

Programme Specification for Postgraduate Programme Leading to: MSc Management (all pathways) MSc Management with Internship/with Placement

Applicable for all postgraduate students starting on or after 1st September 2021

<u>Version No.</u>	<u>Date</u>	<u>Notes – Q&S USE ONLY</u>	<u>QA</u>
1	June 2021	Programme specification for 2021/22 created. Learning outcomes updated. Addition of MG5633 from 2021/22 Clarification of timing of placement/internship added. Deadline for obtaining placement added	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	BPC for Pre-masters (see section 25)
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	<p>MSc Management (FHEQ Level 7)</p> <p>MSc Management (with Internship) (FHEQ Level 7)</p> <p>MSc Management (with Placement) (FHEQ Level 7)</p> <p>MSc Management (Marketing & Brand Management) (FHEQ Level 7)</p> <p>MSc Management (Marketing & Brand Management) with Internship (FHEQ Level 7)</p> <p>MSc Management (Marketing & Brand Management) with Placement (FHEQ Level 7)</p> <p>MSc Management (Digital Entrepreneurship and Creativity Management) (FHEQ Level 7)</p> <p>MSc Management (Digital Entrepreneurship and Creativity Management) with Internship (FHEQ Level 7)</p> <p>MSc Management (Digital Entrepreneurship and Creativity Management) with Placement (FHEQ Level 7)</p> <p>MSc Management (Technology & Innovation Management) (FHEQ Level 7)</p> <p>MSc Management (Technology & Innovation Management) with Internship (FHEQ Level 7)</p> <p>MSc Management (Technology & Innovation Management) with Placement (FHEQ Level 7)</p>
7. Programme title	MSc Management
8. Programme type (Single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	<p>6 – 12 weeks placement (with Internship award)</p> <p>September intake: 12 months full time or 16 months with 6-12 weeks placement January intake: 15 month full time or 19 months with 6-12 weeks placement optional placement</p> <p>12 month placement (with Placement)</p> <p>September intake: 12 months full time or 24 months with 12 months placement. January intake: 15 months full time or 27 months with 12 months placement.</p> <p>Students will commence the placement/internship following submission of the dissertation</p>

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	Two entry points, September and January, for Standard FHEQ Level 7 entry. Also see document “Validated Programme Element Specification for LBIC Pre-Masters in Business and Management (with and without work placements) for Alternative pre-Masters entry points.
12. Modes of study	FT
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	PGDip in Management (FHEQ Level 7) PGDip in Management (with Internship) (FHEQ Level 7) PGDip in Management (with Placement) (FHEQ Level 7) PGDip in Management (Marketing & Brand Management) (FHEQ Level 7) PGDip in Management (Marketing & Brand Management) with Internship (FHEQ Level 7) PGDip in Management (Marketing & Brand Management) with Placement (FHEQ Level 7) PGDip in Management (Digital Entrepreneurship and Creativity Management) (FHEQ Level 7) PGDip in Management (Digital Entrepreneurship and Creativity Management) with Internship (FHEQ Level 7) PGDip in Management (Digital Entrepreneurship and Creativity Management) with Placement (FHEQ Level 7) PGDip in Management (Technology & Innovation Management) (FHEQ Level 7) PGDip in Management (Technology & Innovation Management) with Internship (FHEQ Level 7) PGDip in Management (Technology & Innovation Management) with Placement (FHEQ Level 7) PGCert in Management (FHEQ Level 7) PGCert in Management with Internship (FHEQ Level 7) PGCert in Management with Placement (FHEQ Level 7)
15. UCAS Code	N/A
16. HECOS Code	100089
17. Route Code	N200PMGMT; N200PMANMBM; N200PMANCI; N200PMANTIM
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education Most Recent QAA Subject Benchmark Statement - 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)	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. January starters must obtain the placement by the 1 st week of May September starters must obtain the placement by the 1 st week of October.
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/management-msc

23. EDUCATIONAL AIMS OF THE PROGRAMME

This suite of MSc in Management award programmes is designed to help students to become effective twenty first century managers and leaders, capable of operating in dynamic, complex and rapidly changing organisations and environments.

