

Programme Specification

Masters, Postgraduate Diploma, Postgraduate Certificate in International Business

This programme specification applies to students starting the programme from Sept 2021 onwards.

Information for students: the programme specification is the definitive document summarising the structure and content of your degree programme. It is reviewed and updated every year as part of Keele's Annual Programme Review process. The document aims to clarify to potential and current students what you can expect from the study of the subject over the course of your programme.

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| Names of programme(s) and award title(s) | MSc International Business Postgraduate Diploma International Business Postgraduate Certificate International Business |
| Mode of study | Full time Part time |
| Framework of Higher Education Qualification (FHEQ) level of final award | FHEQ Level 7 |
| Duration: | Full time 12-24 months (dependent on chosen route) Part time 24-36 months (dependent on chosen route) |

Details of professional, statutory and regulatory body (PSRB) (if relevant):

<http://www.keele.ac.uk/qa/professionalstatutoryregulatorybodies/>

External Examiner(s): Further information can be found at:

<https://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

1. What is the philosophy of the Programme?

Business today is global. This brings both opportunities and challenges that require managers and leaders who have an expansive knowledge and understanding of operating businesses internationally. The MSc International Business focuses on developing your understanding of business and management within a global context, offering a deep insight into areas such as strategic management, cultural management issues, ethical and environmental issues and international value chains. You will develop an integrated and critically aware understanding of how organisations operate across borders at both a strategic and operational level, preparing you for a career in a leadership or management role in a variety of settings throughout the world.

The programme covers core international business subjects such as International Business Context, International Strategic Management and International Operations and Supply, with a range of option modules including

International Human Resources, Accounting, Leadership, Entrepreneurship and Marketing. You can also choose to take options to complement your International Business programme from Computing based modules, foreign languages or Sustainability modules, thus allowing you to broaden the scope of your master's study.

A distinctive feature of this programme is the opportunity to select a particular project for the final 45 credits which best suits your ambitions and development needs. You will get the opportunity to select one of the following:

- Research dissertation – An in-depth independent piece of research on an area of interest to you
- Consultancy project – 8-12 week live consultancy project working on a project within an organisation.
- Work placement – 8 weeks-12 months paid work placement
- Entrepreneurship activity¹ - 8 weeks-12 months based in our incubation hub and supported by our entrepreneurs in residence, working on your own business idea.

Our teaching and learning strategy is wide-ranging and innovative, seeking to provide you with a rich learning environment that draws actively upon leading edge research, as well as current business practice.

Programme Aims

By fully engaging with the MSc International Business programme, you will be able to develop a range of attributes and skills that not only set you apart from other International Business graduates, but that will stay with you for the rest of your working life.

The programme aims to provide successful students with:

1. An understanding of the major factors impacting on international business and a grasp of the opportunities and threats arising from a changing global business environment.
2. An open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives on business development in a global context, comprehending the ties between local, national and global issues and an appreciation of the impact this has on organisations, work and society in general.
3. The ability to solve current problems in International Business by applying a range of different theories, creative approaches and techniques, and developing the judgement skills to choose between them.
4. An appreciation of the social, environmental and global implications of International Business.
5. The ability to effectively utilise relevant information and communication skills.
6. The flexibility to thrive in rapidly changing and uncertain external environments and to update skills and knowledge as circumstances require.

Keele Graduate Attributes

Engagement with this programme will enable you to further develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing

¹ Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to select this pathway due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Whilst you will undoubtedly have already developed these skills and abilities to varying degrees, such existing capabilities can always be deepened and enriched. Our educational programme and learning environment is designed to help you to develop further as a well-rounded postgraduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in during and after your studies at Keele.

Please refer to the programme webpages for a statement of how you can achieve the Keele Graduate Attributes through full engagement in the programme and other educational opportunities at Keele. Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

2. How is the Programme taught?

The mode of study is either full-time or part-time. The same teaching strategy is employed for both modes. Acquisition of knowledge and understanding is through subject specialist and guest lectures, small-group discussions and tutorials, individual consultation, guided reading and self-study, and through the research dissertation, consultancy project, placement or entrepreneurship module. These principal learning and teaching methods are assisted by a variety of other learning activities, such as group and individual presentations, individual feedback on assignments, the use of case studies and summative and formative assessment.

In addition, all modules of the taught part of the course have formative in-class activities that are not assessed but aim to provide feedback to students about their learning to improve their achievement of intended learning outcomes. A combination of group feedback and individual feedback where appropriate is provided verbally in class. The following formative activities are incorporated into the MSc International Business modules:

- Lectures include a range of formative activities, including class discussions, group presentations, and exercises, to check understanding and to assist students when preparing for summative assessment.
- Tutorials focus on a range of formative activities, including class discussions, group activities, group or individual presentations, case studies, question and answer sessions, to check understanding and to assist students when preparing for summative assessment.
- Case study workshops include class participation activities related to the presentations by academics and external speakers.
- Essay guidance sessions are also provided for students to discuss their approach to the essay and to receive feedback before they submit.
- Web-based learning using the University's virtual learning environment (KLE). The KLE is used to give students easy access to a wide-range of resources and research tools.
- Independent study based on directed reading from textbooks, research monographs, and academic journals.

