

Programme Specification for Postgraduate Programme

Leading to:

MSc International Business



Applicable for all postgraduate students starting on or after 1st September 2018

Version No.	Date	Notes – QA USE ONLY	QA
1	Sept 2018	Programme specification for 2018/19 created	SMu

Postgraduate Taught Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home college/department/division	College of Business, Arts and Social Sciences / Brunel Business School
4. Contributing college/department/division/associated institution	LBIC for Alternative Level 4 (see section 25)
5. Programme accredited by	Chartered Management Institute (CMI);
6. Final award(s) and FHEQ Level of Award	MSc International Business (FHEQ Level 7)
7. Programme title	MSc International Business
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	12 months (September intake) Where students commence their programme at Level 4 in LBIC, the normal length stated above will vary as follow: Level 4 April commencement (with placement): + 6 months Level 4 June commencement (without placement): + 4 months
10. Maximum period of registration for each mode of study	Normal Length of programme (as defined in 9 above) + 2 years
11. Variation(s) to September start	None. See document "Validated Programme Element Specification for LBIC Pre-Masters in Business and Management (with and without work placement) for Alternative Level 4 entry points.
12. Modes of study	FT
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	Postgraduate Diploma in International Business (FHEQ Level 7) Postgraduate Certificate in International Business (FHEQ Level 7)
15. UCAS Code	N/A
16. JACS Code	N120
17. Route Code	N120PINTBUS
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	QAA UK Quality Code for Higher Education which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards. QAA most recent Subject Benchmark Statements Business and Management Brunel 2030 Brunel Placement Learning Policy, as published under the 'Placements'

	section of the ' Managing Higher Education Provision with Others ' page.
19. Admission Requirements	Details of entry requirements are provided on the University's and College website. Course specific entry criteria are given on the course pages. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	N/A
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	http://www.brunel.ac.uk/courses/postgraduate/international-business-msc

23. EDUCATIONAL AIMS OF THE PROGRAMME

Business practitioners increasingly are finding themselves having to operate in an international, indeed global context. The aim of this degree is to provide students with:

- A programme in international business and management that will enable them to further develop transferable skills suitable for engaging with the challenges of employment/self-employment and of business activities within the global economy.
- Knowledge of international business areas namely: international business environment, international business economics, the regulation of trade, cross cultural management, international marketing; international accounting and finance; international and comparative human resources management, corporate governance (including social responsibility), and the structure of international politics.
- Comprehensive understanding of the processes of globalisation in the 21st century and their implications for the business person.
- Comprehensive knowledge and skills for successful careers in multinational corporations, non-governmental organisations, multilateral international organisations, and academic research.

The course aims to further develop students' transferable intellectual and employability skills. It offers training in understanding and synthesizing research reports with particular application to the empirical study of international management situations, issues and processes.

The course is suited to those who wish to become managers in international settings. Practitioners seeking a more in-depth Master's qualification in international management, rather than an MBA, will also find the course of interest.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
5						
5	K1	Systematically understand the fundamentals of national and international market				MG5564 MG5606 MG5607

		economies and the multivalent forces that shape the operating environments of organisations, nationally and internationally.				MG5565 MG5593
	K2	Discuss and critically assess complex business management theories, models, frameworks, managerial tasks, roles and analytical processes of decision-making in the major functional areas of management.				ALL
	K3	Critically evaluate specialist topics relating to business in an international context and the implications and limitations of this knowledge, including; (PGDip) <ul style="list-style-type: none"> i. International business ethics, stakeholder theories and corporate governance; (PGDip) ii. Economics and strategic management processes in an international context; (PGDip) iii. Enterprise, risk and the global business environment; iv. The political environment within which business has to operate. 				MG5593 MG5606 MG5607 MG5564 MG5565
	C1	Analyse complex management issues involved in the conduct of international business and make intelligent, rational, reasoned arguments in respect of them.				ALL
	C2	Critically analyse and synthesise quantitative and qualitative data to reach appropriate, useful and convincing conclusions.				MG5595 MG5565 MG5594 MG5615 MG5510
	C3	Systematically apply business management theories, concepts and techniques to problems encountered in international business activities in a critical, comparative and sophisticated way.				MG5606 MG5607 MG5595 MG5564 MG5565 MG5591 MG5593 MG5594 MG5510
5	C	Demonstrate ability to conduct research into international business and management issues through research design, data collection, analysis, synthesis and reporting.	X			MG5510
	S1	Plan, conduct, critically evaluate and report a significant investigation.				MG5510 MG5565 MG5564 MG5595
	S2	Critically use a variety of data sources relevant to business and management activities and the study of international politics and economics, including library and electronic information facilities.				MG5606 MG5607 MG5595 MG5565 MG5615 MG5594 MG5510
	S3	Assess, evaluate and posit solutions to problems involved				MG5606 MG5607