Programme aims

To equip them with the theoretical background and practical skills needed to manage and lead effectively in small, large, international and multinational organisations in the private, voluntary and public sectors

To enable them to specialise in particular fields of management, including: marketing and brand management; digital entrepreneurship and creativity management; and technology and innovation management.

To help them to (i) become creative, curious, and pro-active leaders; (ii) capable of taking on real word challenges by applying critical thought; (iii) enact socially responsible and sustainable global business practices; (iv) to become global citizens with a respect for and understanding of diversity

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		Learning Outcome	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
7						
	1	All pathways, with and without placement/internship To critically analyse and evaluate management concepts, processes, strategies, issues and practices from a theoretical and practical perspective within changing stakeholder, social responsibility, sustainability and diversity contexts.				MG5510 MG5628 MG5556 MG5561 MG5590 MG5593 MG5594 MG5595 MG5596 MG5598 MG5615 MG5620 MG5621 MG5622
	2	All pathways, with and without placement/internship: <i>To contribute critically to effective management, entrepreneurship and business planning, informed by the needs and expectations of stakeholders, sustainability, social responsibility and diversity considerations</i>				MG5510 MG5628 MG5590 MG5594 MG5621 MG5622
	3	All pathways, with and without internship/placement <i>To master the knowledge of relevant research methods and demonstrate the ability to analyse,</i>				MG5510 MG5556 MG5615

		<i>synthesise and evaluate complex data, using appropriate high-level analytical skills and techniques.</i>				
	4	<p><i>MSc in Management-general pathway - with and without placement/internship</i></p> <p>To master and apply the broad range of analytical, interpersonal, technical and professional skills needed for personal and career development as managers in the private, public and non-profit sectors.</p>				MG5510 MG5628 MG5561 MG5590 MG5593 MG5594 MG5595 MG5596 MG5598 MG5615 MG5620 MG5621 MG5622MG5596
	4	<p><i>MSc in Management (Marketing and Brand Management) - with and without placement/internship</i></p> <p>To master and apply the broad range of analytical, interpersonal, technical and professional skills needed for personal and career development as general managers, overseeing the management of marketing and branding in the private, public and non-profit sectors</p>				MG5510 MG5628 MG5561 MG5590 MG5595 MG5596 MG5598 MG5620 MG5621
	4	<p><i>MSc Management (Digital Entrepreneurship and Creativity Management) - with and without placement/internship</i></p> <p>To master and apply the broad range of analytical, interpersonal, technical and professional skills needed for personal and career development as general managers, overseeing the work of digital entrepreneurship</p>				MG5510 MG5628 MG5561 MG5590 MG5595 MG5596 MG5598 MG5620

		<i>and creative industry managers in the private, public and non-profit sectors</i>				
	4	<p><i>MSc Management (Technology and Innovation Management) - with and without placement/internship</i></p> <p><i>To master and apply the broad range of analytical, interpersonal, technical and professional skills needed for personal and career development as general managers, overseeing the management of technology and innovation in the private, public and non-profit sectors</i></p>				MG5510 MG5628 MG5561 MG5590 MG5595 MG5596 MG5620 MG5621
	5	<p><i>All pathways, with and without placement/internship</i></p> <p><i>To demonstrate a critical awareness of, together with an ability to lead and manage the applications of information and communications technology and innovation within business and other organisations.</i></p>				MG5510 MG5628 MG5556 MG5561 MG5590 MG5593 MG5594 MG5595 MG5596 MG5598 MG5615 MG5620 MG5621 MG5622 MG5626 MG5627
	6	<p><i>MSc Management Patway with and without placement/internship</i></p> <p><i>To undertake a piece of original research on management 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</i></p>				MG5510

