



**Course Specification
Part A**

MBus International Business

FBLU068

**Faculty of Business and Law
School of Strategy and Leadership
Academic Year 2021/22**

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

MBus International Business

1. Introduction

The Master of Business in International Business (MBus) is an integrated masters designed to provide an opportunity for students to join as Direct Entry students and complete their integrated masters degree within four continuous semesters of full-time studies, with all modules delivered at Coventry University. Students who have already completed two years of business degree related undergraduate studies (levels 4 and 5), will join at L6 to complete their integrated masters degree at Coventry Business School.

International Business is an ever-important discipline in today's global business world, with business information and data being the driver for implementing strategic initiatives, new product developments and organisational change. International Business as a course is much more than a collective set of tools and techniques. International Business as a course is about leading change, building meaningful relationships focusing on the needs of the global stakeholders. The MBus IB will equip students with the skills they need to become successful professionals in an international business context, through offering every student multiple opportunities and a transformational experience, both within and outside the classroom. As businesses increasingly find themselves competing in a global market, companies are looking to employ graduates who possess knowledge and experience of various economic and cultural environments. The course focuses on developing forward thinking graduates with the contemporary knowledge and skillset required to successfully lead and manage in a rapidly changing global competitive market. The distinguishing features of this course are the sound theoretical and practical learning environment, complemented by a wide range of theoretical, practical skills, state-of-the art learning resources (e.g. the Business Simulation Suite) and business cases applicable to management fields, designed to increase both the academic proficiency and the employability of our graduate students. The course also provides students with the possibility of engaging and participating in Collaborative Online International Learning (COIL) projects and/or to attend optional Faculty and School field trips to both local and international organisations (these will be subject to additional cost). Furthermore, students will be supported in their academic English communication skills, focussing on business report writing and presentation skills throughout their course. This will prepare individuals for immediate employment in their anticipated career pathway.

The overall aim of the MBus IB is to help and encourage the development of specific business knowledge, necessary soft and critical thinking skills of business graduates needed to adapt to a dynamic and ever-changing business environment and society. The course is designed in two distinct, but interrelated stages: Level 6 of the MBus IB focuses on offering students a broad set of skills that are applicable to the global market, such as strategy-based modules, project management skills and leadership skills, as well as logistics and entrepreneurial skills. At Level 7 students will be given the opportunity to add additional specialist skills such as performance management, marketing in an international perspective, and knowledge around emerging regions. As a course, it emphasises the importance of political, economic, cultural, and social aspect of international business, and how these are crucial to the successful running of an international business. Real life examples are used extensively, and students are constantly encouraged to analyse and evaluate how to improve the decision-making process. The course is rooted in enhancing the ability of students to apply business theories in different contexts, with a view to better understanding international business and organisations. It employs a range of teaching, learning and assessment approaches as a way to introduce an authentic and transformational learning experience.

Distinctive Features:

- Embedded employability, achieved via the Talent Team;
- The potential for optional international trips both at a School and University (through the Global Leaders Programme) level. Note that these trips are often subsidised but will incur an additional cost;
- Teaching that benefits from collaborative research and insight from our Research Centres;
- An interactive and internationally diverse learning environment;
- Strong focus on key, current issues facing the international business sector.

2 Available Award(s) and Modes of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Business in International Business	4 semesters full time (level 6 entry)	n/a	7
BA (Hons) in Business			6
BA in Business			6
Certificate of Higher Education in Business			4
3 Awarding Institution/Body	Coventry University		
4 Collaboration	n/a		
5 Teaching Institution and Location of delivery	Coventry University		
6 Internal Approval/Review Dates	June, 2020		
7 Course Accredited by	n/a		
8 Accreditation Date and Duration	n/a		
9 QAA Subject Benchmark Statement(s) and/or other external factors	<ul style="list-style-type: none"> ◆ 2019 QAA Subject Benchmark Statement for Business and Management. ◆ https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5 ◆ QAA Benchmark Statements for Masters Awards in Business and Management and where appropriate learning outcomes are cross referenced to the report. ◆ QAA Master's Level Characteristic ◆ https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16 		
10 Date of Course Specification	June, 2020		
11 Course Director	Dr Abiodun Adegbile		

12 Outline and Educational Aims of the Course

International Business is an ever-important discipline touching the lives of everyone across the globe, in ways not always easy to understand. Moreover, the rapid pace of change in the international business environment has increased the need for managers and decision-makers to understand the *'how'* and *'why'* of current trends, as global and local impact becomes increasingly intertwined. In this regard, managers and their firms need to adapt in response to a dynamic and ever-changing competitive environment in order to survive. International Business as a course is about leading change, building meaningful relationships focusing on the needs of the global stakeholders. This course equips students with the skills they need to become successful professionals in an international business context, through offering every student multiple opportunities, and a transformational experience, both within and outside the classroom. A major aim of the MBus IB is to help students develop practical business knowledge of international business and management, and the soft and critical thinking skills needed to adapt to a dynamic and ever-changing international business environment.

