Buckinghamshire New University

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	International Business Management
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Business
Award Title (including separate Pathway Award Titles where offered):	MSc International Business Management
Pathways (if applicable)	
FHEQ level of final award:	Level 7
Other award titles available (exit qualifications):	Post Graduate Diploma (PGDip) International Business Studies
Accreditation details:	
Length of programme:	1 year
Mode(s) of Study:	Full-time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Masters Degree Benchmark Statement (March 2023) UK (United Kingdom) Quality Code for Higher Education.
Other external reference points (e.g. Apprenticeship Standard):	Chartered Management Institute
Course Code(s):	MSINBMFT
UCAS Code(s):	MIBS
Approval date:	December 2023
Date of last update:	April 2024

2. Programme Summary

The MSc International Business Management programme is designed to provide students without management experience to support the development of skills, knowledge and behaviours which contribute to enhanced opportunities for supervisory and management roles in a range of global contexts. Students will be taught enhanced practical knowledge and

reasoning ability based on the concepts and theoretical frameworks that they use within the course. The flexibility of case study and topic choice will be attractive to students whose ambition relates to developing or managing a small business or a family business.

In all sizes of organisation, specific responsibilities and job titles graduates may apply to will vary, but the knowledge, skills and behaviours needed for entry-level management roles, graduate roles and self-employment will be the same. Key responsibilities may include devising, business planning and start-up, managing diverse projects and teams, leading and managing across borders, financial and resource management and evaluating a range of activities undertaken by local, regional, national and international organisations and groups.

The design of the programme will provide learners with the knowledge, skills, and behaviours to be able to:

- Apply a critical lens to the operation of organisations working across borders
- Effectively and appropriately communicate plans and recommendations in a range of international business contexts
- Apply agile project planning and management skills in an international context
- Lead and manage the development of organisational goals across borders
- Critically evaluate and justify the application of problem-solving tools and techniques to organisations
- Critically evaluate the legal, financial and ethical tools for organisational success
- Critically reflect on personal development in international business skills and knowledge

The programme:

- Is ideal for those aspiring to embark on a career in overseas or multi-national management
- Provides a stepping stone from undergraduate studies in business-related subjects, with an international focus
- Is delivered through active learning and authentic assessment by both faculty and practitioners in the field of business management

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Enable students to critically analyse the international business environment and its inter-relationship with organisations
2. Increase students' critical awareness of contemporary issues in managing business activities across borders.
3. Support students to critically evaluate the impact of different cultures on international business.
4. Encourage students' critical assessment of the implication of global integration of businesses.

5. Develop students' skills in independent learning and synthesising relevant critical thinking, through academic research completing an independent research project/dissertation at Master's level.
6. Develop students' transferable skills for a career in international business management, such as managing projects, cross-cultural communication, working in teams, analysis of complex information and problem solving based on business models and theories.

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
K1	Critically analyse contemporary issues in managing businesses across borders
K2	Critically evaluate the impact of different cultures on international business
K3	Critically assess the implication of global integration of businesses
K4	Create and justify recommendations for improving international business operations, based on the trends and dynamics of the international business environment

Analysis and Criticality (C)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
C1	Critically analyse the trends and dynamics of the international business environment
C2	Apply a critical lens to theories, models and tools employed to improve international business functions
C3	Critically analyse the sustainability of business strategies and ventures
C4	Critique digital tools for international data analysis and marketing purposes

Application and Practice (P)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
P1	Devise and communicate international strategic business plans
P2	Apply digital tools to support sustainable business operations
P3	Practice the promotion of sustainable HR practices in an international context
P4	Apply financial tools and models to create feasible financial forecasts and plans
P5	Utilise tools in digital marketing in an international context

Transferable skills and other attributes (T)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
T1	Engage in critical reflection of international business activities
T2	Create original plans and reports
T3	Effectively lead a diverse team
T4	Synthesise a variety of academic and professional sources

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through the facilitation of entrepreneurship and reflexive thinking skills. The course design allows students to investigate and evaluate modern business practices across the globe, through practical activities which will equip them with a critical awareness of how international organisations function and how evidence-based strategy contributes to the successful achievement of organisational goals.

