Programme Specification

MA International Business Management

| 1. Programme title          | MA International Business Management |
| 2. Awarding institution     | Middlesex University                 |
| 3. Teaching institution     | Middlesex University                 |
| 4. Details of accreditation by professional/statutory/regulatory body | Master of Arts Postgraduate Diploma Postgraduate Certificate |
| 5. Final qualification      |                                   |
| 6. Year of validation       |                                   |
| 7. Language of study        | English                             |
| 8. Mode of study            | Full-time/ Part-time/ 15 Month Programme |

9. Criteria for admission to the programme
Applicants must have a good honours degree from a UK University (normally classified 2.2 or above) or equivalent, or the equivalent from a recognised overseas University, or an equivalent recognised qualification. Applicants for the 15-month programme should possess a UK Honours degree (normally classified 3 or above) or an acceptable equivalent in any subject area. Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or TOEFL internet based 87 (with at least 21 in listening & writing, 22 in speaking and 23 in reading), or an equivalent qualification recognised by Middlesex University. The equivalence of qualifications from outside UK will be determined according to NARIC guidelines. We accredit prior experiential learning and welcome mature applicants with suitable life skills and work experience.
### 10. Aims of the programme

The programme aims to:

1. develop students’ knowledge and understanding of the theories that inform contemporary international business practice;
2. develop students’ ability to work effectively in a dynamic context with diversified cultures and stakeholders expectations;
3. develop students’ decision-making abilities in the context of international business environments;
4. enable students to participate and manage in different areas of organisations’ international operations, such as human resources management, marketing, accounting and global supply chain management;
5. develop students advanced skills in analysis and critical evaluation.

In the case of the Masters awards these aims will be realised in full.

**For earlier exit awards, achievement of aims will be as follows:**
- for the Diploma, all aims stated above will be achieved in full, with the exception of the fifth;
- for the Certificate exit award, all aims stated above will be achieved in full, with the exception of the fourth and fifth.

### 11. Programme outcomes

#### A. Knowledge and understanding

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

1. Key concepts, theories, models and contemporary issues related to international business.
2. Contemporary concepts, theories and development in cross culture management, corporate social responsibility, and management of diversified human resource in international contexts.
3. Current theory and practice of decision-making techniques in management contexts.

<table>
<thead>
<tr>
<th>Teaching/learning methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students gain knowledge and understanding through:</td>
</tr>
<tr>
<td>- lectures and group work;</td>
</tr>
<tr>
<td>- directed reading and independent study;</td>
</tr>
<tr>
<td>- case studies and coursework;</td>
</tr>
<tr>
<td>- electronic and online learning methods;</td>
</tr>
<tr>
<td>- facilitated discussion and guest speakers;</td>
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<tr>
<td>- individual and group research.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students’ knowledge and understanding is assessed by:</td>
</tr>
<tr>
<td>- individual and group coursework;</td>
</tr>
<tr>
<td>- presentations;</td>
</tr>
<tr>
<td>- examination;</td>
</tr>
<tr>
<td>- dissertation.</td>
</tr>
<tr>
<td>4. Emerging issues and developments related to international trade and Multinational Enterprises.</td>
</tr>
<tr>
<td>5. Methods, techniques and theoretical perspectives deployed in business management research and scholarship.</td>
</tr>
<tr>
<td>6. Key concepts, theories, and practices in selected functional areas and in international entrepreneurship.</td>
</tr>
</tbody>
</table>

For **PGDip**, learning outcomes of 1, 2, 3, 4 and 6 will be achieved.

For **Certificate**, learning outcome of 1, 2, 3, 4 will be achieved.

### B. Skills

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

1. Analyse and critically evaluate complex business issues in an international context.

2. Synthesise information from multiple sources and reach justifiable conclusions related to people, markets and products in international contexts.

3. Apply conceptual and analytical frameworks to inform effective management practice in an international context, demonstrating transferable employability skills, particularly applied to international business.

4. Select appropriate and justifiable approaches to calculating, analysing, interpreting and presenting results from a variety of decision-making and/or problems-solving techniques on complex managerial problems in an international context.

