



Course Specification

MBA Global Business

LONT039

(Part-Time Delivery: LONT039P)

Coventry University London

January 2017

To Apply Progressively to Cohorts Entering from September 2017

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification (Published Document)
MBA Global Business

1. Introduction

MBA Global Business is an exciting, vibrant, intensive non-industry specific course that prepares students for successful careers in multi-discipline, business leadership and management roles globally. Responding to global market trends, the digital economy and constant change, the MBA Global Business course addresses the needs of a new generation of business leaders by exploring the creation, development and sustainable growth of global businesses. Throughout the course, there is the opportunity for students to tailor their studies to their future career ambitions by exploring their subjects from the perspectives of start-ups, Small-to-Medium Enterprises (SMEs) to sector leading organisations.

The MBA Global Business provides a framework within which students can develop an analytical understanding of global business in the context of an increasingly changing environment, through the critical analysis and evaluation of new concepts and managerial practices in addressing today's macro and micro business environment.

Business simulations are integrated into the curriculum throughout the course enabling students to apply their aggregated learning from individual modules into a real business situation, evaluate the results and develop solutions.

Why choose this course?

The multi-discipline approach develops a large number of transferable skills in addition to the course's core business management skills. These include critical thinking, problem solving, decision making, data analysis, effective communication, leadership and management, which open up opportunities to pursue a career across a wide range of different management and leadership roles, independent of industry or sector.

Throughout the course real business experience is gained through applied learning, enhanced by realistic business simulations, internships, internal and external projects, and extra-curricular activities that include Student Enterprise Business society, High Flyers (a top talent development programme), the Mentoring Cloud and volunteering activities.

By choosing this course you can benefit from:

- A university in the City of London, one of the world's premier business locations
- Internship opportunities with City of London based organisations
- The opportunity to obtain the Chartered Management Institute (CMI) level 7 Certificate in Strategic Management and Leadership*
- A course taught by experienced, industry-trained academics
- A course with high level student satisfaction
- A truly multi-cultural global experience with students coming from over 50 countries
- A course infused with work experience opportunities; including Coventry University London's own student commercial enterprise
- Guest speakers from the City of London
- Opportunities for travel to, and collaboration with, overseas universities
- Business start-up advice and support during the course if you wish to start your own business

*When successfully completing M115LON and M003LON can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. CMI membership fees apply.

Future Prospects

A practical focus on employability throughout the duration of the course means that students emerge from Coventry University London's MBA Global Business with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, and highly effective communication and research skills. All of which are demanded by employers in private, public, and third sector organisations around the world.

Through this multi-discipline approach, the Global Business MBA prepares the Coventry University London graduate for success in a wide range of leadership management roles, enabling a choice of career independent of industry or sector.

2 Available Award(s) and Modes of Study			
Title of Award	Mode of attendance	UCAS Code	<u>FHEQ Level</u>
Master of Business Administration (MBA): Global Business (LONT039) Fallback Awards: Postgraduate Diploma in Global Business Postgraduate Certificate in Global Business	One academic year full-time; two years part-time.	N/A	M Level/ Level 7
3 Awarding Institution/Body	Coventry University.		
4 Collaboration	None		
5 Teaching Institution and Location of delivery	Coventry University London		
6 Internal Approval/Review Dates	Date of approval: January 2017 Date for next review: tbc		
7 Course Accredited by	This course has been mapped to the requirements of the Chartered Management Institute (CMI). Student who pass two specific modules on their way to achieving the full Coventry University London qualification can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. To benefit from this, successful students will need to register with the CMI and pay their relevant membership fee.		
8 Accreditation Date and Duration	7 th September 2015		
9 QAA Subject Benchmark Statement(s) and/or other external factors	Particular note has been taken of the QAA Benchmark Statements for Masters Awards in Business and Management (2015) and, where appropriate, learning outcomes are cross-referenced to the report. However, the minimum requirement for students to possess at least two years' work experience will be waived where appropriate. Subject Benchmark statements can be found at: http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/masters-degree-subjects		
10 Date of Course Specification	December 2016		
11 Course Director	Adaora Nwankwo-Onyiuke		
12 Outline and Educational Aims of the Course			
<p>The MBA in Global Business has been specifically designed to develop a fully rounded business leader with transferrable skills that will enable him/her to attain the necessary capabilities and tools to succeed in a wide range of business disciplines, industries and sectors.</p> <p>During the course, students get to develop and practice their own leadership and management skills through a multi-disciplinary, action learning approach which is therefore focused upon group work, business simulations and real-world activities, all of which are underpinned by individual research, analysis and synthesis.</p> <p>The course is global in that it attracts a global student body. It reflects business systems, standards and practices from around the world and draws upon international case studies and fosters intercultural fluency among students.</p>			

