and guidance for inquires relate to Student Ipad, Learning Resources Facilities including On-campus Library.	buv-lrc@buv.edu.vn
Canvas Learning Management System Provides support and guidance for inquires relate to Canvas Learning Management System.	buv-lms@buv.edu.vn
Exam Office Provides support and guidance for inquires relate to Exam Timetable, Exam regulations.	examoffice@buv.edu.vn
Academic Compliance Office Provides support and guidance for inquires relate to Academic Misconduct, Academic Regulations and Exceptional Circumstances.	aca.compliance@buv.edu.vn
Central of Academic Information Services - CAIS Provides support and guidance for inquiries relate to Exam Results, Student Records, Transcripts and Academic records.	cais@buv.edu.vn
International Office Provides support and guidance for inquires relate to Global Mobility, including Exchange and Transfer Programmes and International Study Tours.	international@buv.edu.vn
BUV welcomes feedback on all aspects related to your study and overall experience at the University. Your feedback is strictly confidential and will be reviewed/ assessed by members of the University's Senior Management Team for further actions if required.	
General feedback	feedback@buv.edu.vn

Academic Contact Points

Appointment	Name	E-mail address
Dean (Higher Education)	Associate Professor Jason MacVaugh	dean@buv.edu.vn
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Discipline Lead - Business (Accounting, Finance & Economics)	Dr. Dong Manh Cuong	manhcuong.d@buv.edu.vn
Programme Lead - Accounting and Finance	Maredi Lamet	maredi.l@buv.edu.vn
Discipline Lead - Business (Management and Marketing)	Dr. Ashvari Subramaniam	kumarashvari.s@buv.edu.vn
Programme Lead - International Business Management	Don Hickerson	don.h@buv.edu.vn
Programme Lead - Marketing Management	Dr. Tingting Xie	tingting.x@buv.edu.vn
Discipline Lead - Computing & Innovative Technologies	Dr. Ali Al-Dulaimi	ali.d@buv.edu.vn
Programme Lead - Computer Games Design and Programming/ Games Art	David Holloway	david.h@buv.edu.vn
Programme Lead - Cyber Security/ Cloud Technologies	Dr. Hamza Mutaher	hamza.a@buv.edu.vn
Discipline Lead - Communication and Creative Industries	Dr. Paul D.J. Moody	paul.m@buv.edu.vn
Programme Lead - Contemporary Creative Practices	Richard Childs	richard.c@buv.edu.vn
Discipline Lead - Tourism and Hospitality Management	Dr. Maren Viol	maren.v@buv.edu.vn
Programme Lead - Event Management	Lee McMillan	lee.m@buv.edu.vn

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Equality, Diversity and Inclusion

We are committed to promoting and enabling a positive culture where staff, students and visitors are confident to be their authentic selves. We focus on inclusion as a way to ensure equality of opportunity for all our people and to demonstrate our commitment to Equality, Diversity and Human Rights. This commitment is reflected in our [Student Equal Opportunities and Diversity Policy](#), which underpin our course development and delivery.

Support and Guidance

We endeavour through our support systems to support you in all relevant areas of your programme - whether relating to professional, academic and/or personal development.

Academic support

At BUV, we are committed to providing comprehensive academic support beyond the classroom to ensure your success throughout your educational journey. Our Student Academic Support (SAS) Office is the central point of contact whenever you require guidance or assistance in achieving your academic goals. We strongly encourage you to make full use of these valuable resources to enhance your learning experience, overcome challenges, and excel academically.

If you have any questions or need support, please do not hesitate to contact us at academic-support@buv.edu.vn.

Support and wellbeing

At British University Vietnam, we are committed to supporting all our students and there are a wide range of services available to you.