5. Select, design and apply appropriate research skills in collecting and critically analysing data.

6. Develop a variety of communication skills through written and/or oral presentations, demonstrating a capability to collaborate

### Teaching/learning methods

Students learn skills through:

- methods outlined in the Section above;
- analysis, synthesis and critical thinking are strengthened through seminar participation and independent study;
- formative and post-assessment feedback is provided on all assessed coursework.
- participation in workshops, seminars and guided discussions;
- purposefully designed exercises and activities, individual and group coursework, independent study and research methods training.

### Assessment methods

Students’ cognitive skills are assessed by:

- individual and group coursework;
- presentations;
- examination;
- dissertation.
with people from different national/cultural backgrounds and appropriate corporate social responsibility attitude.


For **PGDip**, learning outcomes of 1, 2, 3, 4, 6 and 7 will be achieved.
For **Certificate**, learning outcome of 1, 2, 3, 6 and 7 will be achieved.

### 12. Programme structure (levels, modules, credits and progression requirements)

#### 12. 1 Overall structure of the programme

<table>
<thead>
<tr>
<th><strong>Full Time MA International Business Management (180)</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT4100 International Business Strategy (30) Core</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>TERM 1</strong></th>
<th><strong>TERM 2</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>ECS4580 Trade and the Multinational Enterprise (15) Core</td>
<td></td>
</tr>
<tr>
<td>MGT4161 Management in a Globalised Context (15) Core</td>
<td></td>
</tr>
</tbody>
</table>

**Students choose one from the following optional modules for term 1 (Option 1):**

- MGT4510 Global Supply Chain Management (15)
- MGT4163 New Trends in International Business (15)

**Students choose one from the following optional modules for term 2 (Option 2):**

- MGT4520 International Entrepreneurship (15)
- HRM4427 International Reward (15)
- MKT4223 International Marketing (15)
- MKT4137 Multichannel Marketing Management (15)
- MKT4146 Cross-Cultural Communication and Global Brands (15)
- MKT4018 Entrepreneurship in the Digital Sector (15)

| MGT4162 Managing the Multinational Organisation (15) Core |
| MGT4543 Management Analytics (15) Core |

<table>
<thead>
<tr>
<th>Part Time MA International Business Management (180)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
</tr>
<tr>
<td>MGT4100 International Business Strategy (30) Core</td>
</tr>
<tr>
<td><strong>TERM 1</strong></td>
</tr>
<tr>
<td>Compulsory ECS4580 Trade and the Multinational Enterprise (15) Core</td>
</tr>
<tr>
<td><strong>TERM 2</strong></td>
</tr>
<tr>
<td>MGT4162 Managing the Multinational Organisation (15) Core</td>
</tr>
<tr>
<td><strong>YEAR 2</strong></td>
</tr>
<tr>
<td>MGT4161 Management in a Globalised Context (15) Core</td>
</tr>
<tr>
<td><strong>TERM 1</strong></td>
</tr>
<tr>
<td>Students choose one from the following optional modules for term 1 (Option 1):</td>
</tr>
<tr>
<td>MGT4510 Global Supply Chain Management (15)</td>
</tr>
<tr>
<td>MGT4163 New Trends in International Business (15)</td>
</tr>
<tr>
<td><strong>TERM 2</strong></td>
</tr>
<tr>
<td>Students choose one from the following optional modules for term 2 (Option 2):</td>
</tr>
<tr>
<td>MGT4520 International Entrepreneurship (15)</td>
</tr>
<tr>
<td>HRM4427 International Reward (15)</td>
</tr>
<tr>
<td>MKT4223 International Marketing (15)</td>
</tr>
<tr>
<td>MKT4137 Multichannel Marketing Management (15)</td>
</tr>
<tr>
<td>MKT4146 Cross-Cultural Communication and Global Brands (15)</td>
</tr>
<tr>
<td>MKT4018 Entrepreneurship in the Digital Sector (15)</td>
</tr>
<tr>
<td>FIN4550 Applied Corporate Finance (15)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PG Dip International Business Management (120)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT4100 International Business Strategy (30) Core</td>
</tr>
<tr>
<td><strong>TERM 1</strong></td>
</tr>
<tr>
<td>ECS4580 Trade and the Multinational Enterprise (15) Core</td>
</tr>
<tr>
<td><strong>TERM 2</strong></td>
</tr>
<tr>
<td>MGT4162 Managing the Multinational Organisation (15) Core</td>
</tr>
<tr>
<td>Course Code</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td>MGT4161</td>
</tr>
<tr>
<td>MGT4543</td>
</tr>
</tbody>
</table>

