

Template C4



Programme Specification

Title of Course: *MSc International Business Management*

Date first produced	28/03/2024
Date last revised	19/09/2024
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Version number	6
Faculty	Faculty of Business and Social Sciences
School	Kingston Business School
Department	Department of Strategy, Marketing and Innovation
Delivery Institution	Kingston University

This Programme Specification is designed for prospective students, current students, academic staff and employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes and content of each modules can be found in the course VLE site and in individual Module Descriptors.

SECTION 1: GENERAL INFORMATION

Award(s) and Title(s): <i>Up to 10 pathways</i>	MSc International Business Management
Intermediate Awards(s) and Title(s): <i>There are 4 Intermediate awards for each pathway</i>	PG Diploma International Business Management PG Certificate in International Business Management PG Diploma International Business Management with Professional Placement
Course Code <i>For each pathway and mode of delivery</i>	PFIMG1IMG02
UCAS code <i>For each pathway</i>	

RQF Level for the Final Award:	Masters
Awarding Institution:	Kingston University
Teaching Institution:	Kingston University
Location:	Kingston Business School, Faculty of Business and Social Sciences, Kingston Hill
Language of Delivery:	English
Modes of Delivery:	Full-time
Available as:	
Minimum period of registration:	Full-time - 1-year full time
Maximum period of registration:	Full-time - 3 years full time
Entry Requirements:	<p>The MSc International Business Management is a general management early career, postgraduate program.</p> <p>The minimum entry qualifications for the programme are:</p> <ul style="list-style-type: none"> • A 2:2 degree or equivalent from a recognised institution • International students must have an IELTS score of 6.5 (or equivalent) with no element under 6.0 • Applicants will be considered on merit for students who do not meet the academic requirements (as above)
Programme Accredited by:	Kingston Business School holds an international accreditation by the AACSB (Association to Advance Collegiate Schools of Business) and this programme

	is accredited by the EFMD Programme Accreditation System (EPAS) and by the Association of MBAs (AMBA)
QAA Subject Benchmark Statements:	QAA Subject Benchmark Statement for Master's degrees in Business and Management (March 2023)
Approved Variants:	None
Is this Higher or Degree Apprenticeship course?	

For Higher or Degree Apprenticeship proposals only

Higher or Degree Apprenticeship standard:	n/a
Recruitment, Selection and Admission process:	n/a
End Point Assessment Organisation(s):	n/a

SECTION 2: THE COURSE

A. Aims of the Course

The main aims of this programme are to provide students with the opportunity to:

- follow a broad-based internationally focused business management Masters programme that will provide a bridge or conversion for non-business/management undergraduate degrees or top-up with some specialisation for those who have a relevant undergraduate programme
- develop practical management skills appropriate for employability
- develop academic critical skills of reflection, analysis, and evaluation
- develop consultation and project management skills
- provide a means of reflection in preparation for assuming management roles within organisations
- give students a head-start on the employment ladder, preparing them for employment, further study, and lifelong learning.

B. Intended Learning Outcomes

The programme outcomes are referenced to the QAA subject benchmarks for Business and Management and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student.

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas.

The programme learning outcomes are the high-level learning outcomes that will have been achieved by all students receiving this award. They must align to the levels set out in the [‘Sector Recognised Standards in England’](#) (OFS 2022).

Programme Learning Outcomes					
	Knowledge and Understanding		Intellectual Skills		Subject Practical Skills
	On completion of the course students will be able to:		On completion of the course students will be able to		On completion of the course students will be able to
A1	Critically evaluate different perspectives in management and business, and the value of each standpoint	B1	Think in a critically reflective and creative manner	C4	Develop research and consultancy skills.
A2	Articulate relevance and importance of international business knowledge to the business communities of a modern society	B2	Organise and analyse and solve complex problems	C1	Assemble and analyse qualitative and quantitative data from a wide variety of sources using different techniques and tools.
A3	Describe and explain the international, multi-cultural and globally pervasive nature of business in society			C2	Present and communicate ideas using ICT software tools to an audience
A4	Explain the theoretical bases of the range of business disciplines which will enable them to contribute to developments in these fields, to evaluate these developments critically, and to apply this knowledge to inform their practice			C3	Operate as flexible and skilled business professionals.