Student Support

For general information relating to support services, kindly contact our Student Information Office at:

Email: studentservice@buv.edu.vn

Hotline: 0936 376 136

Student Well-being Support

At BUV, we understand it is totally normal to feel overwhelmed and crushed sometimes, and we want you to know that we are here for you. Reach out to us and talk to us whenever you feel lost or unsure. Simply email our Student Wellbeing and Psychological Counsellor at student-wellbeing@buv.edu.vn, we will arrange a private and confidential meeting for you to express all your concerns and worries with an expert to find the best way for you to thrive in your current circumstance.

Student Association Committee (SAC)

SAC is the official representative body of the undergraduate students' interests and concerns. They have 07 members with clear responsibilities that support the BUV Student Community. You can reach out to them if you need any help during your study and student life journey via:

Fanpage: [BUV Student Association Committee](#)

Instagram: [@sacbuy](#)

Email: sac@st.buv.edu.vn

An Introduction to your Programme

Our BA (Hons) Professional Communication (Business, Design & Strategy) programme - awarded by Arts University Bournemouth - equips students with contemporary creative skills and real-world industry knowledge required for successful careers in the expanding and rapidly evolving communications industries.

This programme is the perfect choice for students aiming to realise their creative potential within a business context. The programme modules aim to empower students with the foundational research skills and strategic thinking techniques that will inform their regular practical experience of creating engaging communication campaigns and solutions to fulfil clients' objectives by communicating effectively with their desired audiences and demographics.

Our interdisciplinary curriculum combines regular practical experience (creative writing, audio-visual creation-, typography, digital and print media, advertising, and branding projects) with business understanding projects (marketing strategies, consumer behaviour). This approach gives students a full understanding of both the creative and business sides of contemporary communication design and future developments.

On completion of the programme students should have gained the know-how to:

- Fully understand trends in global digital creative communications industries.
- Create original campaigns targeting audiences to meet stakeholders' business needs.
- Create original design work and branding.
- Create presentations, pitches and report writing that fulfil business needs.
- Use design frameworks to creatively solve communications problems.
- Understand design strategies, idea generation and user experience.
- Work effectively both collaboratively as an individual.
- Produce a strong portfolio of work that includes innovative brand strategies.

Our graduates will leave with a portfolio of work that highlights their employability, their entrepreneurship and their potential within the communications industries. The portfolio will prove their experience of creating effective and strategic communications design aligned with business objectives to resonate with the intended audience.

Distinctive Features of the Programme

Interdisciplinary Approach: The programme combines creative design experience with applied real-world business principles.

Research Emphasis: the program places significant focus on research skills to improve strategic decision-making.

Practicality: by regular hands-on learning and portfolio creation students gain practical experience.

Professional Development: The programme prepares students for the professional world by encouraging realistic goal-setting and effective resource management.

Programme Industry Patron Scheme: this programme will have an industry Patron - a practitioner or business institution as a critical friend, advising the programme team and students. This formal Industry Patron connection maintains collaborative relations with business to ensure industry relevance and maintain current practices while providing opportunities for students to engage with industry practitioners.

Programme Aims

The Professional Communication (Business, Design & Strategy) programme aims to combine the areas of graphic communication and business strategy, nurturing students into creative innovators who can bring impactful messages to life through strategic design thinking.

Through a hands-on learning approach, students will delve into various aspects of communication design, including graphic design, digital media, and print media, while also gaining a solid understanding of business strategy, including marketing strategies, consumer behaviour, and business operations.

By merging these creative and commercial elements, the programme provides an interdisciplinary approach that equips students with a comprehensive understanding of communication design within a business context. The programme places a strong emphasis on developing research skills, enabling students to tackle complex issues and make informed strategic decisions.

Graduates of this programme will be prepared to seamlessly merge creative design with the structure of business strategy, unlocking new avenues to effectively influence and engage target audiences.

Programme Outcomes

This programme enables students to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key skills and attributes, and professional and transferable skills.