The final 45 credits of the programme offer you a choice between dissertation, consultancy project, industrial placement or entrepreneurship:

- The dissertation requires independent thought and action and encourages the integration of course material with areas of individual expertise and interest. The context, data, analysis and conclusions of the study are to be presented for assessment in a dissertation. Completion of the dissertation is supported by an academic supervisor.
- Consultancy Project: the aim is to encourage and enable you to reflect on an applied research placement and to develop and apply your skills within the management of organisations. You will work for 8-12 weeks on a consultancy project for an organisation chosen by Keele Business School. The consultancy period plus a

consultancy report, presentation, reflective piece and an organisation/company assessment will constitute the module's summative assessment

- Placement Project: it will be your responsibility, with the support of the School's Placement Officer, to find and secure the placement which can last between 8 weeks-12 months. The placement should be a paid work placement at a suitable level for Master's study. During your time on the placement you will be required to complete an extended project on behalf of the organisation. The project report, presentation and a reflective piece and an organisation assessment will constitute the module's summative assessment.
- Entrepreneurship Project: The aim is to allow you time and space to develop your own business idea. You will have access to facilities and expertise for a period of 8 weeks-12 months. During this time, you will be required to complete a portfolio of evidence, presentation to an external stakeholder and a reflective piece which will constitute the module's summative assessment.

Apart from these formal activities, you are also provided with regular opportunities to talk through particular areas of difficulty, and any individual learning needs you may have, with your module leaders on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures and independent study allow students to gain a systematic understanding of international business and how its methods of analysis may be used to investigate a variety of contemporary social problems.
- Seminars and tutorials provide opportunities for students to ask questions about, and suggest answers to problems in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication.
- Seminars and tutorials encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff.
- Undertaking a dissertation with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and methodologically sound strategy for answering them.
- Undertaking a consultancy project allows students to opportunity to gain work experience and apply the skills developed during the taught modules in a real-life business setting.
- Participating in the work placement gives students the opportunity to gain extended work experience.
- The entrepreneurship project enables students to develop their own business idea with the intention of building their own business.

Programme Team:

The MSc International Business is delivered predominately by Keele Business School (KBS), selected modules are delivered by other Schools in order to broaden student choice. The academics in KBS are multicultural and multinational bringing an international aspect to the School's teaching, research and business activities. KBS staff have extensive teaching, research and work experience in their fields. The School maintains a strong commitment to excellence and innovation in teaching and research. All permanent staff have PhDs or other higher degrees or professional qualifications. All staff members engage with continuing professional development as academic

teachers. All established staff have substantial teaching experience and/or formal teaching qualifications. All probationary appointments receive an intensive training programme on Teaching in Higher Education. Dedicated postgraduate administrative support is also provided.

3. What is the Structure of the Programme?

Keele University operates a module credit system, where each taught module on the MSc is worth 15 credits. This corresponds to 150 hours of study, which is normally broken down into taught contact hours, assessment preparation, class preparation and independent study. The programme design presumes that students attend all assigned teaching and contact times as advertised, devote adequate time to assignment preparation and supplementary readings.

The programme starts in September and January lasts between 12 and 24 months (full time) or 24 and 36 months (part time) dependent upon the route chosen. There are eight taught modules (four per semester full-time, two per semester part-time), a 15 credit research methods module and a research dissertation, consultancy project, work placement or entrepreneurship project.

The structure of the year is as follows:

The availability of option modules will be determined by demand and staff availability. Options are chosen to bring the number of credits taken in each of Semester 1 and Semester 2 up to 60 (full-time) or 30 (part-time).

Full time mode – September Start

Semester One

| <i>Title</i> | <i>Credits</i> | <i>Status</i> |
|---|-----------------------|----------------------|
| <i>MAN-40114 International Business Context</i> | <i>15</i> | <i>Compulsory</i> |
| <i>MAN-40110 International Operations and Supply</i> | <i>15</i> | <i>Compulsory</i> |
| <i>MAN-40116 International Strategic Management</i> | <i>15</i> | <i>Compulsory</i> |
| <i>Choose ONE from:</i> | | |
| <i>ACC-40003 Accounting for Decision Making</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40056 Leadership</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40120 Understanding Consumer Behaviour</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | <i>15</i> | <i>Option</i> |
| <i>ESC-40031 Clean and Green: Technologies from Above the Earth</i> | <i>15</i> | <i>Option</i> |
| <i>CSC-40044 System Design and Programming²</i> | <i>15</i> | <i>Option</i> |
| <i>Choice of modern language from absolute beginners to</i> | <i>15</i> | <i>Option</i> |

