Appendix 1: Programme Specification

Programme Specification for MA International Business Management

1. Programme title	MA International Business Management
2. Awarding institution	Middlesex University
3a. Teaching institution **3b. Language of study**	Middlesex University
4a. Valid intake dates **4b. Mode of study** **4c. Delivery method**	**Oct 2022** ☒ **On-campus/Blended** ☒ **Distance Education**
5. Professional/Statutory/Regulatory body	n/a
6. Apprenticeship Standard	n/a
7. Final qualification(s) available	MA International Business Management
8. Year effective from	**October 2022**

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.

4. Emerging issues and developments related to international trade and Multinational Enterprises.

5. Methods, techniques and theoretical perspectives deployed in business management research and scholarship.

6. Key concepts, theories, and practices in selected

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

Assessment methods
Students' knowledge and understanding is assessed by:
- individual and group coursework;
- presentations;
- dissertation.

functional areas and in international entrepreneurship. 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 with people from different national/cultural backgrounds and appropriate corporate social responsibility attitude. 7. Demonstrate an advanced capability for self-managed, self-directed learning. 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.	**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; • dissertation.

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

12. 1 Overall structure of the programme

Full Time MA International Business Management (180)	
MGT4100 International Business Strategy (30) Core	
TERM 1	**TERM 2**
ECS4580 Trade and the Multinational Enterprise (15) Core MGT4161 Management in a Globalised Context (15) Core	MGT4162 Managing the Multinational Organisation (15) Core MGT4543 Management Analytics (15) Core
DISTANCE EDUCATION	**DISTANCE EDUCATION**
Students take the following Optional Module: MGT4510 Global Supply Chain Management (15)	**Students take the following Optional Module:** MGT4520 International Entrepreneurship (15)
ON – CAMPUSBLENDED	**ON - CAMPUS/BLENDED**
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) FIN4550 Applied Corporate Finance (15)
MGT4900 MA International Business Management Project (60) Core	

Part Time MA International Business Management (180)	
YEAR 1	
MGT4100 International Business Strategy (30) Core	
TERM 1	**TERM 2**
Compulsory ECS4580 Trade and the Multinational Enterprise (15) Core	MGT4162 Managing the Multinational Organisation (15) Core
YEAR 2	
TERM 1	**TERM 2**
MGT4161 Management in a Globalised	MGT4543 Management Analytics (15) Core

Context (15) Core	
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) FIN4550 Applied Corporate Finance (15)
MGT4900 MA International Business Management Project (60) Core	

PG Diploma International Business Management (120)	
MGT4100 International Business Strategy (30) Core	
TERM 1	**TERM 2**
ECS4580 Trade and the Multinational Enterprise (15) Core MGT4161 Management in a Globalised Context (15) Core	MGT4162 Managing the Multinational Organisation (15) Core MGT4543 Management Analytics (15) Core
DISTANCE EDUCATION	**DISTANCE EDUCATION**
Students take the following Optional Module: MGT4510 Global Supply Chain Management (15)	**Students take the following Optional Module:** MGT4520 International Entrepreneurship (15)
ON - CAMPUS/BLENDED	**ON - CAMPUS/BLENDED**
Students choose one from the following optional modules for term 1 (Option 1): MGT4510 Global Supply Chain Management (15) MGT4163 New Trends in International	**Students choose one from the following optional modules for term 2 (Option 2):** MGT4520 International Entrepreneurship (15) HRM4427 International Reward (15)

Business (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)	
MGT4100 International Business Strategy (30) Core	
TERM 1	**TERM 2**
ECS4580 Trade and the Multinational Enterprise (15) Core	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		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: **MGT3402** *30 credits* **MGT3403** *30 credits*		Students on the **15 month** course only, must take the following **two** modules before progress onto the master's degree.
Level 7		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: **MGT4100** *30 credits* **MGT4161** *15 credits* **MGT4162** *15 credits* **MGT4543** *15 credits* **ECS4580** *15 credits* **MGT4900** *60 credits*	**DISTANCE EDUCATION** Students take the following 15 credit modules: Term 1 MGT4510 Term 2 MGT4520 **ON - CAMPUS /BLENDED** Students choose **one** from the following optional modules for Term 1 (both are 15 credit): MGT4510 MGT4163 Students choose **one** from the following optional modules for Term 2 (all are 15 credit): MGT4520 HRM4427 MKT4223 MKT4137 MKT4146 MKT4018 FIN4550	All taught modules (120 credit points) must be passed in order to progress onto the dissertation stage for MA and the Integrated Placement MA

