



GLASGOW CALEDONIAN UNIVERSITY

Programme Specification Pro-forma (PSP)

1. GENERAL INFORMATION

1. Programme Title:	Global MBA (Glasgow, FT) Global MBA (London, FT) Global MBA (Public Health) (London, FT) Global MBA (Insurance) (London, FT) Global MBA Distance Learning
2. Final Award:	Global Master of Business Administration Global MBA (Public Health) Global MBA (Insurance)
3. Exit Awards:	Post Graduate in Business Administration Post Graduate Diploma in Business Administration
4. Awarding Body:	Glasgow Caledonian University
5. Period of Approval:	September 2023 to September 2028
6. School:	Glasgow School for Business & Society
7. Host Department:	Management & HRM
8. UCAS Code:	
9. PSB Involvement:	n/a
10. Place of Delivery:	Any GCU Campus Online/Distance Learning subject to availability
11. Subject Benchmark Statement:	QAA Subject Benchmark Statement: Master's Degrees in Business and Management
12. Dates of PSP Preparation/Revision:	November 2022

2. EDUCATIONAL AIMS OF THE PROGRAMME

The Global MBA programme presents students with an opportunity to engage in an exciting pathway of self-development, which directly addresses industry requirements for graduates who are reflective practitioners, with an understanding of the broad context and principles of managing organisations and themselves, across local and global contexts, in changing environments. The full-time on-campus delivery in Glasgow and London, as well as distance learning part-time delivery, provides an opportunity for international and domestic students alike to study leadership and management in a truly global hub for private, public and third sector with access to GCU's global network. The online distance learning delivery of the programme is ideal for applicants who work full-time and would prefer to do the programme on a part-time basis, with flexibility to study fully online at their own pace and time.

The programme is designed for graduates of any discipline who want to develop their leadership and management knowledge and skills with a global perspective and a clear emphasis on responsible leadership, ethics and sustainability. On graduating from this programme, students will join the group of GCU alumni, many of whom occupy a global

presence, at senior level, across industries, as well as the Global MBA alumni comprising graduates from all Global MBA deliveries and Transnational Education partnerships (TNEs). The programme is global in outlook and is cognisant of the opportunities and challenges that a globalised environment presents to private, public and third sector organisations to act responsibly for a sustainable transformational impact.

A distinctive feature of the Global MBA programme is its commitment to the Common Good principles and sustainability and ensuring that Global MBA graduates deliver sustainable value for both business and society. Embedded in the programme, are the principles of the United Nations Principles for Responsible Management Education (PRME) as well as alignment to the United Nations Sustainable Development Goals. By incorporating sustainability values at the heart of the Global MBA programme, GCU is committed to developing responsible leaders who will direct corporations in the creation of sustainable social, environmental and economic value.

The programme draws on GCU Glasgow and London's respected track record of providing global marketing and management education with each campus offering electives based on their areas of specialism on offer on each campus. On the London campus, two specialist pathways are also offered, in the areas of Insurance and Public Health.

The programme will allow students to build a portfolio of hard and soft skills and will provide valuable opportunities for students to interact with business leaders, alumni and leading professionals, thus building social capital and industry contacts. The variety of student backgrounds on the Global MBA programme exposes individuals to different industry sectors, cultures and traditions, augmenting cultural capital and acclimatising students to the challenges of working internationally and cross-culturally.

Accordingly, the Global MBA aims to:

- support career development for strategic roles in management, where key focus is to develop managerial behaviour which embeds Responsible Leadership into day-to-day business practice and focuses on working towards a sustainable global society;
- broaden and update the students' management knowledge and skills, with particular reference to responsible leadership in the global context;
- develop the students' ability to analyse management situations which are uncertain, ambiguous or carry risk;
- further develop the students' ability to competently communicate to their stakeholders' alternative approaches to the analysis and resolution of management issues and problems;
- further develop the students' skills in applying research methods and problem-solving techniques to management issues.

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 11

Global MBA (Full-time, Campus delivery Glasgow/London)

Module Code	Module Title	Credit
MMN130230	Responsible Leadership Skills in International Contexts	15
MMN530227	Marketing and Brand Management	15
MMN230225	Corporate Social Responsibility for Sustainable Development	15
MMN230231	Strategic Management	15
MMN330226	Financial and Business Data Analysis	15
MMN930229	Methods for Business Research and Consultancy	15
MMN930228	MBA Project	60
	Electives Modules (Glasgow FT delivery)	
MMN230174	(Global Supply Chain Management)	15
MMN230173	(Sustainable Operations Management)	15
MMN530247	(Consumer Behaviour and Ethical Consumption)	15
MMN130218	(Social Innovation Solutions)	15
MMN530232	(Applied Social Marketing)	15
MMN630233	(Crisis and Operational Resilience)	15
MMN230178	(Project Management)	15
MMN230214	(Leading Responsible Change)	15
MMN230219	(Fundamentals of Risk Management)	15
MMN130235	(International Trade and the WTO)	15
	Electives Modules (London FT delivery)	
MMW226528	(Managing Change)	15
MMW226522	(Innovation and Global Marketing Logistics)	15
MMB725029	(The Principles and Theory of Public Health Practice)	15
MMN225366	(Insurance Automation, Analytics, Digitalisation and Cyber Security)	15
MMN225374	(Innovation and Entrepreneurship)	15
MMW226525	(International Marketing Strategy)	15
MMB725021	(Social Action Approaches in Public Health)	15
MMN225371	(Insurance Solutions for Risk in Emerging Markets)	15
	Exit Award – Global Master of Business Administration	180
<p>Post Graduate Certificate in Business Administration: To be eligible to achieve the award of Postgraduate Certificate in Business Administration students must achieve a total of 60 credits from the modules listed above (<i>excluding</i> the MBA Project module [60 credits]).</p> <p>Post Graduate Diploma in Business Administration: To be eligible to achieve the award of Postgraduate Diploma in Business Administration students must achieve a total of 120 credits from the modules listed above. The 120 credits may include the MBA Project [60 credits].</p> <p>Global Master of Business Administration: The final award will be conferred on students who have successfully completed the entire programme of study attracting 180 credits at SCQF level 11.</p>		
SCQF Level 11		
Global MBA (Distance Learning)		