In addition to the programme learning outcomes, the programme of study defined in this programme specification will allow students to develop the following range of Graduate Attributes:

1. Creative Problem Solving
2. Digital Competency
3. Enterprise
4. Questioning Mindset
5. Adaptability
6. Empathy
7. Collaboration
8. Resilience
9. Self-Awareness

C. Outline Programme Structure

The MSc International Business Management programme requires completion of four core 30 - credit modules, along with two 15-credit core modules and two 15-credit elective modules.

Full details of each module will be provided in module descriptors and student module guides. There are two intakes for the programme, one in September and one in January of each academic year.

Note: As per GR5 within the general regulations, the University aims to ensure that all option modules listed below are delivered. However, for various reasons, such as demand, the availability of option modules may vary from year to year or between teaching blocks. The University will notify students by email as soon as these circumstances arise.

MSc International Business Management

Level 7							
MSc International Business Management							
Core modules	Module code	Credit Value	Level	Teaching Block	Pre-requisites	Full Time	Part Time
Building Successful Organisations and Careers	BH7010	30	7	2		1	
Consultancy in Practice	BS7032	30	7	3		1	
International Business Strategy	BS7014	15	7	2		1	
Managing in Rapidly Changing Business Environments	BS7009	15	7	1		1	
Managing Operations and Financial Resources	BA7013	30	7	1		1	

Research Methods and Business Analytics	BB7016	30	7	3		1	
Optional Modules							
Agile Project Management	BB7010	15	7	1		1	
Buyer Behaviour	BM7005	15	7	1		1	
ENTREPRENEURSHIP IN AN INTERNATIONAL CONTEXT (EiC)	BS7104	15	7	1	None	1	
Financial Investments	BA7778	15	7	2	None	1	
INNOVATION MANAGEMENT	BS7033	15	7	2	None	1	
International Marketing	BM7037	15	7	1	None	1	
International Money and Finance	BA7020	15	7	1	None	1	
Praxis: Project, Programme and Portfolio Management	BB7012	15	7	2		1	
Professional Placement	BA7777	120	7	Year long		2	

Level 7 information

Students exiting the programme with 60 level 7 credits are eligible for the award of PgCert in International Business Management

Students exiting the programme with 120 level 7 credits are eligible for the award of PgDip in International Business Management

D. Principles of Teaching, Learning and Assessment

The MSc International Business Management (MIBM) is a generalist, and predominantly pre-experience degree designed to provide a thorough grounding in the theoretical fundamentals of management, accompanied by substantial practical interventions.

The teaching and learning philosophy of the programme is to engage students actively both inside and outside the classroom and to enable them to develop their ability to study independently and work as part of a team at master's level. This is achieved by encouraging them to question and critically assess business issues and to find innovative options and solutions. Successful managers combine these skills with comprehensive business knowledge to achieve their objectives.

The following teaching and learning approaches are used:

- Tutor-led classroom sessions to facilitate the reinforcement of key concepts and principles which would have been provided in the associated open learning study packs and/or textbooks provided. Each module is led by an

academic with demonstrated current impactful engagement with academia, industry, government, or civil society.

- Learner-centred activities and participative learning via group exercises, computer laboratory practical sessions, case studies and presentations, problem-centred learning, and discussion.
- Study groups to encourage and foster mutual support and sharing of learning and developing teamwork and leadership skills.
- A Virtual Learning Environment: Canvas, that gathers all course content, daily lessons, assignments, tests/quizzes, feedback, and grading. It also handles student-educator communications and serves as a place for faculty and students to meet virtually.
- Academic Skills Language support is offered by the School of Languages to the full-time international learners with language difficulties.

