



Coventry University
Faculty of Business and Law
School of Strategy and Leadership

Programme Specification for
FBLT039 (On Campus)
FBLT170 (Online)

MSc International Business Management
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.

Coventry University's accreditation with CMI is currently ongoing for the relevant modules and is regularly reviewed and monitored by the CMI through their quality systems. Whilst Coventry University anticipates that these reviews will continue to be successful, if they were to be unsuccessful, the relevant module in this course would no longer be accredited and we would notify applicants and students of this change as soon as possible.

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Introduction

The MSc International Business Management (MSc IBM) is based within the School of Strategy and Leadership (SSL) of Coventry University's Faculty of Business and Law (FBL). The course is a one year PG course open to applicants from all backgrounds and has been designed as a generalist masters course for students who may have not previously studied business and management subjects. The programme will incorporate sufficient knowledge of business and management topics across all modules.

The MSc IBM has been designed in line with the QAA benchmark statement on Masters degrees in Business and Management (QAA 2015). It seeks to develop Masters level knowledge and skills in business and management subjects that will prepare individuals for employment in either their existing career pathway or in a management role. It will enable individuals to think, work and integrate across the emerging global borderless economy with an understanding of international business skill sets and capabilities.

Offering a range of employer interactions and opportunities to develop practical skills, the course is expected to develop global business skills valued by employers.

Academic staff teaching on the programme are a combination of international professionals with years of experience in global business practice and industry, and academics with active research interests. Each is able to bring their individual strengths and expertise into the teaching and learning context and utilise it to enhance the students' learning experience and ensure the students benefit from a combination of both theoretical and practical activities.

As part of this course you will undertake a professional development module which is currently accredited by the Chartered Management Institute (CMI). Upon successful completion of the module, you will gain the CMI Level 7 Certificate in Strategic Management and Leadership Practice at no additional cost.

Distinctive Features:

- Offers a clear pathway for students from non-business background to convert into a business and management career.
- Aims to provide opportunities to gain valuable practical business experience through the Postgraduate Business Project (subject to a competitive application process).
- The opportunity to specialise in the type of dissertation to match specific career aspirations.
- The potential for international field trips through Coventry University's Centre for Global Engagement (CGE)
- An interactive and internationally diverse learning environment.
- Focus on the practical process of doing business globally.
- Using real life experiential methods in teaching the core themes
- Offers an opportunity for business engagement with business networks that may offer embedded work based project opportunities, subject to a competitive application process, as part of the Postgraduate Business Project.

**Part 1: Programme Specification for
MSc International Business Management**

1 Available Award(s) and Modes of Study			
Title of Award	Mode of Study	UCAS Code	FHEQ Level
MSc in International Business Management (180 credits)	Full time - one year or Part-time – two years	Not applicable	Level 7
Postgraduate Diploma in International Business Management (120 credits)	Both Full-time and Part-time options are available as on-campus delivery and fully online delivery.		
Postgraduate Certificate in International Business Management (60 credits)			
2 Awarding Institution/Body			
		Coventry University	
3 Collaboration			
		None	
4 Teaching Institution and Location of delivery			
		Coventry University, Coventry Coventry University, Online	
5 Internal Approval/Review Dates			
		Date of latest review: 10 December 2015 Date for next review: To be reviewed no later than academic year 2021/2022	
6 Programme Accredited by			
		Not applicable	
7 Accreditation Date and Duration			
		Not Applicable	
8 QAA Subject Benchmark Statement(s) and/or other external factors			
		The QAA Masters Business and Management Subject Benchmark statements can be found at: http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf	
9 Date of Programme Specification			
		June 2021	
10 Programme Manager/Course Tutor			
		Mahdi Bashiri	

11 Educational Aims of the Programme

The programme provides students from non-business backgrounds with the opportunity to develop and apply knowledge and understanding of management, operational requirements and the trade environment. By using a broad multidisciplinary approach, drawing on foundation level management theory, organisational theory, marketing and human resources influences on management, students on the programme will gain current and practical knowledge of global management issues. The programme seeks to enhance existing student skill sets and knowledge by following a well-grounded teaching and learning approach to understanding the complexities of global business issues.

Using specialist software tools and other business and simulation software, successful graduates will be encouraged to think strategically and develop the skills to enable them to implement complex international business projects.

