

International Business Management

This programme is no longer recruiting. Please see the specification for International Business Management.

Final award	MSc
Intermediate awards available	PGCert, PGDip
UCAS code	N/A
Details of professional body accreditation	Associate Membership of the Chartered Management Institute
Relevant QAA Benchmark statements	Master's degrees in Business and Management
Date specification last up-dated	March 2013

Profile

The summary - programme advertising leaflet

Programme content

The MSc in International Business Management is a one-year, full-time taught programme. For those students joining in February at UEL, there will be an additional 4 months for the completion of the dissertation. Its broad aims for its graduates are to:

- Achieve a sound theoretical and conceptual grounding in business management, including a systematic understanding of international organisations, their context and management
- Develop a range of personal and analytical skills, including effective communication and the ability to assume a variety of team and leadership roles
- Understand how their new knowledge can be employed effectively in an international business context
- Be able to collect, analyse and synthesise qualitative and quantitative information from across a range of business areas, in order to support complex and creative decision-making in different organisational scenarios
- Demonstrate a critical understanding of contemporary issues in international business and of the validity of relevant published research, together with its implications for potentially new business practice

Thus equipped, our graduates will be helped with their career progression as managers in an international context and provided with a rich foundation for the development managerial and leadership competencies.

MSc in International Business Management at UEL

The programme builds on UEL's long experience of offering a wide range of postgraduate programmes in the UK and abroad and offers a number of distinctive features:

- Emphasis from the outset on developing practical competencies in leadership and management to enhance graduates' employability in managerial posts
- Development of competencies relevant to an international business environment, including the analysis of relevant qualitative and quantitative data
- Development of a range of other effective skills, embracing communication and personal effectiveness
- Placement opportunities to undertake business research
- Consequent opportunities for further employment in the UK
- Accreditation by the Chartered Management Institute, leading to Associate Membership
- Significant support for study skills at postgraduate level e.g. in advanced English language
- February as well as September intake (Olympia College has three intakes: September, January and May)

Admission requirements

Applications will be accepted from graduates with little or no management-level work experience and a degree in virtually any discipline, although preference will be given to those with a background in the social sciences, engineering or law. Applicants should have at least GCSE Maths Grade C (or equivalent) and a 2:2 honours degree or its equivalent.

In the case of applicants whose first language is not English, then IELTS 6.0 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education postgraduate programmes.

Students that apply to enter stages of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes. Therefore, such applicants must be able to demonstrate and evidence that they have the required learning outcomes as listed in the modules for which they are seeking exemption.

Programme structure

This full-time programme will last for one year and consist of four, 30-credit taught modules and a 60-credit dissertation, in line with UEL's Academic Framework.

All the modules are compulsory and will be delivered in the following way:

Semester	Module	Module
A	International Business Analysis and Research (includes launch of Management Dissertation/Business Simulation with research methods section)	Managing in International Organisations
B	International Marketing and Operations Management	International Business Strategy

Postgraduate Dissertation

(14000 words)

(Submitted in the September or May following recruitment, depending on September or February start, respectively)

Learning environment

The programme is taught at the Business School, a new purpose-built facility in Docklands and at our collaborative partner Olympia College, Malaysia. . The Business School is one of the largest schools at the University of East London, with over 2,000 students on campus, taught by some 60 academic staff.

There is a very high investment in appropriate technology and the Business School has extensive computing facilities.

The learning environment sets out to promote active and reflective learning by participants, with extensive scope for group work and problem-based learning, using case studies and analyses. This is achieved through four main forms of learning and study.

Lectures – which set the context for learning, introduce themes, and structure regular reading. The aim is an interactive experience in which programme participants can draw on – and challenge – module tutors.

Seminars – which offer scope for exploring case studies, group work in preparing presentations, and exploring the literature.

Self-directed learning – based on a framework provided for each module, involving structured reading and problem-solving.

Assessment

There is range of assessment methods on the programme. Each module is assessed separately, using different mixes of assessment – such as coursework assignments, group presentations and reports, and exams. The aim is to assess a range of skills.