To maintain currency and ensure the programme prepares students for new and emerging changes in the field, the programme has an advisory panel comprising alumni, and industry representatives that provides strategic advice on the course activities in respect of new developments in related business sectors, graduate employability, relevance of the curriculum and accreditation support.

The course integrates theory and practice by a variety of means. It provides inputs to student learning from practising managers, entrepreneurs, and other stakeholders through curriculum cocreation and development and in supporting live briefs in assessment. Guest speakers are used in most modules to provide industry context and relevance, while employability initiatives are delivered through the Careers and Employability Service. All these opportunities provide occasions for networking, exposure to career options and the chance to develop the skills needed for relevant graduate employment. Collaboration with the university Sustainability Lead and PRME offers many opportunities both inside and outside the curriculum, to integrate the perspectives of Responsible Management and Sustainability Principles.

The curriculum is designed to provide a broad foundation on which students will be prepared for a range of future careers and roles in a wide range of global and diverse organizations.

The academically rigorous and highly practical program is taught over three teaching blocks. Students are required to complete 45-credits of core modules and 15-credits of elective modules in both teaching block 1 and 2. In teaching block 3 students complete two 30-credits core modules: Research Methods and Business Analytics and Consultancy in Practice.

The elective modules can be in any field that students wish to explore to allow them to tailor their MIBM experience according to their interest and future career objectives.

Induction Week

Induction activities take place at the Kingston Hill campus one week before teaching starts and are compulsory. Students are invited to several welcome events that will give them a chance to meet the academics in the program and dedicated programme staff, meet fellow students, make new friends, and find their way around Kingston University.

Core Business Concepts

Students will build their understanding across a broad range of modules receiving a well-rounded and intellectually stimulating business education. The core modules aim to develop creative and critical thinking abilities as well as relevant analytical skill sets. They provide comprehensible coverage and critical understanding in the core

business areas of financial management, operations and supply chain, organizations, corporate strategy, business environment, sustainability, research methods and business analytics and how they are impacted by the volatility, uncertainty, and complexity of today's globally interconnected environment. The principles of sustainability, ethics and corporate social responsibility are both embedded in all the core modules and in two separate elective modules ensuring that all students develop a deep understanding of the underlying concepts and guiding principles of responsible management and are aware of the challenges of climate change.

Consultancy in Practice

The Consultancy in Practice module is anchored in a live team project that helps students develop a practical understanding of business consultancy from the perspective of both the client and the consultant.

Small teams of students consult with international organisations on a particular aspect of their business. The teams can source their own project or choose one organised by the Projects team. Students apply the key consultancy tools and techniques they have learned in the module to plan, monitor and manage projects, evaluate briefs and assess consultancy proposals.

The CIP module offers students the possibility to experience new sectors or roles, strengthen their professional networks and could travel.

Research Methods and Business Analytics

In this core module students will learn the techniques, procedures, and tools (including AI-based tech) used to collect, analyse, and interpret data to answer business research questions or test hypothesis. They will learn how to develop actionable insights, understand business performance, and engage in decision making using business analytics and analytical storytelling.

Elective Modules

In addition to the core modules, students choose two electives across a range of disciplines. Elective modules cover more specialist topics and offer students the possibility of closely aligning their studies with their interests and desired sector of employment.

Electives cover a range of disciplines and sectors and students are encouraged to select related electives and to focus their studies in one of the **five specialisms**:

- **Marketing** – will teach students how marketing management can be structured/modified to develop business beyond historic country and other operating boundaries. It will look at buyer behaviour and examine the latest in marketing theory and practise. Students should take International Marketing and Buyer Behaviour as their electives.
- **Entrepreneurship** - will teach students a wide range of skills including developing new products and ideas, business processes to start a new venture, and evaluating a new business. Students should study Entrepreneurship in an International Environment and Innovation Management as their electives.
- **Project Management and Operations** - will teach students key skills including project planning and monitoring, strategic management, agreeing and setting realistic targets plus the ability to self-analyse performance and progress and respond to feedback. Students should take Agile Project Management and Praxis: Project, Programme and Portfolio Management as their electives.