² This module is taught in an intensive block from weeks 2-6 and is the pre-requisite for CSC-40039; CSC-40046; CSC-40038

| | | |
|--|-----------|---------------|
| <i>advanced level (subject to availability)³ - Mandarin Chinese (CHI-90001/3/5), French (FRE-90001/3/5/7/9), German (GER-90001/3/5/7/9), Japanese (JAP-90001/3/5), Spanish (SPN -90001/3/5/7/9) or Russian (RUS-90001/3/5), British Sign Language (BSL-90001/3)</i> | | |
| <i>Advanced Business English⁴</i> | <i>15</i> | <i>Option</i> |

Semester Two

| Title | Credits | Status |
|--|----------------|-------------------|
| <i>MAN-40118 Contemporary Challenges in Global Business</i> | <i>15</i> | <i>Compulsory</i> |
| <i>MAN-40058 Creativity and Personal Development</i> | <i>15</i> | <i>Compulsory</i> |
| Group ONE - choose at least one of the following: | | |
| <i>MAN-40018 Entrepreneurship</i> | <i>15</i> | <i>Option</i> |
| <i>ACC-40001 International Financial Reporting</i> | <i>15</i> | <i>Option</i> |
| <i>HRM-40044 Strategic Human Resource Management</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40036 Strategy and Information Management</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40126 Brands and Branding</i> | <i>15</i> | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | <i>15</i> | <i>Option</i> |
| <i>LAW-40037 Introduction to International Economic Law (Law module)</i> | <i>15</i> | <i>Option</i> |
| Group TWO | | |
| <i>CSC-40039 Cloud Computing⁵</i> | <i>15</i> | <i>Option</i> |
| <i>CSC-40046 Web Technologies and Security⁶</i> | <i>15</i> | <i>Option</i> |
| <i>CSC-40038 Collaborative Application Development⁷</i> | <i>15</i> | <i>Option</i> |
| <i>ESC-40030 Case Studies in Sustainability</i> | <i>15</i> | <i>Option</i> |

³ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginner's modules are normally only offered in semester 1.

⁴ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

⁵ Pre-requisite of CSC-40044 required to study this module

⁶ Pre-requisite of CSC-40044 required to study this module

⁷ Pre-requisite of CSC-40044 required to study this module

| | | |
|---|----|---------------|
| <i>ESC-40047 Green IT</i> | 15 | <i>Option</i> |
| <i>Choice of modern language from post-beginners to advanced level (subject to availability)⁸ *- Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4)⁹**</i> | 15 | <i>Option</i> |
| <i>Advanced Business English¹⁰</i> | 15 | <i>Option</i> |

The availability of option modules will be determined by demand and staff availability

Students whose first language is not English are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice. Students requiring English language support (on testing) will be required to take one or two of the following modules in addition to the modules above:

- ENL-40001: Academic English for Postgraduate Students 1 - semester 1
- ENL-40004: Academic English for Postgraduate Students 1-B - semester 2
- ENL-40002: Academic English for Postgraduate Students 2 - semester 1 or 2

Semester Three

| Title | Credits | |
|---|----------------|-------------------|
| <i>MAN-40192 Research Methods</i> | 15 | <i>Compulsory</i> |
| Choose ONE from: | | |
| <i>MAN-40204 Dissertation</i> | 45 | <i>Option</i> |
| <i>MAN-40198 Consultancy Project</i> | 45 | <i>Option</i> |
| <i>MAN-40202 Entrepreneurship Project</i> | 45 | <i>Option</i> |
| <i>MAN-40200 Placement Project</i> | 45 | <i>Option</i> |

Full time mode – January Start

⁸ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

⁹ Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

¹⁰ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

Semester Two

| Title | Credits | Status |
|--|----------------|---------------|
| MAN-40118 Contemporary Challenges in Global Business | 15 | Compulsory |
| MAN-40058 Creativity and Personal Development | 15 | Compulsory |
| Group ONE = choose at least one of the following: | | |
| MAN-40018 Entrepreneurship | 15 | Option |
| ACC-40001 International Financial Reporting | 15 | Option |
| HRM-40044 Strategic Human Resource Management | 15 | Option |
| MAN-40036 Strategy and Information Management | 15 | Option |
| MAN-40126 Brands and Branding | 15 | Option |
| MAN-40128 Marketing Management in the Digital Age | 15 | Option |
| LAW-40037 Introduction to International Economic Law (Law module) | 15 | Option |
| Group TWO | | |
| ESC-40030 Case Studies in Sustainability | 15 | Option |
| ESC-40047 Green IT | 15 | Option |
| Choice of modern language from post-beginners to advanced level (subject to availability) ¹¹ *- Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4) ^{12**} | 15 | Option |
| Advanced Business English ¹³ | 15 | Option |