Assessment takes place during the semester in which the module is taught, and as a rule there are two assessment tasks in each taught module.

Our postgraduate programmes adhere strictly to the University regulations on assessment, designed to ensure fairness and maintain the quality of our awards. All work for assessment is double marked and quality is monitored by external examiners.

Relevance to work/profession

The learning outcomes of this programme reflect the approach taken by the UK Quality Assurance Agency in its guidelines for masters programmes in business and management. Masters programmes add value to first degrees by enabling individuals to develop in three ways that are central to a career in a commercial business or international organisation.

First, they develop an integrated understanding of the field: that is, they enable students to see business in its context, and in its relationship to other central dimensions of business life.

Secondly, they require participants to become critically aware in their engagement with the subject; that is, they enable students to assess evidence for and against a point of view, to challenge the presuppositions of a theory, and to be equipped to engage in research to corroborate or refute an argument.

Thirdly, our students will develop a skill-set relevant to international employment, including recognised managerial competencies and the capacity to undertake both 'hard' and 'soft' analysis. Cross-cultural sensitivity will enable their application of these skills in multi-national and multi-cultural environment

These skills are central in fostering the mature, positive, yet critical approach which organisations need if they are to develop and thrive in a complex and rapidly changing economic, business and political context.

There are also opportunities for a short placement with a business organisation between the end of the taught programme and the submission of the dissertation, which will further serve to enhance our graduates' employability.

Thesis/Dissertation/project work

The dissertation is a central element of the programme and the assessment of learning outcomes, being worth one-third of the total marks available

Our students have 2 choices for the completion of their dissertation, after having followed tuition on research methods:

- To undertake individual primary research in an internationally oriented business organisation and make recommendations for change in response to a specific problem or issue, such as entry into an international market place or the management of cross-country operations
- To participate in a business simulation based on a scenario involving a range of decisions relevant to the effective management of an organisation operating in an international context. Students are assessed on their group's decision-making, but also on a detailed individual report - not currently available to overseas partners.

The major rationale for the business simulation is that it generates complex and realistic primary data, allowing learning outcomes to be achieved identical to those of an individual dissertation. Consequently, the simulation is a highly effective substitute for research in a 'live' organisation. This is particularly useful for international students who may find it very difficult to negotiate access to businesses for research.

Added value

This programme offers students added value in terms of:

- Taking place in London: a Global centre of International Business;
- Being delivered on an award-winning, modern, purpose built university campus;

- Providing access to one of London's most highly acclaimed Libraries and Learning Resource Centres;
- Providing an opportunity to study alongside, and learn from a diverse range of International students; and
- Being delivered by a highly qualified and experienced team of International academics.

Your future career

Graduates from the programme can be expected to find employment in entry-level managerial posts in organisations operating internationally and located in a range of jurisdictions. In some cases, for example, the programme might serve to help an individual (and their employing organisation) develop specialist competencies needed to promote organisational development, such as a move to international operations.

Our graduates will be helped in their career progression as international managers and provided with a rich foundation for the development of their managerial and leadership competencies in the future.

How we support you at UEL

The programme aims to provide consistent and continuing support for students through staff involved in teaching, administration and programme management. A key contact point is the Business School Helpdesk, which can help with a range of student enquiries. Academic support will be provided by module leaders and the programme leader

There is also help with particular linguistic needs through UEL's Academic English Study Support service (AESS), delivered by the English Language Centre. Dedicated support is also available from staff experienced in the enhancement of numeracy skills.

In general support is provided through,

- The programme leader acting as your personal tutor (or another colleague teaching on the programme)
- accessible and supportive module tutors,
- student support centre with dedicated staff,
- induction process that aims to develop key skills for UK study,
- an ongoing parallel support programme of English language and study skills,
- an on-line facility for learning skills.
- large learning resource facility with on-line databases,
- self-study areas.