A practical and practice-based programme, this course will equip students with the agile, reflexive and critical thinking skills which are vital for success in modern organisations, including knowledge and application of the sustainable development goals (SDGs).

The course is based around the three core pillars of creativity; social and ethical awareness and responsibility; and leadership and self-development and students will analyse the functional areas of international business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations working across the globe in the 21st century.

4. Entry Requirements

The University's general entry requirements will apply to admission to this programme with the following additions / exceptions:

- Applicants to the programme will normally have obtained a Bachelor's degree with Honours (or equivalent) which can be in a range of subject disciplines or professions. Applicants need a minimum of a 2:2 in their degree to be considered.
- If your first language is not English or your language of instruction at undergraduate level was not English you will be required to demonstrate English proficiency at an overall score of IELTS level 6.5 (or its equivalent) and no score below 6.0 in any category.
- In line with the university Credit Accumulation and Transfer Scheme, potential learners can apply for Advanced Standing by Accreditation of Prior Learning.

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our accreditation of prior learning (APL) process.

5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
Level 7	**Core modules:** BAM7039 – Sustainable Business Strategy (20 credits) BAM7006 – International Management in Finance and Accounting (20 credits) BAM7008 – International Logistics and Operations (20 credits) BAM7040 – Entrepreneurship and Business Venturing (20 credits) BAM7024 – Global HR for Competitive Advantage (20 credits) BAM7041 – Digital Marketing and Data Analytics in International Business (20 credits) **Option modules:** Choose one of modules - 60 credits: BAM7019 – Professional Project (60 credits) BAM7048 –Work Placement (60 credits) BAM7047 – Business Consultancy (60 credits)	**Post Graduate Diploma International Business** 120 credits at level 7 **Master's Degree**, awarded on achievement of 180 credits at level 7

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

The programme will engage and develop students' learning through in-person delivery, supported by effective use of the virtual learning environment (VLE) and flipped learning. Short-burst lecture elements will form part of the programme, enhanced through an active and flipped learning approach. The ABC curriculum framework will support the delivery of the curriculum, through the application of a range of teaching styles - I.e., acquisition, collaboration, investigation, discussion, practice and production, to encourage students to familiarise themselves with a range of learning styles and to be more active in sessions. The use of ABC will also lend itself well to the combination of VLE and in-class learning. The below definitions of inputs explain in more detail what students will be exposed to throughout their course of study.

Lectures

This is the most formal teaching strategy employed in teaching the modules but will constitute a much smaller part of the overall teaching and learning delivery. Short elements of the lecture method will be used to deliver a body of theoretical information to a group of learners and will be incorporated into a seminar, workshop or tutorial session to consolidate learning.

The lecture format may be supported by written handouts, web or library references which serve to reinforce and expand the audio-visual information presented. In addition, staff will make appropriate use of the University's VLE (Virtual Learning Environment) and rich-media facilities. This will enable lecturers to enhance the traditional communication and learning mediums, as well as making material available to learners off-site and at the university.

Tutorials

Often in smaller groups or on a one-to-one basis, tutorials incorporate guided learning, which can either support a formal lecture by working through materials with the help of a module tutor or academic coach or by discussing plans for formative and summative assessment.

Practical Sessions

Most often in small groups, practical sessions will be made up of simulations, live briefs and role play elements, based on case studies and scenarios. This will enable students to immerse themselves in activities which mirror real-life situations.

Seminars

These can vary from large group seminars, which provide an opportunity for the learner-led formal debate of topic areas, to 'impromptu' discussion sessions with smaller groups, which may for example follow the showing of a video.

Other Activities

Other techniques such as industrial visits, guest lectures and computer aided learning tools will be used where appropriate. This variety of techniques is aimed at stimulating learning. The teaching and learning strategies for individual modules are detailed in the relevant module descriptors.