Semester Three

| Title | Credits | |
|--------------|----------------|--|
| | | |

¹¹ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

¹² Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

¹³ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

| | | |
|--|----|------------|
| MAN-40192 <i>Research Methods</i> | 15 | Compulsory |
| Choose ONE from: | | |
| MAN-4003340204 <i>Dissertation</i> | 45 | Option |
| MAN-4010440198 <i>Consultancy Project</i> | 45 | Option |
| MAN-4010840202 <i>Entrepreneurship Project</i> | 45 | Option |
| MAN-4010640200 <i>Placement Project</i> | 45 | Option |

Semester One

| Title | Credits | Status |
|---|----------------|---------------|
| MAN-40114 <i>International Business Context</i> | 15 | Compulsory |
| MAN-40110 <i>International Operations and Supply</i> | 15 | Compulsory |
| MAN-40116 <i>International Strategic Management</i> | 15 | Compulsory |
| Choose ONE from: | | |
| ACC-40003 <i>Accounting for Decision Making</i> | 15 | Option |
| MAN-40056 <i>Leadership</i> | 15 | Option |
| MAN-40120 <i>Understanding Consumer Behaviour</i> | 15 | Option |
| MAN-40128 <i>Marketing Management in the Digital Age</i> | 15 | Option |
| ESC-40031 <i>Clean and Green: Technologies from Above the Earth</i> | 15 | Option |
| CSC-40044 <i>System Design and Programming</i> ¹⁴ | 15 | Option |
| <i>Choice of modern language from absolute beginners to advanced level (subject to availability)</i> ¹⁵ - <i>Mandarin Chinese (CHI-90001/3/5), French (FRE-90001/3/5/7/9), German (GER-90001/3/5/7/9), Japanese (JAP-90001/3/5), Spanish (SPN -90001/3/5/7/9) or Russian (RUS-90001/3/5), British Sign Language (BSL-90001/3)</i> | 15 | Option |
| <i>Advanced Business English</i> ¹⁶ | 15 | Option |

¹⁴ This module is taught in an intensive block from weeks 2-6 and is the pre-requisite for CSC-40039; CSC-40046; CSC-40038

¹⁵ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginner's modules are normally only offered in semester 1.

¹⁶ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

The availability of option modules will be determined by demand and staff availability

Students whose first language is not English are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice. Students requiring English language support (on testing) will be required to take one or two of the following modules in addition to the modules above:

- ENL-40001: Academic English for Postgraduate Students 1 - semester 1
- ENL-40004: Academic English for Postgraduate Students 1-B - semester 2
- ENL-40002: Academic English for Postgraduate Students 2 - semester 1 or 2

Part time – September Starts

Year 1 Semester 1

| Title | Credits | Status |
|---|----------------|-------------------|
| <i>MAN-40114 International Business Context</i> | 15 | <i>Compulsory</i> |
| <i>MAN-40116 International Strategic Management</i> | 15 | <i>Compulsory</i> |

Year 1 Semester 2

| Title | Credits | Status |
|--|----------------|-------------------|
| <i>MAN-40118 Contemporary Challenges in Global Business</i> | 15 | <i>Compulsory</i> |
| Choose ONE from: | | |
| <i>MAN-40018 Entrepreneurship</i> | 15 | <i>Option</i> |
| <i>ACC-40001 International Financial Reporting</i> | 15 | <i>Option</i> |
| <i>HRM-40044 Strategic Human Resource Management</i> | 15 | <i>Option</i> |
| <i>MAN-40036 Strategy and Information Management</i> | 15 | <i>Option</i> |
| <i>MAN-40126 Brands and Branding</i> | 15 | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | 15 | <i>Option</i> |
| <i>LAW-40037 Introduction to International Economic Law (Law module)</i> | 15 | <i>Option</i> |
| <i>ESC-40030 Case Studies in Sustainability</i> | 15 | <i>Option</i> |

| | | |
|--|----|---------------|
| <i>ESC-40047 Green IT</i> | 15 | <i>Option</i> |
| <i>Choice of modern language from post-beginners to advanced level (subject to availability)¹⁷ *-</i> <i>Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4)^{18**}</i> | 15 | <i>Option</i> |
| <i>Advanced Business English¹⁹</i> | 15 | <i>Option</i> |

Year 1 Semester 3

| Title | Credits | Status |
|------------------------------------|----------------|-------------------|
| <i>MAN-40192: Research Methods</i> | 15 | <i>Compulsory</i> |