Bonus factors

You will benefit from our state-of-art Business School building and Learning Resources centre at our Docklands campus, which is within easy reach of the City and very close to the rapidly developing financial centre of Canary Wharf. The campus and UEL are also at the heart of a vibrant and growing area preparing for the 2012 Olympics.

Further, there will be the opportunity for some participants to go on work placement with one of our network of employers.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Achieve a sound theoretical and conceptual grounding in business management, including a systematic understanding of international organisations, their context and management
- Develop a range of personal and analytical skills, including effective communication and the ability to assume a variety of team and leadership roles
- Understand how their new knowledge can be employed effectively in an international business context
- Be able to collect, analyse and synthesise qualitative and quantitative information from across a range of business areas, in order to support complex and creative decision-making in different organisational scenarios
- Demonstrate a critical understanding of contemporary issues in international business and of the validity of relevant published research, together with its implications for potentially new business practice

What will you learn?

By the end of this programme you will be able to:

Knowledge

- Demonstrate a thorough understanding of the international context within which business organisations operate
- Draw upon a sound knowledge of markets and customers; the management and development of employees; the management of resources and operations, including ICT; the sources, allocation and management of finance; the uses of accounting and information systems; the role, formation and evaluation of business policy and strategy, and the current and future impact of major contemporary issues in international management
- Recognise the interdependencies of different business functions, organisational strategy and the business environment
- Understand key theories and concepts of managerial leadership

Thinking skills

- Think critically and show evidence of the ability to be creative in different business scenarios
- Manage, evaluate and apply qualitative and quantitative information, using ICT
- Demonstrate critical self-awareness and offer others sensitivity and leadership

- Make decisions in realistic and complex management scenarios
- Recognise and respond to ethical dilemmas and issues of corporate social responsibility, particularly in international environments

Subject-Based Practical skills

- Undertake research into major business problems or issues and provide effective recommendations for change
- Lead and manage projects and organisational resources
- Write effective business reports, responding to the needs of different stakeholders and audiences
- Contribute to the formation of business strategies, at functional and organisational levels, within an international context

Skills for life and work (general skills)

- Offer an enhanced skill set to increase employability
- Undertake two-way communication with different audiences, using a range of media
- Show high levels of personal effectiveness, such as self-reflection, sensitivity to diversity and self-management
- Work effectively as a member of a team and as a manager of resources

Once in professional practice, graduates of the programme can expect to apply their knowledge, understanding and developed intellectual skills to substantial business problems and issues. They will be able to deal proactively with complexity, uncertainty and change, as well as supply leadership in making decisions in a range of challenging business scenarios. They will leave the programme with a body of knowledge and skills that will supply a substantial foundation for continuing professional development.

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare participants for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme

- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 180 M-level credits

Typical duration

Entry is at two points per year, in September and February, although overseas partners have a slightly different structure. All full time cohorts are provided with 2 semesters' tuition and 4 months to complete the Dissertation. Those who commence their programmes in September can complete in 12 calendar months. Given the exigencies of university vacations those who commence in February at UEL can complete in 15 calendar months.

Part-time participation is available for attendance during daytime sessions. Part-time students would need to study for four semesters during the taught part of the programme. There is a choice of submission date for the Dissertation for part-time students.

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many UEL students make use of this flexibility on a range of programmes and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year is divided into two semesters of roughly equal length. A typical student registered in a full-time attendance mode will study two 30 credit modules per semester and a typical student registered in a part-time attendance mode will study one 30 credit module per semester.

For September entrants, tuition ends in May and the Dissertation is submitted in August. For February entrants, tuition ends the following January, with the Dissertation submitted in May.

