

Programme Specification and Curriculum Map for MA International Business Management for China



1. Programme title	International Business Management for China
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	
5. Final qualification	Master of Arts
6. Academic year	2009/10
7. Language of study	English
8. Mode of study	Full Time

9. Criteria for admission to the programme

MA, PG Diploma and PG Certificate:

Applicants should normally have

- A good Honours degree in any subject award by a UK university, or
- An equivalent qualification accepted by the University, or
- A professional qualification deemed to be of an equivalent standard.

Applicants without a degree or professional qualification may be considered if they can demonstrate a clear path of career progression. In addition, candidates need to demonstrate that they have the ability and motivation to pursue and benefit from a demanding learning schedule and that they have the experience to contribute to other candidates' learning.

For overseas students whose first language is not English or whose first degree is not from an institution where English is the sole teaching language, evidence of English proficiency is required. This is normally in the form of a certificate with a minimum IELTS result of 6.5 or a TOEFL result of 570.

10. Aims of the programme

The MA International Business Management for China is based on the premise that a thorough understanding of the core disciplines of international business management, their application in a cross-cultural setting, particularly in Sino-foreign context, and a comprehensive understanding of China's business environment are necessary for effectively working with China and Chinese organisations.

The programme is designed to enable students to specialise in international business management in the Sino-foreign context.

The modules in the MA International Business Management for China cover a broad range of subject which will prepare students to work in a complex and dynamic environment in the future. It involves rigorous training in analysing the business environment and its interactions with business organisations. It develops students' thorough understanding of managing people in a cross-cultural environment and improves students' chances of success in international business. It provides students with the opportunities to examine strategic issues faced by international businesses and to explore the strategic options available to international businesses in order to manage international operations effectively. Students will be introduced to current issues in China's economic and financial system reforms in order to develop their appreciation of China's move towards modernisation.

The main aims of the programme can be summarised as follows:

- Equip students with knowledge and skills necessary for a career in a cross-cultural setting.
- Develop students' competence in applying a range of theories to practice of international business management
- Develop students' critical and analytical abilities in relation to international business management.

Encourage a critical understanding of contemporary development in China.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. the key issues in managing people in a cross-cultural, especially a sino-foreign context
2. the theories and strategies of international business management
3. the emerging issues in Chinese business environment
4. dynamic marketing environment of China and practical differences of marketing between China and Western countries
5. methods of research and planning of research

Teaching/learning methods

Students gain knowledge and understanding through:

1. lectures will be used to instil in students the foundations of objectives 1, 2, 3, 4 and 5
2. case studies will be used to challenge students' thinking, provide practical experience so that to gain insights of real business world, and link theory to practice, to achieve objectives 1, 2, and 4 and 6.
3. class exercises will be used to achieve objectives 1 and 3.
4. open and directed discussions will be used to achieve objectives 1, 2, 3, 4 and 5.
5. directed reading will be used to achieve objectives 1, 2, 3, 4 and 5.
6. workshops will be used to achieve

	<p>objective 1 and 3.</p> <ol style="list-style-type: none"> 7. group interaction sessions will be used to achieve objectives 1, 2, 3 and 4 8. self-managed learning will be used to achieve objectives 1, 2,3, 4 and,5. 9. role play will be used to achieve objective 1. <p>Assessment Method Students' knowledge and understanding is assessed by:</p> <ol style="list-style-type: none"> 1. essays will be used to assess students' achievement of objectives 1, 2, 3 and 4. 2. case study based project will be used to assess students' achievement of objective 2 and 4 3. presentations will be used to assess achievement of objective 1, 2, 3 and 4 4. dissertation will be used to assess all the objectives.
<p>B. Cognitive (thinking) skills On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate and develop logic, critical and reflective thinking 2. analyse and interpret theoretical material in relevant fields 3. critically evaluate key arguments presented in the material of relevant fields 4. apply conceptual and analytical framework to international business issues and practices 5. synthesise information and make action proposals for specific managerial issues 6. identify and develop an area of research and sources suitable for guided research to complete a dissertation 	<p>Teaching/learning methods Students learn cognitive skills through</p> <ol style="list-style-type: none"> 1. lectures will be used to instil in students the foundations of objectives 1, 2, 3, 4, 5 and 6. 2. case studies will be used to achieve objectives 1, 2, 3, 4 and 5. 3. class exercises will be used to achieve objectives 1 and 5. 4. open and directed discussions will be used to achieve objectives 2, 4, 6 5. directed reading will be used to achieve objectives 1, 4 and 5. 6. group interaction sessions will be used to achieve objectives 1, 2, 5 and 6. <p>Assessment Method Students' cognitive skills are assessed by</p> <ol style="list-style-type: none"> 1. Reports will be used to assess students' achievement of objectives 1, 2, 3 and 4. 2. Case study based examinations will be used to assess students' achievement of objectives 1, 2, 4 and 5. 3. Presentations will be used to assess achievement of objectives 1, 2, 3, 4 and 5. 4. Dissertation will be used to assess achievement of all the objectives.