Year 2 Semester 1

| Title | Credits | Status |
|---|----------------|-------------------|
| <i>MAN-40110 International Operations and Supply</i> | 15 | <i>Compulsory</i> |
| Choose ONE from: | | |
| <i>ACC-40003 Accounting for Decision Making</i> | 15 | <i>Option</i> |
| <i>MAN-40056: Leadership</i> | 15 | <i>Option</i> |
| <i>MAN-40120 Understanding Consumer Behaviour</i> | 15 | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | 15 | <i>Option</i> |
| <i>ESC-40031 Clean and Green: Technologies from Above the Earth</i> | 15 | <i>Option</i> |
| <i>CSC-40044 System Design and Programming²⁰</i> | 15 | <i>Option</i> |
| <i>Choice of modern language from absolute beginners to</i> | 15 | <i>Option</i> |

¹⁷ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

¹⁸ Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

¹⁹ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

²⁰ This module is taught in an intensive block from weeks 2-6 and is the pre-requisite for CSC-40039; CSC-40046; CSC-40038

| | | |
|---|----|--------|
| <i>advanced level (subject to availability)²¹ - Mandarin Chinese (CHI-90001/3/5), French (FRE-90001/3/5/7/9), German (GER-90001/3/5/7/9), Japanese (JAP-90001/3/5), Spanish (SPN -90001/3/5/7/9) or Russian (RUS-90001/3/5), British Sign Language (BSL-90001/3)</i> | | |
| Advanced Business English ²² | 15 | Option |

Year 2 Semester 2

| Title | Credits | Status |
|---|----------------|---------------|
| MAN-40058 Creativity and Personal Development | 15 | Compulsory |
| Choose ONE from ... | | |
| MAN-40018 Entrepreneurship | 15 | Option |
| ACC-40001 International Financial Reporting | 15 | Option |
| HRM-40044 Strategic Human Resource Management | 15 | Option |
| MAN-40036 Strategy and Information Management | 15 | Option |
| MAN-40126 Brands and Branding | 15 | Option |
| MAN-40128 Marketing Management in the Digital Age | 15 | Option |
| LAW-40037 Introduction to International Economic Law (Law module) | 15 | Option |
| CSC-40039 Cloud Computing ²³ | 15 | Option |
| CSC-40046 Web Technologies and Security ²⁴ | 15 | Option |
| CSC-40038 Collaborative Application Development ²⁵ | 15 | Option |
| ESC-40030 Case Studies in Sustainability | 15 | Option |
| ESC-40047 Green IT | 15 | Option |
| Choice of modern language from post-beginners to advanced | 15 | Option |

²¹ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginner's modules are normally only offered in semester 1.

²² Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

²³ Pre-requisite of CSC-40044 required to study this module

²⁴ Pre-requisite of CSC-40044 required to study this module

²⁵ Pre-requisite of CSC-40044 required to study this module

| | | |
|---|--|--|
| level (subject to availability) ²⁶ *- Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4) ²⁷ ** | | |
|---|--|--|

Year 2 Semester 3

| | | |
|------------------------------------|----|--------|
| Choose ONE from: | | |
| MAN-40204 Dissertation | 45 | Option |
| MAN-40198 Consultancy Project | 45 | Option |
| MAN-40202 Entrepreneurship Project | 45 | Option |
| MAN-40200 Placement Project | 45 | Option |

Part time – January Starts

Year 1 Semester 2

| Title | Credits | Status |
|---|----------------|---------------|
| MAN-40118 Contemporary Challenges in Global Business | 15 | Compulsory |
| Choose ONE from: | | |
| MAN-40018 Entrepreneurship | 15 | Option |
| ACC-40001 International Financial Reporting | 15 | Option |
| HRM-40044 Strategic Human Resource Management | 15 | Option |
| MAN-40036 Strategy and Information Management | 15 | Option |
| MAN-40126 Brands and Branding | 15 | Option |
| MAN-40128 Marketing Management in the Digital Age | 15 | Option |
| LAW-40037 Introduction to International Economic Law (Law module) | 15 | Option |

²⁶ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

²⁷ Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

| | | |
|--|----|---------------|
| <i>ESC-40030 Case Studies in Sustainability</i> | 15 | <i>Option</i> |
| <i>ESC-40047 Green IT</i> | 15 | <i>Option</i> |
| <i>Choice of modern language from post-beginners to advanced level (subject to availability)²⁸ *-</i> <i>Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4)^{29**}</i> | 15 | <i>Option</i> |
| <i>Advanced Business English³⁰</i> | 15 | <i>Option</i> |

Year 1 Semester 3

| Title | Credits | Status |
|------------------------------------|----------------|-------------------|
| <i>MAN-40192: Research Methods</i> | 15 | <i>Compulsory</i> |

Year 1 Semester 1

| Title | Credits | Status |
|---|----------------|-------------------|
| <i>MAN-40114 International Business Context</i> | 15 | <i>Compulsory</i> |
| <i>MAN-40116 International Strategic Management</i> | 15 | <i>Compulsory</i> |

