



## Course Information Form

This Course Information Form provides the definitive record of the designated course

### Section A: General Course Information

<b>Course Title</b>	International Business
<b>Final Award</b>	MSc
<b>Route Code</b>	MSIBBAAF+MSINBAAF
<b>Intermediate Qualification(s)</b>	Postgraduate Diploma in International Business
<b>FHEQ Level</b>	7
<b>Location of Delivery</b>	University Square Campus, Luton
<b>Mode(s) and length of study</b>	Block delivery Full Time over 1 Year (MSc) or 15 months Full Time over 9 months (PG Diploma)
<b>Standard intake points (months)</b>	October, November, February, April, June or August

<b>External Reference Points as applicable including Subject Benchmark</b>	QAA (2015), 'Subject Benchmark Statement: Master's Degrees in Business and Management' <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf</a> QAA (2014), 'UK Framework for Higher Education Qualifications' (Level 7) <a href="http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf">http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf</a> QAA (2014), 'Master's Degree characteristics' <a href="http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degrees-Characteristics.pdf">http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degrees-Characteristics.pdf</a>
<b>Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement</b>	Not Applicable
<b>HECoS code(s)</b>	100078
<b>UCAS Course Code</b>	Not Applicable

**Course Aims**

This course offers you the opportunity to develop a particular strength in the management of international business issues.

You will focus on strategic areas of management, international business, intercultural competencies, brand management, and financial management, all framed by the lens of developing patterns of world trade and the global marketplace.

You will develop the skills required to adopt appropriate strategic responses to different market environments through the study of organisations. You will also understand the impact of contextual forces on international organisations, including the management functions of business such as corporate and brand reputation, corporate governance and ethical, economic and environmental change issues.

You will develop your knowledge of the financing of organisations including the sources, uses and management of finance and the use of accounting for managerial and financial reporting.

You will also study the management and development of people in organisations within a cross-cultural context, the use of relevant communications within the global economy. You will appreciate how cultural differences affect both buying behaviour and marketing approaches. As well as specific knowledge relating to international business, you will develop enhanced personal and interpersonal skills. These include critical thinking, team working, problem solving, numeracy and quantitative skills, self-management and negotiation skills.

At the end of this course, you will have the ability to use confidently your strategic and analytical skills to solve strategic international business and management problems.

<b>Course Learning Outcomes</b>	Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below		
		<b>Outcome</b>	<b>Award</b>
	1	Demonstrate a critical understanding of organisations and their international external environment.	MSc International Business and Postgraduate Diploma in International Business
	2	Demonstrate a systematic relevant knowledge about how organisations and their environments are managed within a cross-cultural context.	MSc International Business and Postgraduate Diploma in International Business
	3	Evaluate critically a range of international business, brand and corporate issues that requires analysis essential to dynamic decision-making in an international organisation.	MSc International Business and Postgraduate Diploma in International Business
	4	Demonstrate an ability to synthesise a range of complex business data, research sources and appropriate methodologies to inform the overall management and learning processes.	MSc International Business and Postgraduate Diploma in International Business
	5	Demonstrate effective, rigorous and reflective skills of self-management and independence in terms of planning, behaviour, motivation, individual initiative and enterprise in order to meet the demands of the field of study in International Business, while taking responsibility for personal learning and continuous professional development against clearly identified personal career-related goals.	MSc International Business
	6	In the absence of complete data, analyse a range of complex and pervasive issues in a systematic and creative manner to generate sound judgements and recommendations that are communicated effectively to both a specialist and non-specialist audience.	MSc International Business
<p><b>Learning and Teaching</b></p> <p>The MSc International Business is designed to help you develop your strategic thinking ability in relation to the issues surrounding managing international business. The course will provide you with a unique experience which will enable you to understand the underlying forces of globalisation and interpret the effects of these forces to gain a better understanding of business and management particularly from a global and international business perspective.</p> <p>Your course will be delivered in a blocks format; this means you will undertake one unit at a time for 6 weeks and that will be a block delivery. You will undertake one Unit at a time for six weeks and that will be a block of delivery. At the end of four blocks you will progress to the master's capstone experience stage where you will opt to complete a dissertation, a professional practice, or a live project unit. Each of these options will include an element of research methodology which is embedded within the unit. In</p>			

