

Programme Specification: Post Graduate Taught

For students starting in Academic Year 2023/24

1. Course Summary

Names of programme and award title(s)	MSc International Business
Award type	Taught Masters
Mode of study	Full-time Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	Full time 12-24 months (dependent on chosen route) Part time 24-36 months (dependent on chosen route)
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Full-time fee for 2023/24 is £11,500</p> <p>Part-time fee for 2023/24 is £6,400*</p> <p>International students:</p> <p>Fee for 2023/24 is £19,900</p>

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. Overview 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, Strategic

Marketing in a Global Context, International Strategic Management and International Operations and Supply, with a range of option modules including Strategic Human Resources, Accounting, Leadership, Entrepreneurship, Marketing and Developing an Investable Business Plan. 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:

- **Dissertation** - It 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. Participation in the consultancy project is only available after a comprehensive selection process. Students who meet the criteria will be attached to an organisation/company for a period of between 8-12 weeks. 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 University's Careers Service, 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**^[1] - 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 an extended portfolio of evidence, presentation to an external stakeholder and a reflective piece which will constitute the module's summative assessment.

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.

^[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.

3. Aims of the programme

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.

4. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to:

- Demonstrate comprehensive knowledge of the diverse nature and purpose of organisations and how they operate on an international level.
- Exercise a critical awareness of the impact of environmental forces on organisations, including political, environmental, sociological, macroeconomic, ethical, legal, technological, and social at the local, national, and international level.

Subject specific skills

Successful students will be able to:

- Evaluate the complexities of the external global environment and how these impacts on organisations in terms of their strategies, behaviours, management, and sustainability.
- Critically analyse the importance of global supply chain management and its interconnectedness across business functions.
- Appraise how digital technology is reshaping traditional organisations, critical engagement with the debates of the opportunities and risks of the Fourth Industrial Revolution.
- Apply knowledge and understanding of the interdependent nature of strategy, leadership, and decision-making within changing contexts to meet stakeholder interests.
- Appraise the processes involved in developing collaborative relationships, including use of diplomacy and negotiation tactics, acknowledgement of diverse groups and cultural differences.

Key or transferable skills (including employability skills)

Successful students will be able 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.
- Demonstrate effective communication skills including networking, listening, oral and written, negotiation, persuasion and influencing skills.
- Think critically and be creative - organise their thoughts, analyse, synthesise, and critically appraise theories.
- Develop the capability to identify assumptions, evaluate information, define terms adequately and generalise appropriately.

Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

5. 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**[1]: 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.

[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.

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.

6. Teaching Staff

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.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

7. 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

Title	Credits	Status
<i>MAN-40114 International Business Context</i>	15	<i>Compulsory</i>
<i>MAN-40110 International Operations and Supply</i>	15	<i>Compulsory</i>
<i>MAN-40116 International Strategic Management</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>	30	<i>Option</i>
<i>CSC-40044 System Design and Programming</i> [1]	15	<i>Option</i>
<i>Choice of modern language from absolute beginners to advanced level (subject to availability)</i> [2] - <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> [3]	15	<i>Option</i>

Semester Two

Title	Credits	Status
<i>MAN-40118 Contemporary Challenges in Global Business</i>	15	Compulsory
<i>MAN-40058 Creativity and Personal Development</i>	15	Compulsory
<i>MAN-40124 Strategic Marketing in a Global Context</i>	15	Compulsory
Choose ONE from the following:		
<i>MAN-40018 Entrepreneurship</i>	15	Option
<i>ACC-40001 International Financial Reporting</i>	15	Option
<i>HRM-40044 Strategic Human Resource Management</i>	15	Option
<i>MAN-40170 Developing an Investable Business Plan</i>	15	Option
<i>MAN-40036 Strategy and Information Management</i>	15	Option
<i>MAN-40126 Brands and Branding</i>	15	Option
<i>MAN-40128 Marketing Management in the Digital Age</i>	15	Option
<i>LAW-40037 Introduction to International Economic Law (Law module)</i>	15	Option
<i>CSC-40039 Cloud Computing</i> [4]	15	Option
<i>CSC-40046 Web Technologies and Security</i> [5]	15	Option
<i>CSC-40038 Collaborative Application Development</i> [6]	15	Option
<i>ESC-40030 Case Studies in Sustainability</i>	30	Option
<i>ESC-40047 Green IT</i>	15	Option
<i>Choice of modern language from post-beginners to advanced level (subject to availability)</i> [7] *- <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)</i> [8] **	15	Option
<i>Advanced Business English</i> [9]	15	Option