**Students choose one from the following optional modules for term 1 (Option 1):**

- MGT4510 Global Supply Chain Management (15)
- MGT4163 New Trends in International Business (15)

**Students choose one from the following optional modules for term 2 (Option 2):**

- MGT4520 International Entrepreneurship (15) Optional
- HRM4427 International Reward (15)
- MKT4223 International Marketing (15)
- MKT4137 Multichannel Marketing Management (15)
- MKT4146 Cross-Cultural Communication and Global Brands (15)
- MKT4018 Entrepreneurship in the Digital Sector (15)
- FIN4550 Applied Corporate Finance (15)

**PG Cert International Business Management (60)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT4100</td>
<td>International Business Strategy (30) Core</td>
<td></td>
</tr>
</tbody>
</table>

**TERM 1**

- ECS4580 Trade and the Multinational Enterprise (15) Core

**TERM 2**

- MGT4162 Managing the Multinational Organisation (15) Core

**Students on the 15 month programme take the following two modules before progressing onto Level 7 (MA International Business Management):**

- MGT3402 Academic Practice in Business (30)
- MGT3403 Key Management Concepts (30)
### 12.2 Levels and modules

#### Level 6

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>OPTIONAL</th>
<th>PROGRESSION REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must take all of the following:</td>
<td></td>
<td>Students on the <strong>15 month</strong> course only, must take the following <strong>two</strong> modules before progress onto the master’s degree.</td>
</tr>
<tr>
<td>MGT3402 30 credits</td>
<td></td>
<td></td>
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<tr>
<td>MGT3403 30 credits</td>
<td></td>
<td></td>
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</tbody>
</table>

#### Level 7

<table>
<thead>
<tr>
<th>COMPULSORY</th>
<th>OPTIONAL</th>
<th>PROGRESSION REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students must take all of the following:</td>
<td>Students choose <strong>one</strong> from the following optional modules for term 1 (both are 15 credit):</td>
<td>All taught modules (120 credit points) must be passed in order to progress onto the dissertation stage.</td>
</tr>
<tr>
<td>MGT4100 30 credits</td>
<td>MGT4510</td>
<td></td>
</tr>
<tr>
<td>MGT4161 15 credits</td>
<td>MGT4163</td>
<td></td>
</tr>
<tr>
<td>MGT4162 15 credits</td>
<td>Students choose <strong>one</strong> from the following optional modules for term 2 (all are 15 credit):</td>
<td></td>
</tr>
<tr>
<td>MGT4543 15 credits</td>
<td>MGT4520</td>
<td>MGT4550</td>
</tr>
<tr>
<td>ECS4580 15 credits</td>
<td>HRM4427</td>
<td></td>
</tr>
<tr>
<td>MGT4900 60 credits</td>
<td>MKT4223</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT4137</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT4146</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKT4018</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FIN4550</td>
<td></td>
</tr>
</tbody>
</table>

### 12.3 Non-compensatable modules

(note statement in 12.2 regarding FHEQ levels)

<table>
<thead>
<tr>
<th>Module level</th>
<th>Module code</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

### 13. Curriculum map

See attached.

### 14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme, without exception.
### 15. Placement opportunities, requirements and support (if applicable)
Not applicable as part of this programme. Further information can be found in the Employability Service.

### 16. Future careers (if applicable)
The programme will develop candidates’ knowledge, skills and capabilities to an advanced level in managing in an international context, enabling them to assume managerial positions in organisations already engaged in international business or contemplating internationalisation of their operations.

Graduates will in this way be better equipped for entrepreneurial activity in an international context and employment in a relevant managerial capacity. For those who have taken a career break to study, this programme will enhance opportunities for career progression. The Hendon Campus Employability Service offer postgraduate students support in planning their career.

### 17. Particular support for learning (if applicable)
In addition to Middlesex University's campus student achievement advisers, learning resources staff and counsellors, there are some forms of support particularly relevant to this programme: programme induction and orientation; designated 'office hours' and one-to-one meetings with teaching staff, English language and numeracy support; programme and module web-site and on-line discussion boards.