The course will develop students as individuals who are well-equipped to meet the leadership challenges of the future. They will, therefore, emerge from the course with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, and highly effective communication and research skills, all of which are demanded by employers in the private, public, and third sectors.

General Objectives are to:

PG Certificate

- Provide the framework within which students can develop an analytical understanding of global business in the context of a changed environment;
- Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning.

PG Diploma

- Provide students with the opportunities to develop a range of skills and the ability to apply a variety of global business tools and techniques in real-world scenarios
- Stimulate a proactive approach to organisational issues that illustrate an understanding of the impact of the changing international environment and the context within which international managers and organisations operate.

Masters

- Encourage students to demonstrate their capacity to enact the principles of change management and become effective change agents in international organisations;
- Provide students with well-developed powers of analysis, strategic approaches and communication skills to meet the leadership challenges of the future.

It is the mission of Coventry University London to partner with employers to deliver 21st century learning through a real business experience in the heart of London. In terms of its teaching, learning and assessment this means:

1. Each of the courses and modules that have been designed have been approved as career relevant by a range of key stakeholders
2. A number of critical modules will be specifically “employer endorsed” which results in curriculum which is derived from current business practice
3. Courses are delivered by respected academics and practitioners who are passionate about teaching
4. Learning success is enhanced by the clear communication of course and module outcomes and these underpin all teaching and assessment activity which takes place
5. Academic and business technology is employed where it assists in the achievement of the learning outcomes
6. Courses include a range of level specific internship, work-based projects and work experience opportunities, which are explicitly linked to the learning outcomes of the course
7. Courses and modules are internationally orientated to develop participants’ intercultural fluency as a reflection of the growing importance of international business
8. Assessment is also career relevant in its style and format
9. Students have the ability to shape their MBA to include an exposure to and a detailed development of Entrepreneurship as both a knowledgebase and a skillset to identify and develop a business opportunity that will create a new business venture or develop an existing business

13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

- L01: Evaluate the impact of contextual forces on organisations including legal systems, ethical, economic, environmental, social and technological change issues, international developments and corporate governance in a range of business and employee contexts.
- L02: Assess organisational strategies and practices in relation to their response to diverse markets and customers, the development and operation of markets for resources, goods and services, measuring the expectations of customers and equivalent stakeholders and making judgements about service and orientations from the

perspective of a manager

- LO3: Evaluate the concepts, processes and institutions in the production and marketing of goods and/or services to maximise the management of resources and efficiency of operations in a range of international business contexts.
- LO4: Appraise the financing of the business enterprise or other forms of organisations by examining the sources, uses and the management of finance and accounting practices for managerial and financial reporting, and their applications for the efficient management of costs.
- LO5: Assess the theories and practices in the management and development of people within international organisations interpreting relevant data and research from organisations, organisational behaviour, industrial/employee relations, human resource management, and change management to resolve contemporary people issues and formulate a critical assessment of own professional practice.
- LO6: Evaluate the uses and limitations of a range of research methods/techniques relevant for a chosen business discipline, both qualitative and quantitative, to investigate a complex global business issue and communicate their strengths and weaknesses for providing information and evaluating options in a VUCA (Volatile, Uncertain, Complex and Ambiguous) environment.
- LO7: Appraise the development, management and exploitation of relevant information systems and digital technologies and their impact on internal and external communication in organisations within a continuously developing knowledge based economy
- LO8: Collaborate with and lead diverse teams to creatively develop appropriate business policies and HR strategies within a changing context and justify the benefits to meet stakeholder interests.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

The course has been devised as a one-year full-time course and it may also be taken part-time over two years. It is constructed on the basis of a modular framework of 180 credits. The course is comprised mainly of core modules that are common to all MBA courses, with a number of mandatory modules for each pathway course.