		<i>managers and organisations</i>				
	6	<p><i>MSc Management/Marketing Brand Management:</i></p> <p><i>To undertake a piece of original research on management /marketing/brand management 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 managers and organisations.</i></p>				MG5510
	6	<p><i>MSc Entrepreneurship and Creativity Management:</i></p> <p><i>To undertake a piece of original research on management/entrepreneurship/creativity 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 managers, entrepreneurs, and organisations.</i></p>				MG5510
	6	<p><i>MSc Technology Innovation Management:</i></p> <p><i>To undertake a piece of original research on management and technology by using independent thought and the rigorous process of</i></p>				MG5510

		<i>research design, primary and/or secondary data collection, data analysis and to derive concise conclusions and recommendations for managers and organisations.</i>				
	7	<i>All pathways, with and without placement/internship To apply the advanced verbal and written communications, reporting and advisory skills required for effective leadership and management within businesses and other organisations.</i>				MG5510 MG5628 MG5556 MG5561 MG5590 MG5593 MG5594 MG5595 MG5596 MG5598 MG5615 MG5620 MG5621 MG5622
	8	<i>All pathways, with Placement/internship: To apply classroom-learned theory and concepts to the workplace, so creating a sustainable bridge enabling smooth progression from degree study to a management-related career</i>				MG5626 MG5627

Programme learning goals

1. Become creative, curious, and pro-active leaders.
2. Take on real word 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.

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

Methods will ensure a theoretical or academic approach with subject matter addressed faster than at undergraduate level to provide breadth and depth for evaluation of current research and scholarship in the discipline. Methods include lectures, investigations, student-led seminars and case study groups. Critical reading and seminars extend the analysis and presentation of contexts, ideas and methods. Individual and teamwork assignments and presentations build awareness and give opportunity to explore the practical implications of theory. Practice is further covered through cases, visiting practitioner speakers, IT skill exercises etc. The MSc offers on-line learning resources giving access to lecture guides, notes/sides, cases and other resources. Students will make individual and group presentations using laptops, PCs and digital projectors.

The dissertation and in company/organisational research projects are, in essence self-planned and self-directed activities, carried out under the supervision of an appropriate academic tutor, with support from an organisational supervisor being normally expected in the latter case. Both of these independent research elements will normally be closely integrated together, with dissertation-related research providing an academic framework for the scoping and implementation of the in company/organisational project, culminating in the parallel writing of the dissertation and a consultancy report for the host company/organisation. Taken together, the dissertation and project are designed to (i) continue the development of students' management skills and capabilities, functioning (ii) both as problem-solving assignments, and (iii) as the capstone of the MSc degree. They provide an opportunity to carry out a significant body of integrated research, drawing on the specialist and core knowledge and skills developed over the MSc programme. They thus enable the student to demonstrate the contribution that the MSc programme has made to their managerial knowledge and understanding and to relate their independent research to employability, as well as to academic outcomes.

Lectures, seminars, tutorials, the dissertation and in-company / organisational project together with investigations, workshops and case analysis, all extend the range and level of thinking i.e. skills of analysis and synthesis of contexts, ideas, methods and practice - required by the course. Such approaches build critical awareness as students explore the robustness and limitations of theory and its application. Seminar papers and case study reports require students to read critically to extend their analysis of the substance and presentation of contexts, ideas and methods.

The dissertation and in-company / organisational project will provide the capstone demonstration of these various skills, together requiring students to conceive, justify, design in detail and execute a major independent research project, demanding the demonstration of skills related to designing a viable project, gathering and collating material, assessing its relevance for the chosen project, and in formulating and sustaining a coherent argument.

Some modules may feature laboratory work for interpersonal skills development and IT applications. Individual and group work activities and presentations build confidence and explore the application of theory. Many assignments, student led seminars and presentations, require students to support their communication using PCs, laptops and digital projectors.

The dissertation and in-company/organisational project tasks will advance student ability across these learning outcomes. Students also complete a range of development activities related to module outcomes, contributing to the key skill development detailed here.