		with conducting business at an international and trans-national level.				MG5564 MG5565 MG5591 MG5510
	S4	Communicate complex ideas, concepts and convincing arguments in written reports.				ALL

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

The relevant benchmarks for Masters Awards in Business and Management inform our teaching and learning strategies. We offer a structured, flexible curriculum that: (i) stresses the importance of personal initiative, enthusiasm and positive study habits (ii) emphasises the value of developing knowledge and skills progressively from the core modules to elective modules and (iii) encourages personal learning and development through managed choice, via core modules in key areas combined with options modules that allow students to personalise their studies.

Modules typically combine weekly lectures and small group student-led seminars and case study groups, whilst some provide workshops and/or a tutorial component. Large class sizes in core modules require modern, audio-visual teaching aids and electronic delivery of teaching materials.

The on-line learning resources give access to lecture guides, notes/slides, cases and other resources. Thus, students learn quickly how to access on-line materials provided and how to make the best use of databases and search engines.

Seminars provide small-group contact with the chance to review, discuss and debate topics. They frequently require students to make presentations to the peer group and the tutor, individually or as part of a team using PCs and digital projectors.

Visiting speakers, external company visits; video materials and other devices balance theory and practice in the quest for a stimulating learning environment.

Individual and teamwork assignments and presentations build awareness and give opportunity to explore the practical implications of theory.

The dissertation project is essentially a self-planned and self-directed activity under the supervision of an appropriate tutor. It continues the development of skills in International Business, functions as a problem-solving assignment and as the capstone of the MSc degree. It provides the opportunity to carry out a significant project that combines the specialist and core knowledge and skills developed over the MSc programme. It enables the student to demonstrate the contribution that the MSc programme has made to managerial knowledge and understanding.

Cognitive skills are generally co-developed with subject-specific knowledge and the same learning and teaching strategies apply. Some modules address analytical and critical thinking skills in particular, whilst others cover the acquisition and application of qualitative and quantitative data.

We expect students to demonstrate an increasing ability to understand, analyse, critique, compare, evaluate, synthesise and apply ideas, concepts and theories (not merely to reiterate facts), and to show evidence of learning via critical, questioning reflection on outcomes and experience. We encourage critical interaction and debate between lecturers and students and among students. Such approaches build critical awareness as students explore the robustness and limitations of theory and its application.

We place increasing emphasis on the demonstration of cognitive skills in presentations and written work. These skills come together in the conception and execution of the research-oriented dissertation project.

Various modules cover inter alia methods of data collection and research relevant to business. Some work is required to be presented electronically, to ensure relevant computer literacy. Some modules require teamwork, including group presentations, where interpersonal skills are refined.

The dissertation project also requires a major enhancement in individuals' task-oriented, project management skills, typically involving primary or secondary research, often via contacts outside the University.

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

Forms of assessment are geared to evaluate individual capabilities in relation to each module's aims and content. Knowledge assessments comprise formal examinations, written coursework assignments such as individual essays, reports and case study analyses, group reports, presentations (and dissertation project).

Assessments are designed to appraise individual capabilities fairly and consistently. We use clear, descriptive assessment guidelines (made available to students) to grade coursework and examinations. Lecturers use explicit schema to facilitate consistency of marking within and between modules and to provide feedback on individual performance.