The outcomes that students will have demonstrated upon completion of the Professional Communication (Business, Design & Strategy) programme are as follows:

- Evidence a variety of relevant primary and secondary research strategies. Analyse findings to develop design concepts based on audience behaviours and cultural values.
- Evidence understanding of subject knowledge through functional, aesthetic, historical and critical perspectives.
- Evidence and articulate the intellectual processes involved in the production of complex, strategy led, creative design work.
- Synthesise theory and practice research findings to initiate and inform a variety of written and visual ideas and responses.
- Identify, develop, and apply a range of relevant problem-solving strategies that will support the creative process to deliver innovative solutions.
- Experiment with materials, media, processes, and environments in an informed and innovative way.
- Display an elevated level of technical skill in the production, presentation, and documentation of work.
- Articulate personal identity as a creative practitioner through reflecting on personal practice in relationship to professional contexts.
- Participate thoughtfully and professionally when working and collaborating with others.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- AUB Regulatory Framework and Undergraduate Assessment Regulations

The Structure of your Programme

Programme Title: BA (Hons) Professional Communication (Business, Design & Strategy)

Level 4

TB1	Introduction to Communication Design: A Principles and Inspirations	Communicating Ideas Through Strategy: A Strategic Thinking and Planning	Designing in Context: A Territories, Clients and Audiences
TB2	Introduction to Communication Design: B Practical Media Production Essentials	Communicating Ideas Through Strategy: B Visual Language and Narratives	Designing in Context: B Contemporary Advertising, Marketing and Public Relations

Level 5

TB1	Design Communication and Testing Strategy: A Producing Effective Media	Design Practice and Strategy: A Real World Encounters	Preparing for Creative Industries: A Applied Strategic Communication
TB2	Design Communication and Testing Strategy: B Campaign Building	Design Practice and Strategy: B Working to Briefs	Preparing for Creative Industries: B Advertising and Moving Image Production

Level 6

TB1	Professional Practice and Working Strategies: A Trends, Needs and Competitive Edge	Creative Strategy: A Designing Your Future	Design Practice: A Major Project Planning
TB2	Professional Practice and Working Strategies: B Managing the Business	Creative Strategy: B Major Project Production	Design Practice: B Launching Your Career

Learning, Teaching and Assessment on your Programme

Learning and Teaching

While studying on the BA Professional Communication (Business, Design & Strategy) programme, you will undertake a range of projects to gain valuable experience that will equip you in a unique way to produce creative design with business principles. These projects challenge you to apply your skills in creative problem-solving, strategic thinking, and effective communication. You gain practical experience in aligning design solutions with business goals to engage target audiences. These diverse projects promote creativity, critical thinking, and problem-solving skills, preparing you to navigate the complex challenges of the communication design industry.

The programme objectives will be met by deploying a wide variety of teaching and learning methods including workshop projects, studio projects, lectures, seminars, group critiques, guided-reading and tutorials.

The methods employed will, whenever possible, lead to acquiring the disciplines required of a creative design practitioner and promote the transferable skills of self-management and self-reliance. The programme is structured progressively to provide increased opportunities for autonomous learning.

The progressive promotion of student-centred learning reflects maturity as a student and allows development towards individual goals. Teaching is directed at supporting individual engagement in learning although there will be opportunities to work in teams/collaborations to enable learning the value of peer cooperation.

Theoretical, contextual, studio and professional practices are embedded within all modules. Some modules also have strategy and marketing principles as part of their syllabus. This integration dissolves the artificial barriers between these forms of engagement, such as recognising theory in making, allowing you to fully realise your potential and truly understand the rich relationship between these elements of practice.

A proportion of summative and formative assessment takes place during group reviews of work whereby a small group of students and two members of the staff team critically engage the students during an open discussion. The staff write up their notes and agree upon a mark following this session. The use of a group review of work as a means of formative assessment allows you to develop your ability to verbally articulate your individual practice. It also offers an opportunity for you to see fellow students work and discuss it. This formative assessment approach is transparent and promotes assessment as part of the learning within the module of study for the full range of learners. You will learn not only from the assessment and discussion relating to your own work but also from that of your peers.

