

**Programme Specification for Postgraduate Programme
Leading to:
MSc International Business
MSc International Business with Internship/Placement**



Applicable for all postgraduate students starting on or after 1st September 2022

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QA</u>
1	March 2022	Programme specification for 2022/23 created. MG5642 replaces MG5510; MG5643 replaces MG5615	BJR

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	Brunel University London Pathway College (BPC) offers the following Validated Programme Element/s which enable progression on to this programme: <ul style="list-style-type: none"> Pre-Masters in Business Management
5. Programme accredited by	The Brunel Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB)
6. Final award(s) and FHEQ Level of Award	MSc International Business (FHEQ Level 7) MSc International Business (with Internship) MSc International Business (with Placement)
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	<p>September Starters – 12 months January Starters – 15 months</p> <p>For 6 – 12 weeks placement (with Internship)</p> <ul style="list-style-type: none"> September intake: 16 months with 6-12 week placement January intake: 19 months with 6-12 week placement <p>12 month placement (with Placement)</p> <ul style="list-style-type: none"> September intake: 24 months with 12 months placement. January intake: 27 months with 12 months placement. <p>Students will commence the placement/internship following submission of the dissertation.</p> <p>For students commencing their studies at BPC the normal length stated above will vary as follows (please note there is no September intake into BPC on Pre-Masters route on this programme):</p> <ul style="list-style-type: none"> Pre-Masters January commencement: + 9 months Pre-Masters May commencement: + 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 BPC Validated Programme Element Specifications for intakes for those programmes.
12. Modes of study	FT
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	<p>Postgraduate Diploma in International Business (FHEQ Level 7) Postgraduate Diploma in International Business (with Internship) Postgraduate Diploma in International Business (with Placement)</p> <p>Postgraduate Certificate in International Business (FHEQ Level 7) Postgraduate Certificate in International Business (with Internship) Postgraduate Certificate in International Business (with Placement)</p>
15. UCAS Code	N/A
16. HECoS Code	100080
17. Route Code	N120PINTBUS
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<p>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.</p> <p>QAA most recent Subject Benchmark Statements Business and Management Brunel 2030</p> <p>Brunel Placement Learning Policy, as published under the 'Placements' section of the 'Managing Higher Education Provision with Others' page.</p>
19. Admission Requirements	<p>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.</p> <p>For admission via Brunel University London Pathway College, see the relevant Validated Programme Element Specification</p>
20. Other relevant information (e.g. study abroad, additional information on placements)	<p>The placement is not guaranteed. Students who could not secure a placement by end of May the following year after they started their course, will be reverted to the full-time programme. The deadline applies to both September and January starters.</p> <p>January starters must obtain the placement by the 1st week of May September starters must obtain the placement by the 1st week of October.</p>
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

The MSc International Business Programme aims to equip students with hands-on, analytical and problem-solving skills relevant to design and implement international business strategies and policies across different cultures. As part of Brunel Business School's mission, this programme intends to provide outstanding evidence-based and research informed teaching to students so that they would become creative, curious, pro-active and self-fulfilled leaders in the highly competitive international business environment. Graduates of this programme will be able to take on real word challenges by applying critical thought in international business.

Programme Aims

- To provide an advanced teaching, learning and research experience required to confidently take on challenges in the competitive international business environment.
- To prepare for a career in international business and associated business fields including marketing and management by developing professional, ethical, innovative and analytical skills.
- To teach relevant theories and core principles of international business which can be applied to professional and business practice to enable graduates of this programme become versatile and successful in their businesses.
- To enhance lifelong learning and leadership skills for successful careers in multinational corporations, non-governmental organisations, multilateral international organisations, and academic research.

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:

FHEQ Level	Category (K= Knowledge; C= Cognitive (thinking); 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)
7						
	K1	To systematically analyse and evaluate international business concepts, strategies, challenges and practices from a theoretical and practical perspective at both national and international level.				MG5642 MG5564 MG5565 MG5606 MG5643 MG5607 MG5565 MG5591 MG5593
	K2	To analyse and apply ethical principles, concepts and techniques to modern global business practices in a critical and socially responsible way.				MG5642 MG5561 MG5564 MG5565 MG5591 MG5593 MG5594 MG5606 MG5607 MG5643
	K3	To apply complex business management theories, models, frameworks, managerial tasks together				ALL

		with information, communication and digital technology to decision making in sustainable global business practice.				
	K4	To apply strategic, socially responsible, and creative solutions to the management of business diversity issues in the conduct of international Business.				ALL
	K5,C1	To critically apply academic literature and 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, to find sustainable solutions to global business challenges.				MG5561 MG5564 MG5565 MG5577 MG5591 MG5594 MG5595 MG5606 MG5607 MG5642
	C2	To master the knowledge of relevant research methods and demonstrate the ability to analyse, synthesise, and evaluate complex data using appropriate high-level analytical skills and techniques.				MG5606 MG5607 MG5642 MG5643
	C3; S1	To undertake a piece of original research on global businesses by using independent thought and the rigorous process of research design, primary and/or secondary data collection, data analysis and to derive concise conclusions and recommendations for international business managers and organisations.	X			MG5642
	S2	To master the analytical, interpersonal, technical, and professional skills needed for personal and career development in global business practice.				MG5564 MG5565 MG5595 MG5561 MG5577 MG5606 MG5607 MG5643 MG5591 MG5593 MG5594 MG5642
	S3	To apply classroom-learned theory and concepts to the workplace, so creating a sustainable bridge enabling smooth progression from degree study to a management career in international companies in the private, public and non-profit sectors.				MG5626 MG5627

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

Programme Learning Goals

1. Become creative, curious, and pro-active leaders.
2. Take on real world challenges by applying critical thought.
3. Enact socially responsible and sustainable global business practices.
4. Become global citizens with a respect for and understanding of diversity.
5. To equip students with the skills to become effective twenty first century managers and leaders, capable of operating in dynamic, complex and rapidly changing organisations and environments.

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. 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

- **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.

Pre-Masters

The pre-masters structure are specified in the relevant Validated Programme Element Specifications. These documents also specify the progression requirements to FHEQ Level 7.

FHEQ Level 7

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>MG5643 Understanding Business and Management Research</p> <p>MG5642 Dissertation (60 credits) Core: Block</p> <p>Students on the 'with Internship'/'with Placement' route will additionally undertake either: MG5627 Placement block 1 year placement (0 credits) MG5626 Placement block 6-12 weeks internship (0 credits) Core: Block Which must be passed in order to be awarded the 'with Internship/with Placement' award N.B. MG5510 Dissertation (60 credits) will be submitted 16 (19) months after FHEQ Level 7 start date for students on 'with Internship' programme who commence in September (January) or 24 (27) months for students on 'with Placement' programmes.</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>

FHEQ Level 7 Progression and Award Requirements

As per [Senate Regulation 3](#)

PGDip may be awarded with the substitution of the dissertation MG5642 for the following modular block:

MG5643 Understanding Business and Management Research (15 credits)

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.