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

English for Academic Purposes - Please note: All new international students entering the university will sit a diagnostic language assessment. Using this assessment, the Language Centre may allocate you to an English language module which will become compulsory. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

Semester Three

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

Full time mode - January Start

Semester Two

Title	Credits	Status
MAN-40118 Contemporary Challenges in Global Business	15	Compulsory
MAN-40058 Creativity and Personal Development	15	Compulsory
MAN-40124 Strategic Marketing in a Global Context	15	Compulsory
Choose ONE from 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-40170 Developing an Investable Business Plan	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
ESC-40030 Case Studies in Sustainability	30	Option
ESC-40047 Green IT	15	Option
Choice of modern language from post-beginners to advanced level (subject to availability) [10] *- 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) [11] **	15	Option
Advanced Business English [12]	15	Option

Semester Three

Title	Credits	
MAN-40192 Research Methods	15	Compulsory
Choose ONE from:		
MAN-4003340204 Dissertation	45	Option
MAN-4010440198 Consultancy Project	45	Option
MAN-4010840202 Entrepreneurship Project	45	Option
MAN-4010640200 Placement Project	45	Option

Semester One

Title	Credits	Status
MAN-40114 International Business Context	15	Compulsory
MAN-40110 International Operations and Supply	15	Compulsory
MAN-40116 International Strategic Management	15	Compulsory
Choose ONE from:		
ACC-40003 Accounting for Decision Making	15	Option
MAN-40056 Leadership	15	Option
MAN-40120 Understanding Consumer Behaviour	15	Option
MAN-40128 Marketing Management in the Digital Age	15	Option
ESC-40031 Clean and Green: Technologies from Above the Earth	30	Option
CSC-40044 System Design and Programming[13]	15	Option
Choice of modern language from absolute beginners to advanced level (subject to availability)[14] - 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)	15	Option
Advanced Business English[15]	15	Option

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

[2] 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.

[3] 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

[4] Pre-requisite of CSC-40044 required to study this module

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

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

[7] 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

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

[9] 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

[10] 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

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

[12] 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

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

[14] 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.

[15] 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

Part time - September Starts

Year 1 Semester 1

Title	Credits	Status
MAN-40114 International Business Context	15	Compulsory
MAN-40116 International Strategic Management	15	Compulsory

Year 1 Semester 2

Title	Credits	Status
MAN-40118 Contemporary Challenges in Global Business	15	Compulsory
MAN-40124 Strategic Marketing in a Global Context	15	Compulsory

Year 1 Semester 3

Title	Credits	Status
MAN-40192: Research Methods	15	Compulsory

Year 2 Semester 1

Title	Credits	Status
MAN-40110 International Operations and Supply	15	Compulsory
Choose ONE from:		
ACC-40003 Accounting for Decision Making	15	Option
MAN-40056: Leadership	15	Option
MAN-40120 Understanding Consumer Behaviour	15	Option
MAN-40128 Marketing Management in the Digital Age	15	Option
ESC-40031 Clean and Green: Technologies from Above the Earth	30	Option
CSC-40044 System Design and Programming [4]	15	Option
Choice of modern language from absolute beginners to advanced level (subject to availability) [5] - 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)	15	Option
Advanced Business English [6]	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-40170 Developing an Investable Business Plan	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[7]	15	Option
CSC-40046 Web Technologies and Security[8]	15	Option
CSC-40038 Collaborative Application Development[9]	15	Option
ESC-40030 Case Studies in Sustainability	30	Option
ESC-40047 Green IT	15	Option
Choice of modern language from post-beginners to advanced level (subject to availability)[10] *- 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)[11]**	15	Option

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
MAN-40124 Strategic Marketing in a Global Context	15	Compulsory