Year 2 Semester 2

| Title | Credits | Status |
|--|----------------|-------------------|
| <i>MAN-40058 Creativity and Personal Development</i> | 15 | <i>Compulsory</i> |
| Choose ONE from ... | | |
| <i>MAN-40018 Entrepreneurship</i> | 15 | <i>Option</i> |

²⁸ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

²⁹ Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

³⁰ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

| | | |
|--|----|---------------|
| <i>ACC-40001 International Financial Reporting</i> | 15 | <i>Option</i> |
| <i>HRM-40044 Strategic Human Resource Management</i> | 15 | <i>Option</i> |
| <i>MAN-40036 Strategy and Information Management</i> | 15 | <i>Option</i> |
| <i>MAN-40126 Brands and Branding</i> | 15 | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | 15 | <i>Option</i> |
| <i>LAW-40037 Introduction to International Economic Law (Law module)</i> | 15 | <i>Option</i> |
| <i>ESC-40030 Case Studies in Sustainability</i> | 15 | <i>Option</i> |
| <i>ESC-40047 Green IT</i> | 15 | <i>Option</i> |
| <i>Choice of modern language from post-beginners to advanced level (subject to availability)³¹ *-</i> <i>Mandarin Chinese (CHI-90002/4/6), French (FRE-90002/4/6/8/10), German (GER-90002/4/6/8/10), Japanese (JAP-90002/4/6), Spanish (SPN -90002/4/6/8/10) or Russian (RUS-90002/4/6)*, British Sign Language (BSL-90002/4)^{32**}</i> | 15 | <i>Option</i> |

Year 2 Semester 3

| | | |
|---|----|---------------|
| Choose ONE from: | | |
| <i>MAN-40204 Dissertation</i> | 45 | <i>Option</i> |
| <i>MAN-40198 Consultancy Project</i> | 45 | <i>Option</i> |
| <i>MAN-40202 Entrepreneurship Project</i> | 45 | <i>Option</i> |
| <i>MAN-40200 Placement Project</i> | 45 | <i>Option</i> |

Year 2 Semester 1

| Title | Credits | Status |
|--|----------------|-------------------|
| <i>MAN-40110 International Operations and Supply</i> | 15 | <i>Compulsory</i> |
| Choose ONE from: | | |

³¹ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginners modules are normally not offered in semester 2

³² Students successfully completing the BSL 2 or 4 module may also be able to undertake the externally accredited Signature examination

| | | |
|---|----|---------------|
| <i>ACC-40003 Accounting for Decision Making</i> | 15 | <i>Option</i> |
| <i>MAN-40056: Leadership</i> | 15 | <i>Option</i> |
| <i>MAN-40120 Understanding Consumer Behaviour</i> | 15 | <i>Option</i> |
| <i>MAN-40128 Marketing Management in the Digital Age</i> | 15 | <i>Option</i> |
| <i>ESC-40031 Clean and Green: Technologies from Above the Earth</i> | 15 | <i>Option</i> |
| <i>CSC-40044 System Design and Programming</i> ³³ | 15 | <i>Option</i> |
| <i>Choice of modern language from absolute beginners to advanced level (subject to availability)</i> ³⁴ - <i>Mandarin Chinese (CHI-90001/3/5), French (FRE-90001/3/5/7/9), German (GER-90001/3/5/7/9), Japanese (JAP-90001/3/5), Spanish (SPN -90001/3/5/7/9) or Russian (RUS-90001/3/5), British Sign Language (BSL-90001/3)</i> | 15 | <i>Option</i> |
| <i>Advanced Business English</i> ³⁵ | 15 | <i>Option</i> |

Intended Learning Outcomes

| Learning Outcome | Module in which this is delivered | Principal forms of assessment (of the Learning Outcome) used |
|--|--|---|
| Demonstrate comprehensive knowledge of the diverse nature and purpose of organisations and how they operate on an international level | <i>MAN-40114 International Business Context</i> <i>MAN-40110 International Operations and Supply</i> <i>MAN-40116 International Strategic Management</i> | Literature review; group presentation; analytical essay; group project; examination |
| Awareness of the impact of environmental forces on organisations, including political, environmental, sociological, macro-economic, ethical, legal, technological and social at the local, national and international level. | <i>MAN-40144 International Business Context</i> <i>MAN-40110 International Operations and Supply</i> <i>MAN-40116 International Strategic Management</i> | Literature review; group presentation; essay; group project; examination |

³³ This module is taught in an intensive block from weeks 2-6 and is the pre-requisite for CSC-40039; CSC-40046; CSC-40038

³⁴ Placement on appropriate language level by the Language Centre at the start of the academic year. Please note that absolute beginner's modules are normally only offered in semester 1.