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
	None

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)
n/a

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 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 Learning Framework – Programme Design Guidance, 2015
- 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

	LW 1-5	LW 6	LW 7	LW 8	LW 9	LW 10	LW 11	LW 12	LW 13	LW 14	LW 15	LW 16	LW 17	LW 18	LW 19	LW 20	LW 21	LW 22	LW 23	LW 24	Week 25
MGT4100 International Business Strategy							In-class tests 15%						Individual Coursework 50%								Group coursework 35%
ECS4580 Trade and the MNE						MCQ 40% (or LW10)		coursework 50%+10%													
MGT4161 Management in a Globalised Context		Individual coursework 50%							coursework 20%+30%												
MGT4162 Managing the Multinational Organisation												Individual essay 30%					Individual essay 40%		Panel discussion based on the first individual essay 30%		
MGT4543 Management Analytics														MCQ 40%						individual essay 60%	
MGT4510 Global Supply Chain Management			Coursework 50%						Coursework 50%												
MGT4163 New Trends in International Business					Individual coursework 80%			Panel discussion 20%													
MGT4520 International Entrepreneurship															Group presentation 30%						Individual report 70%
HRM4427 International Reward Management																				Individual report 70%	
MKT4223 International and Cross-Cultural Marketing															Individual essay 40%			and presentation 60%			

Module																		
MKT4137 Multichannel Marketing Management													In-class quiz 20%				In-class quiz 20%	Individual Report 60%
MKT4146 Cross-Cultural Communication for Global Brands													Individual coursework 50%					Individual Memorandum and Justification 50%
MKT4018 Entrepreneurship in the Digital Sector													Individual coursework 40%					Individual business plan 60%
FIN4550 Applied Corporate Finance																	Report 100%	
MGT4900 MA International Business Management Project																		Proposal

Appendix 2: Curriculum map for MA International Business Management

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

Programme learning outcomes

Knowledge and understanding		Skills	
A1	Key concepts, theories, models and contemporary issues related to international business and development	B1	Analyse and critically evaluate complex business issues in an international context
A2	Contemporary concepts, theories and development in cross cultural management, corporate social responsibility and management of diversified human resources in international contexts	B2	Synthesise information from multiple sources and reach justifiable conclusions related to people, markets and products in international contexts
A3	Current theory and practice of decision-making techniques in management contexts	B3	Apply conceptual and analytical frameworks to inform effective management practice in an international context, demonstrating transferable employability skills, particularly applied to international business
A4	Emerging issues and developments related to international trade and Multinational Enterprises	B4	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
A5	Methods, techniques and theoretical perspectives deployed in business management research and scholarship	B5	Select, design and apply appropriate research skills in collecting and critically analysing data
A6	Key concepts, theories, and practices in selected functional areas and international entrepreneurship	B6	Develop a variety of communication skills through written and/or oral presentations, demonstrating a capability to collaborate with people from different national/cultural backgrounds and appropriate corporate social responsibility attitude
		B7	Demonstrate an advanced capability for self-managed, self-directed learning