<p><b>Teaching, learning and assessment strategies</b></p>	<p>order to undertake any of the capstone elements of this course you must have successfully completed 90 taught credits with the exception of the Professional Practice Unit for which you need to have completed all taught elements. Each Unit will include significant direct contact time but it will also require and provide time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block. By the end of this course, you will appreciate the importance of developing a deep understanding regarding International Issues.</p> <p>If you have opted to enrol for the 15 month course, you will take a break of one block at the end of the four taught blocks. You will then progress to the master's capstone unit in block 6. The time to complete the master's capstone unit is not affected by taking a break at the end of the four taught blocks.</p> <p><b>Assessment</b></p> <p>A number of different assessment methods will contribute to your development and will enhance your employability. We consider it essential that comprehensive feedback is provided in due time so it is integrated in your learning process. When group work is required, the marks given will be individual following the University of Bedfordshire's regulatory scheme. In some cases, different kinds of assessment may be used in combination, making sure however that there are no hidden tasks.</p> <p>The intensive character of this Course's delivery as it is outlined in its Teaching and Learning philosophy is consistent with the needs of today's world for graduates who accumulate knowledge fast and are able to express the outcome of this process in a way that is meaningful and comprehensive. After Induction, a week of intensive direct contact time followed by your own contribution through individual learning, which will take you to your first assessment point. At the end of your six-week block, your final assessment will be due. The end-of-unit examinations focus primarily on critical discussion of theory and current practice and provide the reassurance of guaranteed student authorship, and a true measure of your own ability and understanding.</p> <p>The range of assessments includes:</p> <ul style="list-style-type: none"> <li>• Written Examination or Class Test</li> <li>• Individual Written Report or Essays</li> <li>• Case Study Examination</li> <li>• Oral Presentation</li> <li>• Reflective Report</li> <li>• Dissertation / Professional Practice / Live Project</li> </ul>
<p><b>Learning support</b></p>	<p>The University's comprehensive student support service includes: • Student Information Desk, a one-stop shop for any initial enquiries • Student Support team advising and supporting those with physical or learning needs or more general student well being • Study Hub team providing academic skills guidance • Personal Academic Tutoring system • a student managed Peer-Assisted Learning scheme • and support from your lecturers</p>
	<p><a href="https://www.beds.ac.uk/entryrequirements">https://www.beds.ac.uk/entryrequirements</a></p>

<b>Admissions Criteria</b>	<b>Approved Variations and Additions to Standard Admission</b> None.
<b>Assessment Regulations</b>	<a href="https://www.beds.ac.uk/about-us/our-university/academic-information">https://www.beds.ac.uk/about-us/our-university/academic-information</a> <b>Note: Be aware that our regulations change every year</b> <b>Approved Variations and Additions to Standard Assessment Regulations'</b> None.

## Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAF044-6	Accounting and Finance	7	30	Core			TA1 ,2	TA1 ,2	TA2	TA 1,2									
BSS050-6	Strategic Management	7	30	Core	TA 1,2	TA1 ,2			TA2	TA 1,2									
MAR036-6	Brand Communication and Reputation Management	7	30	Core	TA 1,2		TA1 ,2		TA2	TA 1,2									
MAR038-6	Intercultural Business Competencies	7	30	Core		TA1 ,2		TA1 ,2	TA2	TA 1,2									
MAR040-6	Professional Practice	7	60	Option	DA 1,2	DA1 ,2	DA1 ,2	DA1 ,2	DA1 ,2	DA 1,2									
MAR041-6	Business Live Project	7	60	Option	DA 1,2	DA1 ,2	DA1 ,2	DA1 ,2	DA1 ,2	DA 1,2									
MAR042-6	Business Dissertation	7	60	Option	DA 1,2	DA1 ,2	DA1 ,2	DA1 ,2	DA1 ,2	DA 1,2									

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
AAF044-6	Accounting and Finance	7	30	Core			TA1 ,2	TA1 ,2											
BSS050-6	Strategic Management	7	30	Core	TA 1,2	TA1 ,2													
MAR036-6	Brand Communication and Reputation Management	7	30	Core	TA 1,2		TA1 ,2												
MAR038-6	Intercultural Business Competencies	7	30	Core		TA1 ,2		TA1 ,2											



**Section C: Assessment Plan**

The course is assessed as follows :

**MSIBBAAF+MSINBAAF- MSc International Business**

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
AAF044-6	7	1 BLOK	Core	EX-PT	3	WR-BUS	6				
BSS050-6	7	1 BLOK	Core	WR-I	3	CW-CS	6				
MAR036-6	7	1 BLOK	Core	CW-RW	3	WR-I	6				
MAR038-6	7	1 BLOK	Core	CW-PO	3	WR-I	6				
MAR040-6	7	2 BLOKS	Option	WR-I	3	WR-WB	12				
MAR041-6	7	2 BLOKS	Option	WR-I	3	PJ-PRO	12				
MAR042-6	7	2 BLOKS	Option	PR-OR	3	PJ-DIS	12				

**MSIBBAAF- Postgraduate Diploma in International Business**

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
AAF044-6	7	1 BLOK	Core	EX-PT	3	WR-BUS	6				
BSS050-6	7	1 BLOK	Core	WR-I	3	CW-CS	6				
MAR036-6	7	1 BLOK	Core	CW-RW	3	WR-I	6				
MAR038-6	7	1 BLOK	Core	CW-PO	3	WR-I	6				

**Glossary of Terms for Assessment Type Codes**

CW-CS	Coursework - Case Study
CW-PO	Coursework - Portfolio
CW-RW	Coursework - Reflective Writing
PJ-DIS	Coursework - Dissertation Report
PJ-PRO	Coursework - Project Report
PR-OR	Practical - Oral Presentation
WR-BUS	Coursework - Business Report
WR-I	Coursework - Individual Report
WR-WB	Coursework - Worked Based Report

**Administrative Information**

Faculty	University of Bedfordshire Business School
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School	Department of International Business, Marketing and Tourism
Head of School/Department	Dr Karl Knox
Course Coordinator	Markus Haag