Learning, Teaching and Assessment Strategy

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Learning and Teaching Methods

- Demonstrations offer practical experience; students will be introduced to new and relevant skills that will enhance their practice.
- Individual tutorials provide an opportunity to discuss individual progress within a module and the programme in general. They are used to air specific issues raised through the work, provide critical observation, and recommend new direction and research strategies.
- Group tutorials offer the opportunity for students to discuss their work, approach, and ideas regarding the module with tutors and fellow students.
- Workshops include students in activities that develop creative strategies and outcomes through short one or two-day projects.
- Group critiques involve all students and form a distinctive learning and teaching point within the module. Students are encouraged to discuss their work and respond to feedback within a group of students and tutors.
- Individual and group presentations offer students the opportunity to prepare and present to a group of peers. This enables them to develop, practice, and improve presentation skills.
- Lectures are used as oral and visual presentations intended to present information in a formal context to a large group of students.
- Seminars are important opportunities for generating discussion. They explore issues related to practice in context, giving an opportunity for students to test and develop ideas.
- Independent study encourages students to become self-directed autonomous learners, able to manage their time in relation to the module of study. Each level has regular independent study days so that students can plan their working week.

There may also be occasions where digital delivery is appropriate. Where this is the case, this might include online lectures, seminars, presentations, and one-to-one tutorials.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Formative and summative assessment both provide students with a measure of achievement and enables regular feedback on how their learning is developing.

For every module of the programme, we inform students of what they are expected to learn; what they are required to submit; how their work will be assessed; and the deadline for presenting work for assessment. This is made available through the online Module Information via our Canvas VLE. A minimum of one module at Level 4 (the first module) will be assessed on a pass/fail basis, with comprehensive written feedback but no numerical

grade. Details of this will be clearly expressed on the Module Information Sheet. All other modules will be given a percentage mark.

Students will receive a final mark for each of the other modules in the form of a percentage, which will be recorded via a formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g., 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

How to Submit Assessments

Submitting Assignments Online

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to you via a Canvas training session hosted by the Exam Office before your first submission at BUV. All assignments are marked anonymously.

Anonymous Submission

Note that most assignments are marked anonymously, and that you are asked to not include your name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

Keeping a Backup

It is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

Exceptional Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control.

Feedback on your Work

Seven principles of good feedback

Good feedback should:

- Be an interactive process involving student-tutor and student-student dialogue.

- Facilitate the development of self-assessment and reflection.
- Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task.
- Be developmental, progressive and transferable to new learning contexts.
- Be ongoing and embedded in the learning process.
- Motivate, build esteem and confidence to support sustainable lifelong learning.
- Support the development of learning groups and communities.

Submission and Feedback

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on your performance is provided in a variety of ways -throughout your study period, you will be receiving informal feedback on your performance, via your discussions with teaching staff in tutorials for instance. Feedback should help you to self-assess your work as you progress through the module and help you to understand your subject better.

Feedback is not just the marks at the end of the module - it could be regular verbal advice about your work, perhaps as you develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on your work.

External Examiners appointed to your Programme

External examiners help the University to ensure that the standards of your course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found in our External Examiner Policy.

Kindly note: It is not appropriate for you to make direct contact with your external examiner. Please direct any queries for your External Examiner through your Programme Leader

BUV Student Voice

During the course you will have the opportunity to share your views and opinions on your modules, course and the University. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at British University Vietnam and enables us to enhance the learning experience for current and future students.

Student feedback is welcomed, valued and considered by the senior management of the University. All learners have the opportunity to provide their individual views through module surveys. In addition, students in each cohort are asked to elect two Representatives

to collate and represent their views in the Student Staff Liaison Committee meeting held in the middle of each semester. Cohort's representatives are asked to feedback to their peers' issues and decisions from the Student Staff Liaison Committee meetings.