Programme Map for MA

Module Title	Module Code By Level	Programme Outcomes												
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7
Trade and the Multinational Enterprises (15)	ECS4580	✓			✓			✓		✓				✓
Management in a Globalised Context (15)	MGT4161	✓	✓					✓	✓	✓			✓	✓
International Business Strategy (30)	MGT4100	✓	✓	✓	✓			✓	✓	✓			✓	✓
Managing the Multinational Organisation (15)	MGT4162	✓	✓	✓			✓	✓	✓	✓			✓	✓
Management Analytics (15)	MGT4543			✓		✓		✓	✓	✓	✓			✓
Global Supply Chain Management (15)	MGT4510	✓		✓	✓		✓	✓	✓	✓	✓			
International Entrepreneurship (15)	MGT4520	✓	✓				✓	✓	✓	✓	✓		✓	✓
New Trends in International Business (15)	MGT4163	✓			✓			✓	✓	✓	✓		✓	✓
International and Cross-Cultural Marketing (15)	MKT4223	✓	✓				✓	✓	✓	✓	✓		✓	✓
Multichannel Marketing Management (15)	MKT4137		✓			✓			✓				✓	
Cross-Cultural Communication for Global Brands (15)	MKT4146		✓			✓			✓		✓		✓	
Entrepreneurship in the Digital Sector (15)	MKT4018	✓	✓	✓		✓							✓	
International Reward Management (15)	HRM4427	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓
Applied Corporate Finance (15)	FIN4550			✓				✓	✓		✓	✓		✓

Module Title	Module Code By Level	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7
MA International Business Management Project (60)	MGT4900	✓		✓		✓	✓	✓	✓	✓	✓	✓		✓

Programme Outcome for Postgraduate Diploma

Module Title	Module Code By Level	Programme Outcomes												
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7
Trade and the Multinational Enterprises (15)	ECS4580	✓			✓			✓		✓				✓
Management in a Globalised Context (15)	MGT4161	✓	✓					✓	✓	✓			✓	✓
International Business Strategy (30)	MGT4100	✓	✓	✓	✓			✓	✓	✓			✓	✓
Managing the Multinational Organisation (15)	MGT4162	✓	✓	✓			✓	✓	✓	✓			✓	✓
Management Analytics (15)	MGT4543			✓		✓		✓	✓	✓	✓			✓
Global Supply Chain Management (15)	MGT4510	✓		✓	✓		✓	✓	✓	✓	✓			
International Entrepreneurship (15)	MGT4520	✓	✓				✓	✓	✓	✓	✓		✓	✓
New Trends in International Business (15)	MGT4163	✓			✓			✓	✓	✓	✓		✓	✓
International and Cross-Cultural Marketing (15)	MKT4223	✓	✓				✓	✓	✓	✓	✓		✓	✓
Multichannel Marketing Management (15)	MKT4137		✓			✓			✓				✓	
Cross-Cultural Communication for Global Brands (15)	MKT4146		✓			✓			✓		✓		✓	
Entrepreneurship in the Digital Sector (15)	MKT4018	✓	✓	✓		✓							✓	
International Reward Management (15)	HRM4427	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓

Applied Corporate Finance (15)	FIN4550			✓			✓	✓		✓	✓			✓

Programme Outcome for Postgraduate Certificate

Module Title	Module Code By Level	Programme Outcomes												
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7
Trade and the Multinational Enterprises (15)	ECS4580	✓			✓			✓		✓				✓
International Business Strategy (30)	MGT4100	✓	✓	✓	✓			✓	✓	✓			✓	✓
Managing the Multinational Organisation (15)	MGT4162	✓	✓	✓			✓	✓	✓	✓			✓	✓

Appendix 3: Module Narratives

In this section you will find details of all the modules associated with your programme so that you can see what is involved in your programme and make any choices over option modules (if applicable).

The narratives were correct at the time this handbook went to print but details change over time (especially reading lists) and therefore you should always refer to the latest version available on the My Study area of myUniHub:
https://myunihub.mdx.ac.uk/web/home-community/mystudy

Your online reading lists can be accessed from the My Study area of myUniHub. They highlight essential and recommended reading for all modules you are registered on.

- MGT4100 International Business Strategy
- ECS4580 Trade and the Multinational Enterprise
- MGT4161 Management in a Globalised Context
- MGT4162 Managing the Multinational Organisation
- MGT4543 Management Analytics
- MGT4510 Global Supply Chain Management
- MGT4163 New Trends in International Business
- MGT4520 International Entrepreneurship
- HRM4427 International Reward
- MKT4223 International Marketing
- MKT4137 Multichannel Marketing Management
- MKT4146 Cross-Cultural Communication and Global Brands
- MKT4018 Entrepreneurship in the Digital Sector
- FIN4550 Applied Corporate Finance
- MGT4900 MA International Business Management Project