- **Finance** - will allow students to develop a broad understanding of the field of investment, including topics such as stock valuation, investment strategies for equities, financial derivative etc. and the role and functions of international financial markets (FX, capital markets) and institutions. Students should study Financial Investments and International Money and Finance as their electives.
- **Responsible Management and Sustainability** – will teach students how to develop a strong, successful, and sustainable economic models that can help international organisations achieve long-term growth. Students should take Managing CSR and Sustainability and Community Resilience and Public Engagement Participatory Approaches to Solving Environmental Challenges as their electives.

2.7 Student Assessment Journey

Assessments equip students with the skills needed in the current working environment, as well as the confidence and competence necessary to succeed in the rapidly changing global environment. The applied nature of the MSc IBM course is reflected in the realism and practical emphasis of the assessment strategy.

The programme includes a mix of formative and summative assessment methods, each one designed to draw out the students' inquisitive, questioning, and critical thinking ability, and to allow them to demonstrate clear acquisition and development of employability skills as well as evidencing knowledge.

The assessments suit the demands and requirements of the course and mirror the realities of business; for example, time-constrained coursework simulates work situations where managers have only a few days to prepare a report with strategic options.

Throughout the programme there is also a significant emphasis on continuous assessment in which the student's ability to write (in such formats as essays, reports, industry briefing papers and reflective statements) and to offer evidence of in-depth research and analysis, will be assessed with formative opportunities for practice, discussion, and feedback.

Assessment methods include business and academic reports, reviews and essays, examinations (closed and open book), presentations, posters, discussion boards, infographics, videos, dashboards, learning journals and reflections, simulations, practical activities, portfolios, research-informed consultancy in practice report.

Students are strongly encouraged to make use of the Business and Social Sciences Academic Skills Centre to get feedback on their work in advance of submission. The assignment briefs are transparent and shared with students along with the relevant marking criteria at the beginning of the course. Assessment briefs and submission dates are designed with the student workload in mind.

Professional Certification

To enhance and compliment their formal academic studies, students can achieve industry-recognised certification on Carbon Literacy Program, Chartered Institute of Marketing (CIM) Qualifications and LinkedIn Learning Course Completion Certifications. They can also take practice assessments for project management qualifications such as Agile if they wish to pursue full certification after the course.

Independent Learning

Class contact time makes up only part of the activities for any module. Students are also required to undertake independent learning to complement the in-class content. They are expected to set their own goals and deadlines, organise their workload, and reflect on their learning techniques and whether they are effective. Guidance will be provided on which activities will support learning for each module on the programme.

Independent learning can be in the form of reviewing and preparing for lectures, practice using the software, completing assessments, and taking practice formative quizzes to monitor their own progress through the syllabus.

Inclusive Curriculum

The course has integrated the principles of the University's Inclusive Curriculum Framework, to ensure inclusivity has been embedded throughout the academic cycle. Examples of these approaches include:

- Assessments and delivery patterns that support students who commute or work part-time.
- Students are co-creators of the course content: pitching on the consultancy projects according to their interests, choosing contemporary business issues to discuss in class and incorporating case in their assessments that draw upon their own background. Peer review also play an important role in assessment and learning inclusivity.
- Case studies/vignettes, reading lists and role models used in assessments reflect the diverse student body.
- Whenever possible, teaching spaces are set up in a carousel arrangement, so students are naturally positioned to discuss concepts in an inclusive manner.
- Lectures include structured opportunities for cross-cultural interaction to help students recognise the value of working with people from diverse backgrounds
- Students are provided with the dates of all assessments at the start of their programme so that they can manage their time. They are encouraged to discuss any concerns with their module leader and personal tutor, who will support them in reflecting on their feedback to improve on further assessments.