Students may also write at any time direct to the Dean by email to dean@buv.edu.vn for academic feedbacks or to feedback@buv.edu.vn for generic feedbacks. All feedbacks are anonymous and your identity is always kept confidential.

BUV will use this information to inform the improvement and enhancement of the learning experience and University life in general for both current and future students.

BUV Student Association Committee (SAC)

BUV Student Association Committee (SAC) is a committee that represents the BUV student community. The committee act as the voice for BUV fellows, listen and collect concerns from all students and act upon their favour to create the best operating and learning environment at BUV.

The term of the SAC members is one year with new voting season happens in May annually. Students from all cohorts of SU, FE, IHM in all levels as well as a representative from the University of London Programme (UoL), can apply with no restrictions and limitation. Anyone from BUV student community can vote for any candidates they trust to choose seven best representatives. The final elected SAC members would be informed via an official email sent by BUV Student Experience Department

Every student has the opportunity to become a course/class/cohort representative. This voluntary position makes you the key contact point between staff and students, where you will listen to your peer's feedback to understand everyone's experiences, speak to your staff about ways to further enhance your learning & teaching and share the positive outcomes and impacts for learners.

Personal and Social Growth Programme

The Personal and Social Growth (PSG) Programme is a unique initiative of British University Vietnam (BUV) to encourage students' well-rounded development and enable them to acquire essential skills, qualities, and qualifications for future success. It is one of three key drivers of BUV, along with the accredited British and international higher education degrees in Vietnam, as well as a 5-star university campus with state-of-the-art learning spaces and dedicated support services.

Going parallel with and complementing the academic degree programmes, the PSG Programme with a vast pool of activities outside the classroom can cater to students' unique aspirations and facilitate their personal, social, professional, and academic growth in four

aspects: Work & Career Readiness; University & Community Engagement; Social, Cultural and Emotional Development; and Academic Excellence.

To document students' PSG journey, BUV awards PSG points in proportion to the efforts and achievements that the students make in different impactful activities. Upon successful completion of the PSG Programme, students will be awarded a PSG certificate and a detailed transcript with activities and points accumulated throughout their time at BUV. The PSG certificate is a competitive advantage for students to confidently seize opportunities in the real world.

BUV Career Guidance and Employability

BUV Career Services & Industry Relations Team consist of dedicated and experienced career consultants, career services officers, and industry relations officers who can help you with internship applications, personal career guidance, equipping employability skills and the most updated career options, as well as meeting up real-life professionals, experts, and managers in careers & employability activities. The team offers several internship opportunities on BUV Job Portal, CV review and feedback, job interview practice, career consultation, career test debrief, introduction letters, and reference letters.

The best way to get started is to:

- Visit the SE Lounge on Level 1, right next to the bus entrance and talk to a member of staff.
- Write an email to BUV Career Services & Industry Relations Team via the email address: SE-Careers@buv.edu.vn.

Or book a session with a career consultant by make an appointment via the link below: <https://buvse.simplybook.asia/v2/>.

Global Connections

During your course you will be encouraged to think globally and consider issues from a variety of perspectives, ensuing you have the knowledge and skills necessary to build your future career in an increasingly connected world.

We are committed to supporting students who wish to undertake study, work or volunteering placements abroad. In business programmes, students will conduct research in real-life international case studies to gain a global perspective. Students on specialised programmes such as International Hospitality Management and Tourism Management have

the opportunity to attend international study trips to gain in-depth understanding on the international tourism context. If you would like to explore these opportunities, please contact the University's dedicated International Office (international@buv.edu.vn) to make an enquiry and book a virtual appointment.

Policies & Procedures

A full suite of BUV [Academic Policies and Procedures](#) can be found on your Canvas page, under tab Student Resources/ University Policies. In the event of any issues arising during your course, please speak to your Programme Leader or Learning Support Team as soon as possible.