Year 1 Semester 3

Title	Credits	Status
MAN-40192: Research Methods	15	Compulsory

Year 1 Semester 1

Title	Credits	Status
MAN-40114 International Business Context	15	Compulsory
MAN-40116 International Strategic Management	15	Compulsory

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-40170 Developing an Investable Business Plan	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
ESC-40030 Case Studies in Sustainability	30	Option
ESC-40047 Green IT	15	Option
Choice of modern language from post-beginners to advanced level (subject to availability) [15] *- 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) [16]**	15	Option

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

Year 2 Semester 1

Title	Credits	Status
MAN-40110 International Operations and Supply	15	Compulsory
Choose ONE from:		
ACC-40003 Accounting for Decision Making	15	Option
MAN-40056: Leadership	15	Option
MAN-40120 Understanding Consumer Behaviour	15	Option
MAN-40128 Marketing Management in the Digital Age	15	Option
ESC-40031 Clean and Green: Technologies from Above the Earth	30	Option
CSC-40044 System Design and Programming[17]	15	Option
Choice of modern language from absolute beginners to advanced level (subject to availability)[18] - 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)	15	Option
Advanced Business English[19]	15	Option

[1] 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

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

[3] 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

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

[5] 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.

[6] 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

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

[8] Pre-requisite of CSC-40044 required to study this module

[9] Pre-requisite of CSC-40044 required to study this module

[10] 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

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

[12] 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

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

[14] 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

[15] 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

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

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

[18] 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.

[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

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 7

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Demonstrate comprehensive knowledge of the diverse nature and purpose of organisations and how they operate on an international level.	MAN-40114 International Business Context MAN-40110 International Operations and Supply MAN-40116 International Strategic Management MAN-40124 Strategic Marketing in a Global Context
Exercise a critical awareness of the impact of environmental forces on organisations, including political, environmental, sociological, macroeconomic, ethical, legal, technological, and social at the local, national, and international level.	MAN-40144 International Business Context MAN-40110 International Operations and Supply MAN-40116 International Strategic Management MAN-40118 Contemporary Challenges in Global Business MAN-40124 Strategic Marketing in a Global Context

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Evaluate the complexities of the external global environment and how these impacts on organisations in terms of their strategies, behaviours, management, and sustainability.	MAN-40144 International Business Context MAN-40110 International Operations and Supply MAN-40116 International Strategic Management MAN-40118 Contemporary Challenges in Global Business MAN-40124 Strategic Marketing in a Global Context
Critically analyse the importance of global supply chain management and its interconnectedness across business functions.	MAN-40110 International Operations and Supply
Appraise how digital technology is reshaping traditional organisations, critical engagement with the debates of the opportunities and risks of the Fourth Industrial Revolution.	All modules
Apply knowledge and understanding of the interdependent nature of strategy, leadership, and decision-making within changing contexts to meet stakeholder interests.	MAN-40116 International Strategic Management
Appraise the processes involved in developing collaborative relationships, including use of diplomacy and negotiation tactics, acknowledgement of diverse groups and cultural differences.	MAN-40110 International Operations and Supply MAN-40116 International Strategic Management MAN-40114 International Business Context

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
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.	All modules
Demonstrate effective communication skills including networking, listening, oral and written, negotiation, persuasion and influencing skills.	All modules
Think critically and be creative - organise their thoughts, analyse, synthesise, and critically appraise theories.	All modules
Develop the capability to identify assumptions, evaluate information, define terms adequately and generalise appropriately.	All modules

8. Final and intermediate awards

Master's Degree	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 40 credits at Level 7

9. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **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 your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

10. Accreditation

This programme does not have accreditation from an external body.

11. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at:

<http://www.keele.ac.uk/student-agreement/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

13. 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.
- Academic Mentors 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.

14. 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.

15. 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.

16. Additional Costs

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee 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 in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are

subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- 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

Information about current external examiner(s) can be found here:

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

18. The principles of programme design

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

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: 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

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

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

Version History

This document

Date Approved: 17 April 2023

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2022/23	SUNDAY ADEBOLA	20 July 2022	