MMN130230	Responsible Leadership Skills in International Contexts	15
MMN630233	Crisis and Operational Resilience	15
MMN530227	Marketing and Brand Management	15
MMN230225	Corporate Social Responsibility for Sustainable Development	15
MMN230231	Strategic Management	15
MMN330226	Financial and Business Data Analysis	15
MMN230219	Fundamentals of Risk Management	15
MMN930229	Methods for Business Research and Consultancy	15
MMN930228	MBA Project	60
Exit Award – Global Master of Business Administration		180

Post Graduate Certificate in Business Administration:

To be eligible to achieve the award of Postgraduate Certificate in Business Administration students must achieve a total of 60 credits from the modules listed above (*excluding* the MBA Project module [60 credits]).

Post Graduate Diploma in Business Administration:

To be eligible to achieve the award of Postgraduate Diploma in Business Administration students must achieve a total of 120 credits from the modules listed above. The 120 credits may include the MBA Project [60 credits].

Global Master of Business Administration:

The final award will be conferred on students who have successfully completed the entire programme of study attracting 180 credits at SCQF level 11.

SCQF Level 11

Global MBA (with specialisation – applies to London delivery only)

London FT students are offered the opportunity to exit with a specialisation, i.e. **Global MBA (Specialisation)**. In order to warrant a bracketed specialisation of the Global MBA the following **criteria** need to be fulfilled:

- 50% of taught credits are specialised:
 - o 30 credits (25%) of taught modules need to be dedicated specialisation modules and
 - o equivalent of 30 credits of cumulative weighted assessments in non-specialisation modules where the topic is chosen by students needs to support the specialisation;
- 60 credit MBA Project's topic suits the specialisation.

Global MBA (Public Health) (London Delivery only)

* specialised 'Public Health' modules

** modules that permit at least 50% of the assessment to be specialised/ tailored

*** MBA Project needs to be tailored to anticipated specialisation

MMN130230	Responsible Leadership Skills in International Contexts	15
MMN530227	Marketing and Brand Management **	15

MMN230225	Corporate Social Responsibility for Sustainable Development **	15
MMN230231	Strategic Management **	15
MMN930229	Methods for Business Research and Consultancy**	15
MMN330226	Financial and Business Data Analysis	15
MMB725029	(The Principles and Theory of Public Health Practice)*	15
MMB725021	(Social Action Approaches in Public Health)*	15
MMN930228	MBA Project ***	60
Exit Award – Global Master of Business Administration		180

Post Graduate Certificate in Business Administration:

To be eligible to achieve the award of Postgraduate Certificate in Business Administration students must achieve a total of 60 credits from the modules listed above (of which up to 15 credits can come from the specialisation elective modules), excluding the MBA Project [60 credits]. The PgC is not specialised/ bracketed.

Post Graduate Diploma in Business Administration (Public Health):

To be eligible to achieve the award of Postgraduate Diploma in Business Administration (Public Health) students must achieve a total of 120 credits from the modules listed above (of which 30 credits should come from the specialisation elective modules). The 120 credits may include the MBA Project [60 credits].

Global Master of Business Administration (Public Health):

To be eligible to achieve the final award of Global Master in Business Administration (Public Health) students must successfully complete all modules listed above attracting 180 credits at SCQF level 11.

SCQF Level 11

Global MBA (Insurance) (London Delivery only)

* specialised 'Insurance' modules

** modules that permit at least 50% of the assessment to be specialised/ tailored

*** MBA Project needs to be tailored to anticipated specialisation

MMN130230	Responsible Leadership Skills in International Contexts	15
MMN530227	Marketing and Brand Management **	15
MMN230225	Corporate Social Responsibility for Sustainable Development **	15
MMN230231	Strategic Management **	15
MMN930229	Methods for Business Research and Consultancy**	15
MMN330226	Financial and Business Data Analysis	15
MMN225371	(Insurance Solutions for Risk in Emerging Markets)*	15
MMN225366	(Insurance Automation, Analytics, Digitalisation and Cyber Security)*	15
MMN930228	MBA Project ***	60
Exit Award – Global Master of Business Administration		180

Post Graduate Certificate in Business Administration:

To be eligible to achieve the award of Postgraduate Certificate in Business Administration students must achieve a total of 60 credits from the modules listed above (of which up to 15

credits can come from the specialisation elective modules), excluding the MBA Project [60 credits]. The PgC is not specialised/ bracketed.

Post Graduate Diploma in Business Administration (Insurance):

To be eligible to achieve the award of Postgraduate Diploma in Business Administration (Insurance) students must achieve a total of 120 credits from the modules listed above (of which 30 credits should come from the specialisation elective modules). The 120 credits may include the MBA Project [60 credits].

Global Master of Business Administration (Insurance):

To be eligible to achieve the final award of Global Master in Business Administration (Insurance) students must successfully complete all modules listed above attracting 180 credits at SCQF level 11.

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the [Regulations](#) that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.