In addition to specific business subject knowledge, communication skills development and exposure to the latest management thinking, students will be introduced to the complexities of the global business environment and have the opportunity to reflect on and develop greater inter-cultural competence.

The programme will produce autonomous learners who will develop the ability to blend both theory and practice within a global business perspective. The MSc International Business Management will help students to develop an analytic and conceptual perspective in key business functional areas and the ability to apply critical skills to the functions and processes that drive business and organisations today.

The programme develops students' strategic thinking, effective communication and research skills, all directly relevant to employers and such skills are designed to be of great value when seeking future employment. The programme incorporates a CMI module.

The key educational aims of the degree are therefore to:

Pg Certificate

- Provide the framework by which students can develop understanding of contemporary international business and management.
- Foster in students a commitment to lifelong learning and 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 international business tools and techniques.
- Stimulate a proactive approach to organisational issues which illustrate an understanding of the impact of the changing global environment and the context within which international managers and organisations operate.

Masters

- Create graduates who can understand organisations, the broad context in which they operate and the dynamic and changing nature of international business including responding to new global business trends.
- Support students as they prepare for and carry out a sustained piece of research namely the Postgraduate Business Project.

12 Intended Learning Outcomes

At the end of the course students achieve the following:

- Identify and critically evaluate the main features and dynamics of the contemporary business environment and the key ethical, operational, financial and marketing issues facing senior business figures
- Explain the development and operation of markets for resources, goods and services
- Identify relevant big data sets and exploit this data to create, evaluate and propose solutions to complex business problems
- Choose, and be aware of the limitations of, appropriate research techniques and apply these techniques to given problems
- Communicate complex business ideas and arguments in a timely and effective manner, both orally and in writing
- Demonstrate an ability to work independently and as part of a team and identify strategies to improve individual and team performance
- Display a sophisticated understanding of key ethical, operational, financial and marketing issues facing senior business figures
- Choose appropriate methodological techniques to design and deliver a major piece of individual research on an international business issue
- Communicate complex business ideas and arguments in a timely and effective manner, both orally and in writing through a range of media
- Demonstrate a high degree of personal effectiveness by reflecting critically on practice and experience to develop a meaningful personal development plan
- Demonstrate the ability to lead a team by setting objectives, motivating, monitoring performance and managing change
- Critically evaluate the principles for leading and developing people and equality, diversity and inclusion at a strategic level

12.1 Knowledge and Understanding

Upon successful completion of this programme the student should be able to demonstrate knowledge and understanding of the following:

KU1 – The key processes of economic globalisation since 1945 and the implications for the global business environment

KU2 – The main ethical, financial, marketing, and operational issues confronting those responsible for building and leading international businesses

KU3 – The principal methodologies and techniques used to conduct research into business and management issues and their advantages and disadvantages

KU4 – Business strategies appropriate to a rapidly evolving and dynamic environment

KU5 - The principles of consultancy and the theories and practices found in leadership

	Teaching and Learning	Assessment
KU1	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, guest speakers, case studies.	Examinations, individual written coursework, group work, presentation, time constrained tests, dissertation / internship.
KU2	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, case studies.	Examinations, individual written coursework, group work, dissertation / internship.
KU3	Lectures, seminars, textbooks, workshops, module webs, journals (hard copies and electronic), financial databases, econometric software.	Examinations, individual written coursework, group work, case studies, dissertation / internship.

KU4	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, guest speakers.	Examinations, individual written coursework, group work, dissertation / internship.
KU5	Workshops, online tutorials, textbooks, journals, cross-disciplinary group work, debates, CMI online resources.	Portfolio.

12.2 Cognitive (Thinking) Skills

Upon successful completion of this programme a student should be able to demonstrate the following cognitive (thinking) skills:

- CS1:** Critically evaluate the conceptual and theoretical frameworks of management. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately
- CS2:** Problem solving and decision making: establishing criteria, using appropriate decision techniques including identifying, formulating and solving business problems; the ability to create, identify and evaluate options; the ability to implement and review decisions
- CS3.** Information and knowledge: scanning and organising data, abstracting meaning from information and sharing knowledge
- CS4.** The ability to conduct research and enquiry into business and management issues through the collection and analysis of qualitative and quantitative data. This includes the ability to recognise the need, initiate change and to be able to manage change within an organisation environment.