Assessment

The assessment of this programme includes varied methods. Assessments are, wherever possible, authentic and tied to real-world contexts and constraints, allowing students to practically demonstrate the skills they have developed.

The final professional module, worth 60 credits, provides students with three options – a professional project, professional work placement and professional consultancy. All three options enable students to bring together the knowledge, practical and analytical skills that they will have developed throughout the programme.

Selected assessments will provide enough opportunity for learners to exhibit a level of innovation and creativity associated with excellence. Throughout the programme, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful learner at post-graduate level study.

Contact Hours

Students can expect to receive approximately 6 hours of scheduled learning activities per week. These will include a combination of lectures, seminars, and workshops. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

• Regulations for Taught Degree Programmes

8. Support for learners

The following systems are in place to support students to be successful with their studies:

• The appointment of an Academic Coach, who will act as academic support and personal tutor to support students through their programme
• A programme handbook and induction at the beginning of studies
• Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
• Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
• Access to the MyBNU portal where students can access all University systems, information and news, record their attendance at sessions, and access their personalised timetable
• Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
• Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
• Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The PSRB Standards of Proficiency (SOP) for Chartered Management Institute
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Thrive 2028

Mapping of Subject Benchmark Statement to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)			
Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
Knowledge: A systematic and deep understanding of relevant knowledge about organisations, their external context, how they are managed and the detailed relationship between these and their application to practice.	X	X	X	X										X			
Knowledge: Comprehensive understanding of appropriate techniques sufficient to allow detailed investigation, research or advanced scholarship into relevant business and management issues or specialism within business and management.	X	X	X	X	X	X	X	X		X	X	X	X		X	X	X
Skills: An excellent command of subject-specific academic and professional skills relevant to the appropriate field of business and management as well as consistent proficiency in generic skills and attributes.					X	X	X	X	X	X	X	X	X	X	X	X	X
Critical perspective: A critical awareness of current issues in business and management which is informed by leading edge research and practice in the field as well as by a proactive and independent approach to learning.	X				X	X	X	X									
Critical perspective: Conceptual understanding that enables students to evaluate critically current					X	X	X	X						X			

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Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
research and advanced scholarship in the field of business and management or a specialism within it.																	
Application: Application of relevant knowledge to a range of complex situations, taking account of its relationship and interaction with other areas of the business or organisation.									X	X	X	X	X				
Application: Originality and creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in business and management, or in a specialist field within it.				X					X	X	X	X	X		X		
Application: Ability to evaluate and integrate theory and practice in a wide range of situations.						X					X	X	X				X
Application: An understanding of how the boundaries of knowledge are advanced through research.					X	X	X	X									
Values: A commitment to championing the values of global social responsibility, ethical values and behaving with integrity.	X	X	X				X			X	X						
Values: An ability to take an international perspective, including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications.	X	X	X	X	X		X			X	X			X			
Values: An ability to manage and lead with a strong sense of global social responsibility, appreciating		X	X								X					X	

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)			
Benchmark / Standard requirement	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
the contradictory challenges this presents in complex business and management environments.																	

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)				Analysis and Criticality (C)				Application and Practice (P)					Transferable skills and other attributes (T)			
Module Code (Core)	K1	K2	K3	K4	C1	C2	C3	C4	P1	P2	P3	P4	P5	T1	T2	T3	T4
Level 7																	
BAM7039 – Sustainable Business Strategy	X		X	X	X	X	X			X	X				X		X
BAM7006 – International Management in Finance and Accounting	X	X		X	X	X				X		X		X			X
BAM7008 – International Logistics and Operations	X	X		X	X	X						X		X			X
BAM7040 – Entrepreneurship and Business Venturing	X		X		X	X	X		X						X		X
BAM7024 – Global HR for Competitive Advantage	X	X	X	X	X	X		X			X				X	X	X
BAM7041 – Digital Marketing and Data Analytics in International Business	X	X			X	X		X	X		X		X				X
BAM7019 – Professional Project	X				X	X								X			X
BAM7047 –Work Placement					X									X			X
BAM7048 – Business Consultancy					X									X			X