What you will study when

September start:

Semester	Module title	Credit	status
A	International Business Analysis and Research	30	Core
A	Managing in International Organisations	30	Core
B	International Marketing and Operations Management	30	Core
B	International Business Strategy	30	Core
May - August Postgraduate Dissertation		60	Core

February start:

Semester	Module title	Credit	status
B	International Business Analysis and Research	30	Core
B	Managing in International Organisations	30	Core
A	International Marketing and Operations Management	30	Core
A	International Business Strategy	30	Core
January - May Postgraduate Dissertation		60	Core

Requirements for gaining an award

- In order to gain a Postgraduate Certificate, you will need to obtain 60 credits at Level M.
- In order to gain a Postgraduate Diploma, you will need to obtain 120 credits at Level M
- In order to obtain a Masters, you will need to obtain 180 credits at Level M. These credits will include a 60 credit level M core module of advanced independent research.

Masters Award Classification

Where a student is eligible for an Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% Distinction
60% - 69% Merit
50% - 59% Pass
0% - 49% Not Passed

Assessment

Teaching, learning and assessment

Teaching and learning

The programme embraces a range of teaching and learning approaches, each intended to enable participants to develop the knowledge and skills required in a Masters' programme, and in particular to be able to guide their own work and reflect on how they are learning.

Participants will be expected to lead a discussion based on their own research and be able to work in groups and present solutions to problems to the cohort. At all times students will be encouraged to reflect on and take responsibility for their own learning. Tutorial and seminar

groups are a key component of the programme and aim to help you to analyse the underlying principles and practices of management and assess their application to identified issues. The main approaches to teaching and learning on the programme can be summarised as:

- An emphasis on the role of learners in acquiring knowledge.
- A need to develop the skills of self-managed learning.
- An awareness of the challenge of working at postgraduate level and the importance of developing a critical approach to study.

Knowledge is developed through

- Integrated tutor led lecture and class/group seminar/case study/discussion
- Private study to prepare for group discussion and presentations.
- Private study to prepare for assignments and report writing.
- Reference and access to literature resources, including on-line academic and business journals and databases

Thinking skills are developed through

- Seminars and group work
- Case studies and associated problem-solving activities
- Structured group/seminar discussion.
- Linking of theory and practice in each module.
- Written assignments
- Presentations of prepared work.

Practical skills are developed through

- Researching presentations and projects both group and individual.
- Undertaking data collection and analysis.
- Group work.
- Case studies and workshops.

Skills for life and work (general skills) are developed through

- Report writing
- Presentations
- Participation in group/team work.
- Completion of major research project.
- Continued directed learning between classes

Assessment

A range of assessment is used on the programme, intended to establish whether the learning outcomes for each module have been achieved, and to promote self-managed and reflective learning.

Knowledge is assessed by:

- Group and individual presentations.

- Group and individual course work/assignments.
- Research embodied in the Dissertation.

Thinking skills are assessed by:

- Group work
- Presentations
- Assignments, which may be based on case studies
- Research methodology and analysis in the Dissertation

Practical skills are assessed by:

- Compliance with deadlines for assignment and presentational requirements for assignments and Dissertation.
- Preparing presentations.

Skills for life and work (general skills) are assessed by:

- Presentations
- Assignments
- Report writing
- A variety of tasks including those undertaken on an individual basis or in a group

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);

- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of participants

The following methods for gaining student feedback are used on this programme:

- Module evaluations at the mid-semester point and towards the completion of the module
- Student representation on the programme committee (meeting at least once a semester)

Students are notified of the action taken through:

- Summarising mid-module feedback on the UELPlus site (our Virtual Learning Environment) for the module and detailing relevant actions in response
- Discussion of summaries of all completed module feedback in the programme committee and relevant actions to be taken at modular and programme-level
- Posting the minutes of the programme committee on the MSc's UELPlus site

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Formal contact with external examiners
- Approval for major changes in the programme via the School's Standing Quality Committee, programme committee and external examiners
- External industry and practitioner views
- Reports of the placement coordinator.

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
OlympiaCollege, Malaysia	Entire Programme	No	Yes	Full-time / Part-time
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The student handbook
- Module study guides
- UEL Manual of General Regulations <http://www.uel.ac.uk/qa/>
- UEL Quality Manual (<http://www.uel.ac.uk/qa/>)
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- School web pages (<http://www.uel.ac.uk/business>)