Assessments are increasingly designed to test analytical and other cognitive capabilities in relation to particular module aims and content. Coursework and examination assignments place considerable stress on the ability of an individual to think and reason critically, but constructively. Coursework assignments such as individual essays, reports, case study analyses, individual and group-based reports and presentations and various technique-oriented assessments are used to test these skills.

The dissertation project is the capstone demonstration of these various skills, requiring students to conceive, justify, design in detail and execute a major project, which requires students to demonstrate skills designing a viable project, in gathering and collating material, assessing its relevance for the chosen project, formulating and sustaining a coherent argument.

We place high value on students being able to demonstrate effective communication in its various forms. This priority is reflected not only in how assignments are specified, but also in how they are assessed - good command of written and spoken English is vital for graduate employment. Students are set tasks to predetermined deadlines and are penalised for non-conformance to encourage time management skills.

Peer feedback plays a role in team activities and is encouraged. Many modules have a teamwork requirement and there are group assignments, assessed via presentations and reports.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

The following table shows the overall programme structure for both September and January intakes (subject to School scheduling constraints):-

Term	September intake	January intake
Term 1 (Autumn) October- December	<p>Four taught modules:-</p> <p>MG5564 International Business Strategy (15 credits) MG5565 International Management (15) MG5595 Organisational Behaviour (15)</p> <p><i>plus one optional module, from:</i> MG5561 International Marketing (15) MG5577 International and Comparative HRM</p>	
	Coursework submission	
Term 2 (Spring) January – March	<p>Four taught modules:-</p> <p>MG5606 Global Business and Investments MG5607 International Trade MG5615 Understanding Business and Management Research (15)</p> <p><i>plus one optional module, from:</i> MG5591 Global Diversity Management MG5593 International Business Ethics and Corporate Governance (15) MG5594 Knowledge Management, Social Networks and Innovation</p> <p>Start of MG5510 Dissertation (60 credits) + <i>Dissertation supervisor allocated</i></p>	
	Coursework submission & Exam period	
Term 3 (Summer) June – September	Continuation of MG5510 Dissertation	
	Submission of MG5510 Dissertation (end of September)	
Term 1 (Autumn, next academic year) October – December	<p>(N.B. The next September intake students will have joined the January intake students in this term for the modules listed in the right hand column.)</p>	<p>Four taught modules:-</p> <p>MG5564 International Business Strategy (15 credits) MG5565 International Management (15) MG5595 Organisational Behaviour (15)</p> <p><i>plus one optional module, from:</i> MG5561 International Marketing (15) MG5577 International and Comparative HRM</p>
		Coursework submission
Spring (next academic year)		Continuation leading to submission of MG5510 Dissertation (end of March)

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for

the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)

Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)

Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)

Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.

Level 4

The Level 4 structure available to international students is specified in document "Validated Programme Element Specification for LBIC Pre-Masters in Business and Management (with and without work placement)". This document also specifies the admission and progression requirements.

Level 5

Compulsory assessment block codes, titles and credit

Optional assessment block codes, titles and credits

Compulsory study block codes, titles and credit volume

Optional Study block codes, titles and credit volume

Compulsory modular block codes, titles and credits	Optional modular block codes, titles and credits
<p>All modules are 15 credits unless otherwise specified</p> <p>MG5564 International Business Strategy</p> <p>MG5565 International Management</p> <p>MG5595 Organizational Behaviour</p> <p>MG5606 Global Business and Investments</p> <p>MG5607 International Trade</p> <p>MG5615 Understanding Business and Management Research</p> <p>MG5510 Dissertation (60 credits) Core: Block</p>	<p>All modules are 15 credits unless otherwise specified</p> <p>Select 30 credits from:</p> <p>MG5561 International Marketing</p> <p>MG5577 International and Comparative HRM</p> <p>MG5591 Global Diversity Management</p> <p>MG5593 International Business Ethics and Corporate Governance</p> <p>MG5594 Knowledge Management, Social Networks and Innovation</p>
<p>Level 5 Progression and Award Requirements</p> <p>As per Senate Regulation 3</p> <p>PGDip may be awarded with the substitution of the dissertation MG5510 for the following modular block:</p> <p>MG5615 Understanding Business and Management Research (15 credits)</p>	

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.