C. Practical skills

On completion of the programme the successful student will be able to:

1. organise learning and research through self management;
2. effectively communicate ideas and arguments with appropriate analytical, presentation and writing skills;
3. select and apply a variety of frameworks, models, techniques to management issues to China;
4. demonstrate ability to engage in further development in relevant fields through independent study;
5. deploy appropriate research skills in relevant fields;
6. demonstrate development of specific professional skills in management for application in the workplace;
7. learning from own experience

Teaching/learning methods

Students learn practical skills through

1. Case studies will be used to achieve objectives 1, 2, 3, 5 and 6.
2. Class exercises will be used to achieve objectives 1, 3, and 6.
3. Open and directed discussions will be used to achieve objectives 3 and 6.
4. Directed reading will be used to achieve objectives 1, 3 and 4.
5. Presentations will be used to achieve objectives 2 and 6.
6. Group interaction will be used to achieve objectives 1, 4 and 6.

Assessment Method

Students' practical skills are assessed by

1. Reports will be used to assess students' achievement of objectives 1, 2, 3, 4, and 5.
2. Case study based examination will be used to assess students' achievement of objectives 1, 2, 3, 4, and 5.
3. Skill log will be used to assess students' achievement of objectives 1, 6 and 7
4. Presentations will be used to assess achievement of objectives 1, 2, 3 and 5.
5. Dissertation will be used to assess achievement of all the objectives.

<p>D. Graduate Skills</p> <p>On completion of this programme the successful student will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. personal and career development skills; 2. effective learning, including managing time effectively; 3. effective communication in various situations, including listening, negotiating and persuading or influencing others; 4. effective teamwork skills including the ability to lead, team selection, delegation, development and management; 5. effective use of information and communication technology (ICT) in learning and research; 6. numerical and quantitative skills including the use of models in business situations. 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through</p> <ol style="list-style-type: none"> 1. Case studies will be used to achieve objectives 2, 3, 4, 5 and 6. 2. Class exercises will be used to achieve objectives 1, 3, 4 and 6. 3. Group exercises will be used to achieve objectives 1, 3 and 4. 4. Open and directed discussions will be used to achieve objectives 1, 2 and 3. 5. Directed and reflective reading will be used to achieve objectives 1, 2, and 3. 6. Role play will be used to achieve objectives 3, 4, and 5 7. Presentations will be used to achieve objectives 1, 4 and 5. 8. Computer based sessions will be used to achieve objectives 5 and 6. <p>Assessment method</p> <p>Students' transferable and graduate skills are assessed by:</p> <ol style="list-style-type: none"> 1. Reports will be used to assess students' achievement of all of the objectives. 2. Case study based examinations will be used to assess students' achievement of objectives 2, 3 and 6. 3. Skill log will be used to assess students' achievement of objectives 1, 2, 3, 4, 5 and 6. 4. Presentations will be used to assess achievement of objectives 1, 3, 4, 5 and 6. 5. Dissertation will be used to assess achievement of all the objectives.
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12. Programme structure

12.1 Overall structure of the programme

The programme is designed for one year full time or two years part-time study, and comprises of five independent learning units --- also known as module. All learning units are at level 4 and each has a credit value of 30, except for dissertation module which is 60-credit. All modules are compulsory.

MA International Business Management for China

Students can enter the programme and achieve the above award by obtaining 120 credits in all the taught modules of the programme and subsequently completing the dissertation (60 credits) successfully.

PG Diploma International Business Management for China

Students can enter the programme and achieve the above award by obtaining 120 credits in all four compulsory modules of the programme.

PG Certificate in International Business Management for China

Students can enter the programme and achieve the above award by obtaining 60 credits in the following modules: International Business Management (MGT4139) plus Contemporary Issues in Chinese Economy and Finance (ECS4025) or Marketing in China (MKT 4055).

12.2 Levels and modules

12.2 Levels and modules		
LEVEL 4		
COMPULSORY ¹	OPTIONAL ²	PROGRESSION REQUIREMENTS
Students must take ALL of the following: ECS4025 HRM 4373 MKT4055 MGT4139 MGT4141		All modules must be passed in order to progress to the dissertation stage.

¹ Compulsory modules are those that must be taken, that is, the qualification cannot be made unless these modules have been successfully completed. Each of these modules makes a unique contribution to the learning objectives of the programme or subject major/minor.