E. Support for Students and their Learning

Students are supported by:

- Module leader for each module
- Specialist In-session English classes
- Course Director to oversee the overall development of the programme
- A personal tutor for academic and pastoral issues

- An advisor for the consultancy project
- Technical support to advise students on IT and the use of software
- A designated programme administrator
- An induction session at the beginning of the programme
- Canvas – a versatile on-line interactive learning environment
- School Student Support Officer
- Central university Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
- Disabled student support
- Union of Kingston Students
- Careers and Employability Service team that provides valuable guidance in supporting students with their placements, whether work, research, entrepreneurial or study abroad
- Placement Tutor will visit during the placement and meet with the student and workplace supervisor
- Guest speakers from other academic institutions and active practitioners
- LinkedIn Learning – professional training to support and complement the academic syllabus

F. Ensuring and Enhancing the Quality of the Course

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Student Voice Committee
- School Education Committee
- Annual Monitoring and Enhancement
- Continuous Monitoring of courses through the Kingston Course Enhancement Programme (KCEP+)
- Student evaluation including Module Evaluation Questionnaires (MEQs) and the Postgraduate Taught Experience Survey
- Moderation policies
- Feedback from employers
- The European Foundation for Management Development (EFMD) awarded EPAS accreditation to the course.
- The Association of MBAs (AMBA) has accredited the programme as a Pre-Experience Masters in Business Management (MBM).

G. Employability and work-based learning

The nature of the programme is such that employability education is embedded throughout the programme in the form of activities such as career awareness raising, industry guest speakers, seminars, workshops, project work and the development of personal skills.

Specifically, the core module Building Successful Organizations and Careers requires participation in an Assessment Centre (Personality profiling, teambuilding

and teamworking, presentation), the creation of an Individual Development Plan with critical reflection on one's employability and professional positioning (Positioning strategy, CV, LinkedIn, Networking) and an individual contribution to a sector or industry-specific hub

Students will be encouraged to attend 'spotlight on' events which focus on specific careers and industries, such as HR, Marketing, Services and Retail. Skills events include 'speed interviewing' where employers and alumni give students the opportunity to practice their interviewing skills, talking to a number of different 'interviewers' during a dedicated session with three minutes to talk and two minutes of feedback.

This programme is built on providing opportunities for experiential learning throughout the core curriculum and Consultancy in Practice module, but in addition, all students are encouraged to consider a one-year work placement following the completion of their studies.

Students within the Business School have access to a dedicated local placement team as well as the central Careers and Employability Service (CES) team to support them in their job-seeking activities. Whilst it is the responsibility of individual students to secure their own placement, the team offers support in all stages of the application process, giving students the opportunity to experience the competitive job application process. The placements and CES teams have good links with employers with positions available for students, but students are welcome to find their own placements.

The work experience enables students to apply their learning to the real-world environment, to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice. Students who undertake a period of work experience often benefit greatly from the time spent within industry, with real experience and work achievements to record on their CV.

Work-based learning, including sandwich courses and higher or degree apprenticeships

n/a

H. Other sources of information that you may wish to consult

n/a

I. Development of Course Learning Outcomes in Modules

This table maps where course learning outcomes are **summatively** assessed across the modules for this course. It provides an aid to academic staff in understanding how individual modules contribute to the course aims, a means to help students monitor their own learning,

personal and professional development as the course progresses and a checklist for quality assurance purposes.

Module Code		Level 7														
		BA7020	BS7033	BA7778	BS7104	BM7037	BS7009	BS7032	BS7014	BB7016	BA7013	BH7010	BB7010	BB7012	BA7777	BM7005
Knowledge & Understanding	A1		S		S	S										S
	A2				S	S	S	S	S		S	S				S
	A3					S	S				S		S			
	A4		S					S								S
Intellectual Skills	B1		S		S	S	S		S	S				S	S	S
	B2		S		S	S		S	S	S			S	S	S	S
Practical Skills	C4				S	S				S			S			
	C1					S	S				S					
	C2		S					S	S		S					S
	C3						S		S	S		S				

Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.