The course is designed to enable students to be better prepared and equipped for the demands in the international business context. In particular, the implementation and achievement of the 17 Sustainable Development Goals (SDGs), which require the active participation of both the public and the private sectors. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. This course provides a dedicated space for students to develop, share and explore diverse and innovative responsible business practices both across and outside the international business context in achieving these goals.

More specifically, the educational aims of the course are to:

- Support students to develop inquiry-led, research informed and learner-centred approaches to strategy formulation and decision-making processes in a variety of international business context.
- Enable students to develop a critical awareness and deepen their understanding of how the worldwide economic, political, cultural and legal factors have shaped the way international business is conducted.
- Equip students with a range of knowledge, transferable skills, communication, competencies, and independent lifelong learning skills valuable in employment and career development in international areas.
- Cognitively engage and challenge students as they interact with real life cases and industry experts, using a diverse range of appropriate tools and resources that enable them to self-reflect and gain insight into their knowledge and learning experiences.
- Help students develop the ability to critically assess, evaluate and provide solutions to different issues and events that arise in the international business context across the globe.
- Enable students to articulate a comprehensive knowledge and understanding of the processes and players that drive international business, together with their impacts on the international business environment and societies.

13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims, and are appropriately aligned with the relevant Frameworks for Higher Education Qualifications (FHEQ) level, Subject Benchmark statements and CU University's corporate and education strategy.

On successful completion of the course, students will be able to:

1. Critically evaluate the approaches to strategy formulation and decision-making processes in a variety of international business and societal contexts.
2. Understand and critically evaluate the worldwide economic, political, cultural and legal factors that shape the way international business is conducted.
3. Critically and systematically analyse the different issues and events that arise in the international business context across the globe, using appropriate concepts, models or techniques, and suggest relevant, innovative and creative solutions.
4. Demonstrate a comprehensive knowledge and understanding of the processes and players that drive international business, together with their impacts on the international business environment and societies.
5. Apply a range of skills that are transferable within a business context and increase employability, for example, problem-solving, information presentation, evaluation and analysis, effective use of technology for business application, and deploying appropriate methodologies to resolve business problem.
6. Develop the knowledge and skills to enable them to effectively communicate with key stakeholders in the international business environment, using a diverse range of appropriate tools and resources that enable them to self-reflect and gain insight into their knowledge and learning experiences.
7. Critically assess complex and uncertain international business environments through the consideration of ethical dilemmas and global sustainability.
8. Develop research skills that enable them to conduct independent research and inquiry, involving theoretical conceptualisation and innovative ideas in an international business context

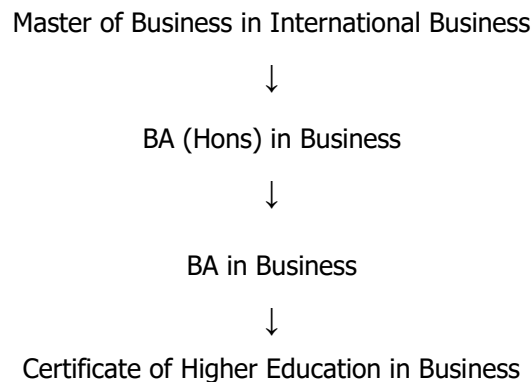
14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The MBus International Business has been designed primarily as a 4-semester accelerated (level 6 direct entry) full time course. A student must satisfy the University progression requirements as detailed in the University Academic Regulations.

The course may provide students with the possibility of engaging and participating in Collaborative Online International Learning (COIL) projects and/or to attend optional Faculty and School field trips to both local and international organisations. In the first semester students are offered optional non-credit bearing Study Skills sessions to provide additional support.

Table 1 presents the modules studied and credit value across the levels 6 and 7 on the MBus IB.

Cascade of Awards:



All modules within the course are mandatory and the level at which they are studied, and their credit value, are identified in the Table 1 below. This is an indicative delivery pattern.