³⁵ Only available to non-native speakers (who are deemed will benefit from this module) – note this module will only run once during the year. Please check with Language Centre whether it will be in semester one or two

| | | |
|---|---|--|
| | <i>MAN-40118 Contemporary Challenges in Global Business</i> | |
| Knowledge and understanding of the interdependent nature of strategy, leadership and decision-making within changing contexts to meet stakeholder interests. | <i>MAN-40116 International Strategic Management</i> | Essay; group project |
| Explain the complexities of the external global environment and how this impacts on organisations in terms of their strategies, behaviours, management and sustainability | <i>MAN-40144 International Business Context</i> <i>MAN-40110 International Operations and Supply</i> <i>MAN-40116 International Strategic Management</i> <i>MAN-40118 Contemporary Challenges in Global Business</i> | Literature review; group presentation; essay; group project; examination |
| Explain the processes involved in developing collaborative relationships, including use of diplomacy and negotiation tactics, acknowledgement of diverse groups and cultural differences. | <i>MAN-40110 International Operations and Supply</i> <i>MAN-40116 International Strategic Management</i> | group presentation; essay; group project; examination |
| Critical awareness of the importance of global supply chain management and its interconnectedness across business functions | <i>MAN-40110 International Operations and Supply</i> | group presentation; essay |
| Appreciation of how digital technology is reshaping traditional organisations, critical engagement with the debates of the opportunities and risks of the Fourth Industrial Revolution. | All modules | Literature review; group presentation; essay; group project; examination |
| The ability to create, evaluate and assess a range of options together with the capacity to apply understanding to a range of situations in conditions of limited knowledge or uncertainty. | All modules | Literature review; group presentation; essay; group project; examination |
| Analyse complex business problems from a range of perspectives using appropriate knowledge and theory to critically evaluate options including the implications of trade-offs and the development of appropriate sustainable and socially | All modules | Literature review; group presentation; essay; group project; examination |

| | | |
|--|--|--|
| aware strategies. | | |
| Development of effective communication skills including networking, listening, oral and written, negotiation, persuasion and influencing skills. | All modules | Literature review; group presentation; essay; group project; examination |
| Ability to work effectively within a group both as a team member and leader, clarifying tasks, maximising use of capabilities and resources, handling conflict with confidence and sensitivity to the value of diversity. | <i>MAN-40144 International Business Context</i> <i>MAN-40110 International Operations and Supply</i> <i>MAN-40116 International Strategic Management</i> | Group project; group presentation |
| Think critically and be creative – organise their thoughts, analyse, synthesise and critically appraise. Develop the capability to identify assumptions, evaluate information, define terms adequately and generalise appropriately. | All modules | Literature review; group presentation; essay; group project; examination |

Exit Routes from the Award

The MSc can be awarded ‘with distinction’. The final award achieved will depend on the credits achieved and the modules taken:

- **Masters:** 8 modules passed and dissertation/consultancy project/placement/entrepreneurship (= 180 credits)
- **Postgraduate Diploma:** 120 credits passed
- **Postgraduate Certificate:** 60 credits passed

4. How is the Programme assessed?

The function of the assessments listed in the table above is to test students’ attainment of the learning outcomes. For example:

- **Unseen examinations** in different formats test a student’s knowledge of Leadership, Accounting and Finance and Marketing and Operations, as well as their ability to apply that knowledge responsibly in understanding social problems. Examinations may consist of essay, short answer and/or multiple-choice questions.
- **Essays**, including those based on case study material, also test the quality and application of subject knowledge. In addition, they allow students to demonstrate their ability to carry out basic bibliographic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard, or recognised alternative, system of referencing.

- **Exercises** test a student's ability to frame and solve analytical and numerical questions. They demonstrate student competence and familiarity with a range of mathematical techniques that form the everyday tool-kit of the modern economist.
- **Literature reviews and research reports** test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- **Oral presentations and reflective report** assess a student's subject knowledge and understanding. They also test the ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- **Dissertation** tests a student's ability to work independently, to formulate a research topic and questions, to develop an appropriate research methodology, and to demonstrate mastery of the topic through a critical engagement with the literature, the quality of its presentation and the ability to draw together all the strands of a particular argument into the approach to the solution to an academic question.
- **Consultancy project** tests students' ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem.
- **Work Placement Report** tests students' ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem.
- **Entrepreneurship Portfolio** tests the students' ability to present evidence of entrepreneurial activity and rigorous engagement with the activity designed to support the development of their new business venture.

Marks are awarded for summative assessments designed to assess students' achievement of learning outcomes. Students are also assessed formatively to enable them to monitor their own progress and to assist staff in identifying and addressing any specific learning needs. Formative assessment occurs throughout the programme and is provided with feedback - on both the quality of their academic work and the development of their subject knowledge and understanding. Feedback, including guidance on how students can improve the quality of their work, is also provided on all summative assessments and more informally in the course of tutorial and seminar discussions.