	Teaching and Learning	Assessment
CS1	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, project supervision.	Written projects, examinations, group based problem solving exercises, coursework, time constrained tests, dissertation / internship
CS2	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, project supervision.	Presentations, written projects, examinations, group based problem solving exercises, coursework, dissertation / internship
CS3	Lectures, seminars, econometric software, textbooks, workshops, module webs, journals (hard copies and electronic), financial databases, project supervision.	Written projects, time constrained tests, examinations, group based problem solving exercises, coursework, dissertation / internship
CS4	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, project supervision.	Presentations, written projects, examinations, group based problem solving exercises, coursework, dissertation / internship

12.3 Practical Skills

Upon successful completion of the programme a student should be able to demonstrate the following practical skills:

- PS1:** To apply relevant knowledge to a range of complex situations within organisations. This includes the ability to understand the use of appropriate techniques for analysis of business and management issues, the ability to use a wide range of business data and the ability to take an international perspective in analysing these situations.
- PS2:** To consistently use the knowledge gained from subject specific and the wider intellectual skill sets of each individual to evaluate and integrate theory with practice in a global setting.
- PS3:** Be creative in applying practical understanding of scholarly techniques of research and enquiry to interpret relevant knowledge in the context of new situations.

	Teaching and Learning	Assessment
PS1	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), project supervision.	Examinations, consultancy / dissertation, coursework, time constrained tests
PS2	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, project supervision.	Examinations, consultancy / dissertation, coursework, presentations
PS3	Lectures, seminars, textbooks, module webs, journals (hard copies and electronic), financial databases, project supervision.	Examinations, consultancy / dissertation, coursework, time constrained tests

12.4 Transferable Skills

Upon successful completion of the programme you should be able to demonstrate the following transferable skills:

- TS1.** Apply numeracy and quantitative skills to understand data and information as required for context and interpret and apply data for effective decision making.
- TS2.** Use two-way communication: listening, negotiating and persuading or influencing others; oral and written communication, using a range of media, including the preparation of business reports.
- TS3.** Demonstrate personal effectiveness: self-awareness and self-management; time management; agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets
- TS4.** Present, challenge and defend ideas effectively and actively listen to ideas of others in an unbiased way with sensitivity to diversity in people and different situations.
- TS5.** Demonstrate effective performance within a team environment and the ability to recognise and utilise individuals' contributions in group processes; team selection, delegation, development and management.
- TS6.** Demonstrate leadership and performance management: selecting appropriate leadership style for situations; setting targets, motivating, monitoring performance, coaching and mentoring, continuous improvement.
- TS7.** Recognise ethical dilemmas in business situations, applying ethical and organisational values to situations and choices.
- TS8.** Demonstrate learning through reflection on practice and experience.

Transferable/key skills are generally incorporated within modules and related to relevant assessments as appropriate. Self-directed learning forms an element of all modules and the necessity to work within tight deadlines is an essential requirement across the curriculum. The ability to communicate orally and in writing will be developed across the range of modules.

13 Programme Structure and Requirements, Levels, Modules, Credits and Awards

13.1 Patterns and Mode of Attendance

The programme has been devised primarily as a one-year full-time programme but it may also be taken part-time over two years. It is constructed on the basis of the University's taught postgraduate modular framework (180 credits). The programme is comprised of mandatory modules. Modules within the programme, the levels at which they are studied, their credit value and pre/co requisites are identified in section 20.

On this course, you may be able to switch between studying on campus and studying online at certain points of the academic year, subject to availability. Request processes and restrictions apply. A change in study mode is likely to have visa and/or student finance implications. If you have commenced your studies online after having been refused a UK visa or had a request for sponsorship declined by Coventry University, you will not be eligible to switch between study modes.

Students must undertake and pass the Postgraduate Business Project if they are to be awarded a 'masters' title.

13.2 Course Structure

All modules are assigned 15 credits, apart from the 10 credit CMI module and the dissertation/consultancy module which is 50 credits.