² Optional modules are modules that may be taken at the discretion of the student. It is not necessary to complete optional modules to achieve the qualification (assuming other awarding conditions are met). Optional modules make a non-unique contribution to the achievement of the learning objectives of the programme or subject major/minor.

12.3 Non-compensatable modules

Module level	Module code
MA	MGT4139, STX4113

13. Curriculum map

See Curriculum Map attached.

14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme

15. Placement opportunities, requirements and support

Internship opportunity in China is available for students on this programme. Every year, the programme will offer 2 internship spaces for a duration of 3-4 weeks. It will start after students complete all assessment of taught modules. Candidate selection will be competitive, based on three criteria: 1) individual academic performance, 2) class attendance (an indication of self-disciplines -- an attribute important for working independently abroad) and 3) a letter of expression of interests. Ideally, the students' dissertation preparation will also benefit from the internship.

Students participating in this scheme will be involved in the marketing activities of the Middlesex University China Office (in Beijing/Shanghai/Chengdu). For students with good English language skills, there might be opportunities for paid work teaching English in our relationship colleges.

Students who are interested in taking up the internship will be required to finance themselves. An initial estimation of total costs indicates a minimum budget of approximately 1,500 GBP per student. Moreover, students joining this scheme will be required to comply with University's Health and Safety, and Risk assessment.

16. Future careers

The programme integrates various practical and transferable skills into modules, aiming to prepare students for their future career development.

The programme also works closely with the International Development Office of the University to organise China related job fair and road show for our students. This year alone, we have held China Employability Road Show and ZARA China presentation.

Furthermore, students are encouraged to network, which could help them for the future career development.

17. Particular support for learning

The programme runs induction for all new students, which will help them to familiarise with the new environment and understand University's system and procedure.

All our modules benefit from support of:

- Learning resources staff and counsellors
- An OASISplus websites
- An extensive collection of online learning resources
- English language and numeric support
- Campus student advisers

Middlesex University Business School organises a guest lecture series where prominent business leaders present on key issues in business and management. Our students are encouraged to attend this series.

18. JACS code (or other relevant coding system)**19. Relevant QAA subject benchmark group(s)**

General Business and Management, 2008

20. Reference points

- QAA Guidelines for Programme Specifications
- QAA Qualifications Framework: Business and Management
- Middlesex University Regulations
- Middlesex University Learning Framework – Programme Design Guidance, 2007
- Middlesex University Learning and Quality Enhancement Handbook, 2006/2007
- Middlesex University Business School Teaching, Learning and Assessment Strategy

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations.

Curriculum map for MA International Business Management for China

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Module	Code	Programme Outcomes																				
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6
Contemporary Issues in Chinese Economy and Finance	ECS4025			✓		✓	✓	✓	✓				✓	✓	✓		✓	✓		✓	✓	
International People Management and China	HRM4373	✓	✓				✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓	
Marketing in China	MKT4055			✓	✓		✓	✓	✓				✓	✓	✓		✓	✓		✓	✓	
International Business Management	MGT4139		✓			✓	✓	✓	✓	✓			✓	✓	✓		✓	✓		✓	✓	
Dissertation	MGT4141			✓		✓	✓	✓	✓		✓	✓				✓		✓			✓	✓

Programme learning outcomes

Knowledge and understanding		Practical skills
The key issues in managing people in a cross-cultural, especially a Sino-foreign context	C1	Organise learning and research through self management
The theories and strategies of international business management	C2	Effectively communicate ideas and arguments with appropriate analytical, presentation and writing skills
The emerging issues in Chinese business environment and its dynamism	C3	Select and apply a variety of frameworks, models, techniques to management issues to China
Dynamic marketing environment of China and practical differences of marketing between China and Western countries	C4	Demonstrate ability to engage in further development in relevant fields through independent study
Methods of research and planning of research	C5	Deploy appropriate research skills in relevant fields
	C6	Demonstrate development of specific professional skills in management for application in the workplace
	C7	Learning from own experience
Cognitive skills		Graduate Skills
Demonstrate and develop logic, critical and reflective thinking	D1	Demonstrate personal and career development skills
Analyse and interpret theoretical material in relevant fields	D2	Demonstrate effective learning, including managing time effectively
Critically evaluate key arguments presented in the material of relevant fields	D3	Demonstrate effective communication in varies situations, including listening, negotiating and persuading or influencing others.
Apply conceptual and analytical framework to international business issues and practices	D4	Demonstrate effective teamwork skills including the ability to lead, team selection, delegation, development and management.
Synthesise information and make action proposals for specific managerial issues	D5	Demonstrate effective use of information and communication technology (ICT) in learning and research
Identify and develop an area of research and sources suitable for guided research to complete a dissertation	D6	Demonstrate numerical and quantitative skills including the use of models in business situations.