5. What are the typical admission requirements for the programme?

Students will need at least a second class honours degree or overseas equivalent qualification in order to apply to study the programme. Appropriate professional qualifications or relevant work experience may also be considered. Applicants for whom English is a second language will require English language proficiency of at least Academic IELTS 6.5 with a minimum of 5.5 in each subtest (or equivalent).

International students who do not meet all direct entry requirements for this course may be offered the opportunity to study a Pre-Master's programme at the Keele University International Study Centre.

6. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module leaders are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments and more

general feedback on examinations. Module leaders have set student consultation hours each week and students are encouraged to attend these hours to get specific help and support for their learning. Module leaders are available to see students at other times by appointment (usually via email).

- The Programme Director assumes responsibility for monitoring overall student progress through the subject, undertaking progress reviews and providing a general point of contact for students in International Business. The Programme Director may be consulted on a wide range of issues and, among other things, commonly may be approached to provide a reference for job and other applications.
- Personal tutors can also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students to a range of specialist health, welfare and financial services co-ordinated by the University.
- Additional help for international students is also available from the Language Centre.

7. Learning Resources

Teaching on the MSc International Business largely takes place in the Smart Innovation Hub which is a new state-of-the-art home for Keele Business School. Consisting of lecture theatres, Think Lab, Business Lounge, Big-Data laboratory, Business Incubator, and Creative Playroom, the facility offers students opportunities to think, create and commercialise.

The learning resources available to students on the Programme include:

- The extensive collection of business and management materials relevant to postgraduate study held in the University Library. Built up over an extensive period of delivering International Business at this level, these materials include books, journals and government publications. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources – video, audio and text-based – accessible from external providers via the internet.

8. Other learning opportunities

The programme includes activities such as team-building exercises and consultancy exercises involving real-life business problems set by local companies.

Students also have the opportunity to engage in short paid innovation projects with local businesses, to attend workshops and lectures from prominent external industrial speakers, to visit to organisations and to engage in wider networking and collaboration events.

9. Quality management and enhancement

The Programme Director is responsible for the overall direction of learning and teaching on the programme, reporting to the School Education Committee.

The quality and standards of learning in the MSc International Business are subject to a continuous process of monitoring, review and enhancement.

- The Education Committee of the Keele Business School is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year as part of the University's Annual Programme Review process.

- The quality and standards of learning are regularly discussed and monitored by the Programme Management Board and by the School Education Committee. A senior member of academic staff from another university is appointed to act as external examiner for the programme. The External Examiner is responsible for:
 - Confirming all marks which contribute to a student’s degree
 - Reviewing and giving advice on the structure and content of the Programme and assessment procedures.
 - External examiners see a sample of all work marked internally. Each year External Examiners report their findings to the University and Programme Boards are required to respond.
- Student evaluation of, and feedback on, the quality of learning on the MSc International Business Programme takes place in several ways:
 - Evaluation forms are completed by students towards the end of each module. The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Director.
 - Feedback received from representatives of students is considered and acted on at regular meetings of the Programme’s Student: Staff Voice Committee
 - Any additional student feedback is considered by the Programme Director and appropriate action taken. At the beginning of the programme, students are invited to become class representatives on the Student: Staff Voice Committee, elected via the Students’ Union. Meetings are held twice per year. Feedback is taken on each module and on the overall student experience. As described above, feedback is considered and acted on.

10. The principles of programme design

The MSc International Business Programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

Keele University Regulations and Guidance for Students and Staff (www.keele.ac.uk/regulations)

The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies, Quality Assurance Agency, 2014 (<https://www.qaa.ac.uk/quality-code/qualifications-and-credit-frameworks>).

QAA Subject benchmark-statement for Masters degrees in Business and Management 2015
https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

PRiME Six Principles for Responsible Management Education (<http://www.unprme.org/>)

11. Programme Version History

| Version History | Date | CHANGES / NOTES |
|--|--------------|--|
| Date first created | | |
| Last reviewed and revised by Teresa Oultram & Xiaoyong Li | Dec 2018 | <ul style="list-style-type: none"> - Change to MSc - Changes to compulsory and optional modules - Addition of routes for placements and entrepreneurship - Updating of learning outcomes |
| Date approved by SLTC | | |
| Date approved by FLTC | January 2019 | |

| | | |
|---------------------------|------------------------------------|---|
| Last reviewed and revised | May 2019 | Review of compulsory modules |
| Last reviewed and revised | Teresa Oultram & Jack Cao Feb 2020 | <ul style="list-style-type: none"> • Added option of part time route • Changes to compulsory module and increase in optional modules to provide additional choice |
| Last reviewed and revised | April 2021 – Elaine Ferneley | Addition of a January start, reduction of final dissertation/project/placement to 45cr, reduction of minimum study period on the placement and entrepreneurship project to 8 weeks, change of research methods and creativity and personal development to core. |