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

- This will include essays, reports and dissertations requiring the examination of published literature & data on a topic/issue. Some assignments will use published case studies and student generated cases.
- It will also feature numerical analysis tasks as well as reporting on published financial data.
- Assessed tasks may also feature published data and field investigation to gather data and report on new cases
- Students may also be assessed through presentations and/or delivering seminar papers
- Where modules feature an examination these may include case materials to test student analysis and evaluation of the relevance and application of theoretical frameworks.

. Assessment focuses on the student's ability to evaluate the rigour of management thinking and practice, informed by a critical understanding of theory and prescriptions relating to the management process. These skills are assessed at module level using a range of assessment instruments: coursework tasks, investigative exercises, formal examinations and dissertation plus in-company / organisational project completion.

The dissertation and in-company/organisational project test student ability across a wide range of employment related, task-oriented, project management skills, typically involving primary or secondary research, carried out outside the University, outside and / or within businesses and other organisations.

Many taught modules, (compulsory & option), involve students working in-group / team situations, the outcomes of which feature in assessed and un-assessed presentations. Students may be assessed on their understanding of field survey design and implementation and their data search skills. Many assignments, student led seminars and presentations, require students to support communication using PCs, laptops and digital projectors. They will demonstrate a range of research, data analysis and IT skills in completing module assignments, the dissertation and the in-company/organisational project.

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 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.

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>MG5556 Financial Resources Management</p> <p>MG5590 Business Planning.</p> <p>MG5633 Entrepreneurship and Small Business Management</p> <p>MG5596 Strategic Management</p> <p>MG5615 Understanding Business and Management Research</p> <p>MG5510 Dissertation (60 credits) Core: Block</p> <p>Students on the ‘with Internship’/‘with Placement’ route will additionally undertake either:</p> <p>MG5627 Placement block 1 year placement (0 credits)</p> <p>MG5626 Placement block 6-12 weeks placement (0 credits) Core: Block</p> <p>Which must be passed in order to be awarded the ‘with Internship’/‘with Placement’</p> <p>N.B. MG5510 Dissertation (60 credits) will be submitted 16 (19) months after FHEQ Level 7 start date for students on ‘with Internship’ programmes who commence in September (January) or 24 (27) months for students on ‘with Placement’ programmes.</p> <p>Marketing and Brand Management pathway. Both: MG5561 International Marketing and MG5620 Contemporary Brand Management</p>	<p>All modules are 15 credits unless otherwise specified.</p> <p>(‘General’ pathway) <i>Any two (term 1) from:</i> MG5621 Creativity, Entrepreneurship and Innovation MG5561 International Marketing MG5595 Organisational Behaviour MG5598 Technology Management</p> <p><i>Plus any one (term 2) from:</i> MG5622 Digital Creativity and New Media Management MG5593 International Business Ethic and Corporate Governance MG5594 Knowledge Management, Social Networks and Innovation MG5620 Contemporary Brand Management</p> <p>Marketing and Brand Management pathway. <i>Plus any one (term 1) from:</i> MG5621 Creativity, Entrepreneurship and Innovation MG5595 Organisational Behaviour MG5598 Technology Management</p> <p>Digital Entrepreneurship and Creativity Management pathway. Both: MG5621 Creativity, Entrepreneurship and Innovation; and MG5622 Digital Creativity and New Media Management</p> <p><i>Plus any one (term 1) from:</i> MG5561 International Marketing MG5595 Organisational Behaviour MG5598 Technology Management</p> <p>Technology and Innovation Management pathway. Both: MG5594 Knowledge Management, Social Networks and Innovation; and MG5598 Technology Management</p> <p><i>Plus any one (term 1) from:</i> MG5621 Creativity, Entrepreneurship and Innovation MG5561 International Marketing MG5595 Organisational Behaviour</p>
<p>FHEQ Level 7 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.