To highlight the innovative nature of the programme and to differentiate it from other similar courses at other institutions, five unique modules have been included with a focus on contemporary business issues. These are:

- **International Dimensions of Marketing:** this module focuses on intercultural marketing within the dynamic environment of international trade. Students will learn how to design global marketing programs focusing on targeting consumers with heterogeneous needs and preferences.
- **The Global Business Environment, Evolution & Dynamics:** Introduces students to the processes of economic globalisation and explores how these dynamics shape the contemporary business environment and contribute to the key challenges confronting international businesses in the 21st century.
- **Organisations and Strategy** - provides the fundamentals of organisational behaviour as a lens to understanding business strategy from the firm's perspective.
- **Global Operations-** will introduce the core concepts and theories that are pre-requisite for the successful management of an enterprise's extended global supply chain and logistics function.
- **Business Analytics and Intelligence:** which uses an IT approach to data analysis and visualisation to support a wide variety of management tasks, from performance evaluation to trend spotting and policy making.

Module Code	Module Title	M Level Credits
7052SMM	International Dimensions of Marketing	15
7042SSL	The Global Business Environment, Evolution & Dynamics	15
7043SSL	Organisations and Strategy	15
7000ACC	Financial Analysis and Decision-Making	15
7023SSL	International Business and Global Strategy	15
7044SSL	Global Operations	15
7045SSL	Business Analytics and Intelligence	15
7030SSL	International Leadership	15

7053SSL	Postgraduate Business Project	50
7049CRB*	Leading Diverse workforces	10

* Students who successfully complete the module and meet the CMI learning outcomes will gain a Level 7 Certificate in Strategic Management and Leadership Practice based on the following CMI units: Leading and developing people to optimise performance (unit 702); Strategic approaches to diversity and Inclusion (unit 715).

Students who successfully complete this module will be awarded Foundation Chartered Manager status and be able to use the designation 'fCMgr' after their name.

13.3 Progression and Awards

Awards are made in accordance with academic regulations.

14 Support for Students and their Learning

Students will be supported through the following mechanisms:

- An induction programme is provided for all MSc International Business Management students at the commencement of the programme providing details on course administration and management, learning styles, etc.
- A course director who advises students throughout their programme of study.
- A course handbook which provides information on course structure, assessments and regulations.
- MIDs and module guides giving detailed information on each module studied.
- E-learning environment, including the International Business Management course pages.
- Student Support Office and the Faculty registry team.
- Allocation of a project supervisor as part of the dissertation/internship module/Consultancy project.
- Vast range of Library learning resources both in printed and electronic form.
- The Centre for Academic Writing which offers students individual advice on writing essays, reports, dissertations, theses, exams and other assignments.
- The Sigma Mathematics and Stats Support Centre which provides help with maths and statistics (<http://sigma.coventry.ac.uk/>).
- The Coventry Academic Skills Programme (CASP) see: <https://students.coventry.ac.uk/CASP/Pages/WorkshopsbyTopic.aspx#maths>
- Central Careers Service and the postgraduate Employability Personal Tutor (EPT).
- The Health and Wellbeing Team which provides a range of support on issues such as counselling, disabilities, health problems, spiritual & faith support, etc.
- The Students' Union Advice Centre (SUAC) which offers free advice and support, and provides representation when necessary, on a wide range of problems including housing, finance, plagiarism, etc.

Student support mechanisms are consistent with the University policies on Equal Opportunities; reasonable adjustments are also made to the teaching, learning and assessment of the course to maximise accessibility to students with disabilities. There are one faculty disability tutors who can support and advise individual students (and staff) where necessary.

15 Criteria for Admission

The programme is subject to the general University admission procedures and access policies. To be accepted for the programme students must possess as a minimum, a good first degree (minimum 2.2 or higher) from any discipline.

Careful monitoring of applications to ensure that applicants are suited to the programme takes place. In this case 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 overseas applicants, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 6.5 or its equivalent.

Recognition for prior learning (RPL) is in accordance with University regulations.

16 Method for Evaluating and Enhancing the Quality and Standards of Teaching and Learning

The Programme is developed by the School of Strategy and Leadership in the Faculty of Business and Law and is managed by the SSL Board of Study.

The Faculty Programme and Awards 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 Board of Study which contributes modules to the programme.

External Examiners report annually on the programme and their views are considered as part of the Course Quality Enhancement and Monitoring process (CQEM). Details of the CQEM process can be found on the Academic Registry's web site.