Table 1: MBus International Business Course Structure

Course Structure					
Module code	Module title	Credit value	Pre/Co requisite(s)	Mandatory or Optional	Course Learning Outcomes
Level 6					
6010SSL	Principles of Strategy	20	None	M	1, 2, 4, 5 & 7
6012SSL	Project Management for Business	20	None	M	2, 4, 5 & 6
6076HUM	English Business Presentation Skills	10	None	M	1, 2, 4, 5 & 6
6017SSL	Entrepreneurship and Innovation	10	None	M	1, 3, 4 & 5
6018SSL	International Leadership	20	None	M	2, 4, 5, 6 & 7
6019SSL	International Business and People Relations	20	None	M	2, 4, 5, 6 & 7
6046SSL	Research Methods for International Business	20	None	M	1, 2, 3, 5, 7 & 8
Level 7					
7019SSL	Global Supply Chain and Logistics	15	None	M	1, 2, 4, 5 & 7
7055SSL	International Business Strategy and Leadership	15	None	M	1, 2, 3, 4, 5 & 7
7056SSL	International Business Performance Management	15	None	M	1, 2, 3, 4, 5 & 7
7047SSL	Global Business in Emerging Regions	15	None	M	1, 4, 5 & 7
7001MKT	Marketing in an International Perspective	15	None	M	1, 2, 4, 5 & 7
7048SSL	International Trade Management	15	None	M	1, 2, 3, 4, 6, & 7
7073SSL	International Business Project	30	None	M	1, 2, 3, 4, 5, 6, 7 & 8

15 Criteria for Admission and Selection Procedure

The course is subject to the general University admission procedures and access policies. To be accepted for the course students must possess a minimum of 240 credits (RPL with 120 credits at level 4 and 120 credits at level 5) obtained in a business-related area. An HND in a business-related area with 240 credits awarded may also be considered for entry into the 2-year programme, this is subject to approval from the Course Director.

Where there is agreed progression from a partner these will be mapped in line with University processes and retained by the Academic Partnership Unit (APU).

Additionally, applications will be carefully monitored to ensure that applicants are suited to the course in line with University policy. Where necessary, applicants are interviewed, especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

- In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.0 or its equivalent.
- Recognition of Prior Learning (RPL) which is the identification, assessment and formal acknowledgement of learning and achievement that occurred at some time in the past will be considered in accordance with University regulations when admitting students.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Regulations undergraduate Mode E

17 Indicators of Quality Enhancement

The Course is managed by the School of Strategy and Leadership (SSL) Board of Study of the Faculty of Business and Law (FBL).

The Progression and Awards Board (PAB) for the Faculty of Business and Law 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.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Boards of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

The following are key indicators of quality and standards:

- The School of Strategy and Leadership has excellent links with employers and regularly meets its Business Advisory Group to seek guidance and to help ensure the relevance and validity of our courses.
- Coventry Business School is a signatory to 'The Principles for Responsible Management Education' (PRME) initiative <http://www.unprme.org/>. PRME has 6 principles, including; Purpose, Values, Method, Research, Partnership and Dialogue. These key principles of PRME are addressed in the course.
- The University adopts a Course Quality Enhancement and Monitoring (CQEM) process which is an annual review of all courses to ensure quality and continuous improvement of all its courses.
- The Guardian University Guide ranks the University in the top 15 in the UK (in 2016, 2017, 2018, 2019 and 2020).
- University of the Year for Student Experience (The Times and Sunday Times Good University Guide 2019).
- Gold for outstanding teaching (Teaching Excellence Framework (TEF) 2017).

The School of Strategy and Leadership SSL has excellent links with employers and regularly meets its Business Advisory Group to seek guidance and to help ensure the relevance and validity of the courses. In addition, student feedback is collected and acted upon through module evaluations surveys, student forums and the National Student Survey.

The Course Team will meet regularly as part of the University's Course Quality Enhancement and Monitoring (CQEM) process to discuss the course in the context of the QAA code for Teaching and Learning and the University's Education Strategy.

The report of QAA's Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- Setting and maintenance of the academic standards of awards;
- Quality of student learning opportunities;
- Quality of the information about learning opportunities;
- Enhancement of student learning opportunities.

18 Additional Information

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

Key sources of information about the course and student support can be found in the following places:

Course Aula page which will contain:

- The Student Handbook
- A link to the FBL Student Portal where students may access all Registry documents

Module Aula pages will contain:

- Detailed teaching and learning information
- Module Guides
- Coursework marks
- Assessment briefs

In addition, the following resources are available:

- Student Portal <https://share.coventry.ac.uk/students/Pages/Index.aspx>
- Health and Welfare: <https://students.coventry.ac.uk/Medical/Pages/Home.aspx>
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)
- FBL 'Student Link': <https://staff.coventry.ac.uk/sites/adhoc/besstudentlink/default.aspx>
- CUSU Advice <http://www.cusu.org/support/advice/>
- Student Centre <https://students.coventry.ac.uk/StudentCentre/Pages/Home.aspx>
- Coventry Academic Skills Programme <https://students.coventry.ac.uk/CASP/Pages/default.aspx>

Study Support information is accessible via the Student Portal and Faculty of Business and Law portal.