Where students have options that are open to several courses, they are required to choose assignment topics relevant to their chosen degree.

The course offers a wide range of capstone project options in Term 3, to give students the opportunity of preparing for their individual career path after graduation:

- M027LON Internship
- M028LON Global Business Simulation
- M029LON Group Consulting Project
- M030LON Dissertation
- M034LON Individual Consulting Project
- M060LON Entrepreneurship – Developing a Business Plan

Students who pass modules M115LON and M003LON can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. CMI membership fees apply.

Available Awards and Certificates:

A student who obtains 180 credits at M level including the term 3 project will be awarded a Masters of Business Administration, Global Business.

Students who pass modules M115LON and M003LON can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. CMI membership fees apply.

Cascade of Awards:**Fall-back Awards:**

A student who has achieved 120 credits overall at M level/ FHEQ Level 7 will be eligible for the award of a Postgraduate Diploma in Global Business.

A student who obtains 60 credits overall including at least one course-specific mandatory module at M level / FHEQ Level 7 will be eligible for the award of a Postgraduate Certificate in Global Business.

Level	Module Code	Title	Credits	Status	Course Learning Outcomes	Pre/Co-requisite
7	M115LON	Strategic Management	15	M	LO1, LO2, LO3, LO5, LO7, LO8	None
7	M003LON	Marketing in a Global Age	15	M	LO1, LO2, LO3, LO7, LO8	None
7	M004LON	Managerial Finance	15	M	LO1, LO2, LO3, LO4, LO7, LO8	None
7	M005LON	Leading in a Changing World	15	M	LO1, LO2, LO3, LO5, LO7, LO8	None
7	M023LON	Project Management	15	M	LO1, LO2, LO3, LO5, LO7, LO8	None
7	M078LON	Corporate Social Responsibility	15	M	LO1, LO5, LO6, LO7, LO8	None
7	M018LON	Managing International Trade	15	M	LO2, LO3, LO4, LO5, LO8	None
7	M016LON	Global HRM Strategies	15	M	LO1, LO5, LO7, LO8	None
7	M001LON	Business & Management Research Methods	15	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M059LON	Entrepreneurship: Creating a Business Opportunity	15	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M027LON	Internship	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M028LON	Global Business Simulation	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M029LON	Group Consulting Project	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M030LON	Dissertation	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M034LON	Individual Consulting Project	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M060LON	Entrepreneurship – Developing a Business Plan	45	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None

Key

M = Mandatory (i.e. must be studied and passed for the named award)

O = Option

15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry profile'.

The course is subject to the London Campus' admission procedures and access policies.

To be accepted for entry onto Master's courses students must possess:

- A good honours undergraduate degree OR
- Appropriate work experience in private, public or third sectors (a minimum of two years would be desirable) OR
- Relevant professional qualifications.

It is recognised that some applicants may possess more than one of the above. Careful monitoring of applications to ensure that applicants are suited to the course takes place. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

An adequate proficiency in English must be demonstrated, and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).

Accreditation for prior learning is in accordance with Coventry University London Academic Regulations for taught postgraduate courses.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the [General Regulations](#) and [Academic Regulations](#) for Courses at Coventry University London.

17 Indicators of Quality Enhancement

- The Course is managed by a Coventry University London Board of Study.
- The Programme Assessment Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- External Examiners report annually on the course and their views are considered as part of the annual quality monitoring process (AQM). Details of the AQM process can be found on the Registry's web site.
- Students are represented on Course Consultative Committees, the Board of Study and Coventry University London Academic Board, all of which normally meet every term, i.e. four times per year.
- Student views are also sought through module and course evaluation questionnaires, and students contribute to the annual CQEM review process.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including...

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support
- Study Support information
- IT and Library provision on and off the university
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)

