# Postgraduate Programme Specification

# Master of Science in International Business Management with Professional Practice

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

| GENERAL INFORMATION | |
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| **Programme Title** | Master of Science in International Business Management |
| **Final Award** | Master of Science in International Business Management |
| **Awarding Body** | Glasgow Caledonian University |
| **School** | Glasgow School for Business & Society |
| **Department** | Management |
| **Mode of Study** | Full-time |
| **Location of Delivery** | Glasgow Campus |
| **UCAS Code** | |
| **Accreditations (PSRB)** | |
| **Period of Approval** | From: September 2023 To: August 2028 |

| EDUCATIONAL AIMS OF PROGRAMME |
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| This programme prepares students to enter the dynamic, fast-paced, global business environment, with a comprehensive understanding of the challenges faced by managers as well as insight into the strategies, policies and practices key to managing these challenges. The programme modules will also take a global perspective as their primary starting point and align to QAA Benchmark Statements as a reference point. In particular, the purpose of the programme aligns to Section 2.1 QAA Benchmark Statement by advancing the study of organisations; preparing students for a career in business; enhancing the ability of students to apply knowledge and understanding of business in an international context; building transferable skills; and developing lifelong learning skills. This programme aims to equip students with the leadership and interpersonal skills required for a successful career in international business management. Central to the programme is the personal and professional development of students with an emphasis on managing self and others, responsible leadership, cross-cultural awareness and global citizenship. The study of the geopolitical, societal, economic and financial business environment contributes to understanding of contemporary and emerging issues in global business strategy, organisational resilience and ethical business practices.<br><br>The study of the geopolitical, societal, economic and financial business environment contributes to understanding of contemporary and emerging issues in global business strategy, digital marketing and branding. Also critical to the study of international business management is insight into the policies and techniques applicable to managing people and processes to deliver sustainable business performance. This Masters degree will enhance student employability |

through participation in a wide-range of teaching and learning experiences including integrative case studies, group projects and presentations, company visits and industry speakers.

The primary aim of this programme is to provide a broad, analytical and integrative study of international business and management. The primary aim of the programme is to provide a critical understanding and knowledge of fundamental areas of global business and management from an international perspective by:

- enabling students to critically evaluate appropriate models and techniques for diverse competitive environments in the global economy;
- providing practical insights into applicable techniques and methods for international business management including managing diversity, strategy, risk and finance;
- enabling students to identify, analyse, and adapt to different cultural environments and to become effective global citizens;
- facilitating students to develop an entrepreneurial mindset within an ethos of ethical business practice, sustainability and management leadership responsibility.

## LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

### A: Knowledge and understanding;
A1  Contemporary issues, policies and practices relating to the principles of responsible management and sustainable organisational performance.
A2  Analytical tools and frameworks for strategic and financial analysis and ethical decision making within an international context.
A3  The nature of social science research philosophies, methodologies and techniques to advance scholarship and research in international business management.
A4  The impact of the economic and geopolitical environment and capital markets on the leadership and management of local, national and international organisations.
A5  The challenges relating to harnessing employee capabilities, managing cultural diversity and improving business processes to create an ethical performance improvement culture.
A6  Role of marketing and branding in an international, digital and virtual environment.

### B: Practice: Applied knowledge, skills and understanding;
B1  Critically review, synthesise and develop knowledge relevant to international business management.
B2  Critically analyse, evaluate and synthesise qualitative and quantitative information.
B3  Critically analyse current thinking, research and business practice in international business management.
B4  Utilise relevant information sources in an appropriate manner to generate alternative decisions and formulate creative solutions.
B5  Demonstrate originality, insight and innovativeness in tackling and solving problems.
B6  Reflect on personal learning and development.

### C: Generic cognitive skills;
C1  Effective use of communication and information technologies to present ideas, analyse problems and develop clear and concise conclusions and recommendations.
C2  Professionalism in the use of a range of oral communications techniques when articulating ideas and concepts.

C3    Report and project writing skills.
C4    Numeracy and quantitative skills in interpreting financial and statistical data.
C5    Effective leadership and team working skills, including cross-cultural sensitivity, team-building and project management in group work situations.
C6    Ethical decision-making, negotiation and conflict resolutions skills.
C7    Career development and continuing professional development skills.
C8    Creative digital communication skills.

**D: Communication, numeracy and ICT skills**
D1    Cognitive and intellectual skills including critical thinking, self-reflection, creativity and ethical problem-solving.
D2    Presentation skills: written communication in a variety of formats; visual and oral presentational skills.
D3    Planning and time-management; organising and planning work; self-management and independent working.
D4    Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mindset.
D5    Inter-personal skills including questioning and listening, influencing and persuading, advising others and giving feedback.
D6    Research skills: information retrieval and collection; data analysis and synthesis.

**E: Autonomy, accountability and working with others.**
E1    Effective leadership and team working skills, including cross-cultural sensitivity, team-building and project management in group work situations.
E2    Planning and time-management: organising and planning work, self-management and independent working.
E3    Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mindset.
E4    Inter-personal skills including questioning and listening, influencing and persuading, advising others and giving feedback.
E5    Manage complex ethical and professional issues and make informed judgements on issues not addressed by current professional and/or ethical codes or practices.
E6    Exercise substantial autonomy and initiative in professional and equivalent activities.

## LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:
- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The dedicated Strategy for Learning for the programme is designed specifically to meet the overall educational aims of the programme as well as the specific learning outcomes expected of students. The teaching/ learning approaches will be student-centred, practical, participative, and relevant to the needs of the student and the employing industries; considering the availability of resources and effective use of the time available. This implies a move away from the traditional teacher centred learning in which the student's role was often passive, merely receiving information provided by the lecturer, towards a more networked and adaptive learning approach. This 'shift' is a deliberate strategic aim of the programme.

A blended approach is adopted for learning and teaching with the use of both face-to-face contact in the mix of lectures, seminars, practical sessions, tutorials, mentoring and workshops (as appropriate for each module) as well as directed and independent (including web-based) study. The nature of the classroom setting is a balance between knowledge transfer, interactivity and group activities; with students expected to contribute to the learning environment. The range of modules from theoretical to practical and business-orientated is designed to generate the wide array of knowledge and skills necessary for graduate entering marketing management positions in industry. Guest industry speakers will also be utilised and, when possible, 'live' case study challenges will be set for student assessments. The student cohort is international which allows staff and students to learn from each other's experiences, promotes diversity and ensures that there is not a focus on a "western world" lens.

The teaching/learning strategy incorporates the use of computer-based applications and resources and, specifically, GCU Learn (Virtual Learning Environment) as well as access, teaching and support for the use of an array of creative technologies and software. A range of assessment methods are used which are designed to provide the knowledge and understanding required of the aims of the programme and to develop the array of intellectual, professional and transferable skills demanded of the programme. As such, a balance of tutor and peer-assessed coursework assessments has been created to ensure academic rigour in relation to knowledge and intellectual ability as well as the development of professional and transferable skills. The nature of coursework assessments range from individual and group-based projects leading to individual and group reports, the use and application of creative technologies, virtual projects, blogs, group presentations and self and peer review. Applicants may have a background in business and management, however due to its wide approach to international business the programme will also be attractive to those who have studied non-business-related subjects at undergraduate level.

## ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:
- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

*Programme Assessment Strategy*:
The assessment methods used in the programme are designed to provide the knowledge and understanding required of the aims of the programme and to develop the array of intellectual, professional and transferable skills demanded of the programme. As such, a balance of coursework assessments has been created to ensure academic rigour in relation to knowledge and intellectual ability as well as the development of professional and transferable skills. Coursework range from 2000-3000 word essays/reports (e.g. Individual Global Market Opportunity Analysis (GMOA) report and a Sustainability Plan), group presentation, case study analysis and financial spreadsheet exercises and a 12000 word project. Standard university assessment regulations apply to this programme.

*Programme Feedback Strategy*:
Module teaching teams ensure that specific student feedback is available on all forms of assessed work within appropriate timescales (and GCU guidelines) – normally 3 working weeks for assessments. Formal feedback on written assessments is normally provided online via GradeMark, or Blackboard.

## ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

The Course webpage specific to this Programme is: MSc International Business Management | Glasgow Caledonian University | Scotland, UK (gcu.ac.uk)

All students entering the programme are required to adhere to the GCU Code of Student Conduct.

**PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS[1]**

The following modules are delivered as part of this programme:

| Module Code | Module Title | Core or Optional | SCQF Level | Credit Size | Coursework % | Examination % | Practical % |
|---|---|---|---|---|---|---|---|
| MMN430180 | Ethics, Sustainability & Governance | C | 11 | 15 | 50/50 | 0 | 0 |
| MMN130618 | Contemporary Issues in International Business | C | 11 | 15 | 50/50 | 0 | 0 |
| MMN130221 | Global Strategy and Sustainability | C | 11 | 15 | 50/50 | 0 | 0 |
| MMN330175 | Financial Management for Global Decision Makers | C | 11 | 15 | 100 | 0 | 0 |
| MMN230224 | International Operations Management | C | 11 | 15 | 100 | 0 | 0 |
| MMN630213 | International Approaches to Managing People | C | 11 | 15 | 100 | 0 | 0 |
| MMN230223 | International Marketing Management | C | 11 | 15 | 50/50 | 0 | 0 |
| MMN230181 | Postgraduate Research Methods | C | 11 | 15 | 50/50 | 0 | 0 |
| MMN630209 | Developing Leadership for the Common Good | C | 11 | 15 | 100 | 0 | 0 |
| MMN230182 | Masters Research Project | C | 11 | 45 | 100 | 0 | 0 |

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January).

The following final and early Exit Awards are available from this programme[2]:

**Postgraduate Certificate in International Business Management** - *achieved upon successful completion of 60 credits*

**Postgraduate Diploma in International Business Management -** *achieved upon successful completion of 120 credits*

**Master of Science in International Business Management** - *achieved upon successful completion of 180 credits*

**ASSESSMENT REGULATIONS**

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[1] Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here:
www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

[2] Please refer to the GCU Qualifications Framework for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:
www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

| VERSION CONTROL (to be completed in line with AQPP processes) <br> Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered. | | | |
| --- | --- | --- | --- |
| *Version Number* | *Changes/Updates* | *Date Changes/Updates made* | *Date Effective From* |
| 1.1 | *information transferred to new template and module changes effective from September 2024* | June 2024 | September 2024 |
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