Students are represented on the Student Forum which meets twice a semester and also the Board of Study and Faculty Board, which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires. Students are involved in the CQEM process.

The Faculty of Business and Law also operates the following methods for evaluating and enhancing the quality and standards of teaching and learning:

- Staff are observed in accordance with the Coventry University Teaching Observation Scheme
- The provision of in-house seminars and workshops on teaching and learning which all staff are encouraged to attend.

The programme is subject to regular review involving subject experts external to the University, normally on a three or four-year cycle. At these reviews the opinions of subject experts, current and former students and employers are sought where appropriate.

17 Regulation of Assessment

The University policy requires the internal moderation of assessments and the SSL school operates a robust moderation process in line with this requirement.

External Examiners are appointed for all named University awards. The role of the External Examiner at module level is to ensure that academic standards are in line with national norms for the subject. External Examiners undertake the moderation of examination papers, and view representative samples of work for the modules for which they have responsibility. At programme level, External examiners help to ensure fairness in the consideration of student progression and awards. They have the right to comment on all aspects of the assessment system and participate as full members of the assessment boards.

The pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

Awards for Taught Master programmes may be made with Distinction or Merit (i.e. achievement of an average mark of at least 70% or 60% respectively).

18 Indicators of Quality and Standards

The following are key indicators of quality and standards:

- The programme has been designed in accordance with the QAA benchmark statements: Master's degrees in Business & Management (2015)
- The Faculty of Business and Law has signed up 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. All 6 principles of PRME are practiced in the course.
- The School of Strategy and Leadership (SSL) has a strong portfolio of active researchers who regularly publish in peer reviewed internationally recognised publications. It also operates its own applied research working papers series.
- The University has been awarded the Queen's Award for Enterprise in 2015 for its excellence in international trade.
- The Guardian University Guide 2018 ranked the University 13th overall (of 116 universities) and 20th for business and management related subjects.
- The University was ranked in the top 4% of worldwide higher education institutions in 2014 by QS World University Rankings
- The QAA's review of higher education undertaken in February 2015 confirmed that Coventry University meets the UK expectations in:
 - the setting and maintenance of the academic standards of awards;
 - the quality of student learning opportunities;
 - the quality of the information about learning opportunities;
 - the enhancement of student learning opportunities.

19 Additional Information

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

- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)
- Student Portal <https://students.coventry.ac.uk/Pages/index.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>

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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.

20 Mandatory Modules

Module code	Module title	Credit value	Pre/Co requisite
7052SM M	International Dimensions of Marketing	15	None
7042SSL	The Global Business Environment, Evolution & Dynamics	15	None
7043SSL	Organisations and Strategy	15	None
7000ACC	Financial Analysis and Decision-Making	15	None
7023SSL	International Business and Global Strategy	15	None
7044SSL	Global Operations	15	None
7045SSL	Business Analytics and Intelligence	15	None
7030SSL	International Leadership	15	None
7049CRB	Leading Diverse Workforces	10	None
7053SSL	Postgraduate Business Project	50	None

21 Curriculum Map

Intended Learning Outcomes

Module codes		Knowledge and Understanding					Cognitive (Thinking) Skills				Practical Skills		
		KU1	KU2	KU3	KU4	KU5	CS1	CS2	CS3	CS4	PS1	PS2	PS3
7052SMM	The International Dimensions of Marketing		X	X	X		X	X	X		X	X	X
7042SSL	The Global Business Environment, Evolution & Dynamics	X	X		X		X	X	X	X			X
7043SSL	Organisations and Strategy		X	X	X		X	X		X	X	X	X
7030SSL	International Leadership			X	X			X	X	X	X	X	X
7023SSL	International Business and Global Strategy		X	X	X		X	X	X	X	X	X	X
7044SSL	Global Operations	X	X		X		X	X	X	X	X	X	X
7000ACC	Financial Analysis and Decision-making		X	X	X		X	X	X	X	X		X
7045SSL	Business Analytics and Intelligence			X	X		X		X	X			
7049CRB	Leading Diverse Workforces		X		X	X	X					X	X
7053SSL	Postgraduate Business Project	X	X	X	X		X	X	X	X	X	X	X