Tailored English language and learning support classes will be provided to support the students during their studies on this programme. Support will be provided to develop both written and spoken English for International students, and help develop confidence in essay writing and study skills. Self-access materials and LET interactive learning support will be directly linked on the programme page.

Middlesex University is committed to breaking down any barriers which might prevent a disabled person from actively participating in the academic life. This extends to the provision of learning support and support in relation to assessment for people with disabilities.

### 18. JACS code (or other relevant coding system)
N200

### 19. Relevant QAA subject benchmark group(s)
Master Awards in Business and Management
20. Reference points

- QAA Guidelines for programme specifications
- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA Subject Benchmark for Masters Awards in Business & Management
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Regulations (2016-7)
- Middlesex University Learning, Teaching and Assessment Strategy
- Middlesex University Business School Teaching, Learning and Assessment Strategy
- Middlesex University Business School Mission and Vision

21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student achievement
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

See Middlesex university’s Learning and Quality Enhancement Handbook for further information.

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 rest of your programme handbook and the university regulations.
### 22. Assessment Timetable

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Assessment Type</th>
<th>Week(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT4100 International Business Strategy</td>
<td>Individual coursework</td>
<td>LW 1-5</td>
</tr>
<tr>
<td>ECS4580 Trade and the Multinational Enterprise</td>
<td>MCQ, 40% (or LW 10)</td>
<td>LW 6</td>
</tr>
<tr>
<td>MGT4161 Management in a Globalised Context</td>
<td>Individual coursework</td>
<td>LW 7</td>
</tr>
<tr>
<td>MGT4162 Managing the Multinational Organisation</td>
<td>Individual coursework</td>
<td>LW 8</td>
</tr>
<tr>
<td>MGT4543 Management Analytics</td>
<td>Individual coursework</td>
<td>LW 9</td>
</tr>
<tr>
<td>MGT4510 Global Supply Chain Management</td>
<td>Coursework</td>
<td>LW 10</td>
</tr>
<tr>
<td>MGT4163 New Trends in International Business</td>
<td>Individual coursework</td>
<td>LW 11</td>
</tr>
<tr>
<td>MGT4520 International Entrepreneurship</td>
<td>Individual coursework</td>
<td>LW 12</td>
</tr>
<tr>
<td>HRM4427 International Reward Management</td>
<td>Individual essay</td>
<td>LW 13</td>
</tr>
<tr>
<td>MKT4223 International and Cross-Cultural Marketing</td>
<td>Individual essay, 40%</td>
<td>LW 14</td>
</tr>
<tr>
<td>MKT4137 Multichannel Marketing Management</td>
<td>Individual coursework, 40%</td>
<td>LW 15</td>
</tr>
<tr>
<td>MKT4146 Cross-Cultural Communication for Global Brands</td>
<td>Individual coursework, 40%</td>
<td>LW 16</td>
</tr>
<tr>
<td>MKT4018 Entrepreneurship in the Digital Sector</td>
<td>Individual coursework, 40%</td>
<td>LW 17</td>
</tr>
<tr>
<td>FIN4550 Applied Corporate Finance</td>
<td>Individual coursework, 40%</td>
<td>LW 18</td>
</tr>
<tr>
<td>MGT4900 MA International Business Management Project</td>
<td>Individual coursework 40%, Report</td>
<td>LW 19</td>
</tr>
<tr>
<td></td>
<td>Individual business plan</td>
<td>LW 20</td>
</tr>
<tr>
<td></td>
<td>Individual report 70%</td>
<td>LW 21</td>
</tr>
<tr>
<td></td>
<td>Individual report 70%</td>
<td>LW 22</td>
</tr>
<tr>
<td></td>
<td>Individual report 70%</td>
<td>LW 23</td>
</tr>
<tr>
<td></td>
<td>Individual report 70%</td>
<td>LW 24</td>
</tr>
<tr>
<td></td>
<td>Individual report 70%</td>
<td>Week 25</td>
</tr>
</tbody>
</table>

**Grading Breakdown:**
- **Individual coursework:** 50%
- **Group coursework:** 35%
- **Panel discussion based on the first individual essay:** 30%
- **Individual essay:** 50%
- **Individual report:** 70%
- **Group presentation:** 40%