

**PROGRAMME SPECIFICATION**

<b>Course Record Information</b>	
Name and level of final award	MA in International Business and Management.
Intermediate awards	Postgraduate Diploma in International Business and Management. Postgraduate Certificate in International Business and Management.
Awarding body	University of Westminster
Status of awarding body / institution	Recognised body
Location of Delivery	Westminster Business School, Marylebone Road, London. Westminster International University Tashkent(WIUT)
Mode of Study	Full time, one year taught. Part time taught, two years at WIUT
Language of delivery and assessment	English
Course leader	Richard West
UW Course Code	W50
JACS Code	N100
QAA Subject Benchmarking Group	General
Professional Body Accreditation	Not Applicable
Date of initial course approval/last review	May 2004
Date of Programme Specification	August 2011

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### **Admissions Requirements**

The entry requirement for admission onto the programme is a first degree (2:2 or equivalent) and, for those applicants whose first language is not English, an IELTS score of 6.5 or TOEFL computer based score of 600 or internet based test of 92 is required. In exceptional circumstances, students without a first degree but with significant, relevant, work experience are accepted onto the course.

Within this framework, consideration is given to applications for Accredited Prior Learning (APCL) or experiential learning (APEL). This is also considered for students who have partially completed a relevant Masters programme in another country or who may have a professional Postgraduate Diploma. The student's prior learning claim is mapped against the learning outcomes of the course. The decision on a claim rests with the Admissions Tutor or Course Leader, subject to confirmation by the Dean of School or a nominee and ratification by the APL Board. Students need to have enrolled on the course before a claim for APL can be assessed.

### **Aims of the course**

The course consists of a range of disciplines which, together, provide the basis for our experienced tutors to equip graduates with wide base of knowledge, understanding and skills relevant to pursuing a career in international business. Studying in central London adds to the richness of experience and the course aims to expose students to aspects of this commercial opportunity. In a fast changing and unstable global political- economic environment, the course team seek to challenge participants to comprehend contemporary developments in international business and place their own experiences and ambitions within that context.

### **Employment and Further Study Opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, ie employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
  - Opportunities for part-time work, placements and work-related learning activities are widely available to students
  - Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
  - Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.
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## Course Learning Outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. They threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

### Knowledge and Understanding

The ability to

- Develop a critical understanding of the major management issues in international context
- Undertake an in-depth study of a company's business problems, identify key issues and recommend viable strategic alternatives
- Critically appraise the practical implications of managerial decisions taken by a management team
- Diagnose and critically analyse human resource-related problems and apply appropriate solutions, taking into account of the implications of the local culture

### Specific Skills

The ability to:

- Conduct a substantive piece of research within the area of International Business Management study, selecting and justifying chosen methodologies, analysing data collected, and communicating findings, conclusions and recommendations effectively.
- Evaluate and apply management accounting techniques
- Manage change and contribute to organizational development in an international and developing business community

### Key Transferable skills

- Solve complex problems in a systematic way, informed by a range of relevant knowledge, tools and techniques
  - Act autonomously in planning and implementing tasks in a professional setting
  - Reflect on personal performance and planning for personal development
  - Apply interpersonal, group-working and leadership skills to enhance the performance of yourself and others
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## Teaching, Learning and Assessment Methods

### Learning

The course goals are to create:

- a) Learning opportunities which exploit current good pedagogic practice that students perceive as well thought through and integrated into coherent 'whole-course' experience.
- b) a collaborative partnership with key service providers that recognises the importance of the student experience and puts this at the forefront of their activities

In this framework, learner independence is promoted under the guidance of the teacher. At the same time, working in a team is a key management skill and there will be many opportunities to develop these skills. Indeed, for some modules group-working is assessed as it one of the learning outcomes. There will be guidance and training given in group-working, during Induction and as part of Personal Development Planning (PDP). Group working assessment will clearly state the individual from the group element to ensure against the danger of plagiarism.

### Teaching

Teaching delivery activities (lectures, seminars, workshops) must be seen by students as adding value to their learning. They must contribute more than can simply be gained from key text books. Our aim is to continue to supplement a conventional 'didactic' approach to teaching with a more facilitative style that encourages students to become active learners. This employs approaches, such as problem-based learning, to more closely reflect the real practice of any given subject area.

### Assessment

The course team aim to ensure that:

- a) Assessment is constructed and delivered in a manner that students recognise as being fully integrated within their course and explicitly contributing to their learning.
- b) Feedback is timely and effective such that it is valued and acted upon by students.

Assessment is a key issue for students and the choice of assessment must be carefully considered. In particular, it should be structured so that, as far as it is possible, it reflects the needs of the students and courses as a whole rather than simply the needs of the module within which it is set. This should cover the form, quantity, variety and timing of assessment. In general, the form of assessment should contribute to student learning rather than simply being a vehicle for the assessment of student learning. Thus, assessments take a variety of forms and include investigative assignments, oral presentations, examinations, group work and an in-depth country study.

### Course Structure

This section shows the core modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits or nine modules per year.

#### Credit Level 7

Code	Title	Status	Value
4MAM7A1	Aspects of International Marketing Management	Core	20
4HRM7C7	HRM Strategies for the International manager	Core	20
4MAM7W2	Financial Analysis for Managers	Core	20
4EQM7A3	International Economics	Core	20
4BIT7B3	Information Management	Core	20
4MBS7A2	International Business Strategy	Core	20
4BIBM701	Business Research Methods	Core	20
4BIBM702	Project	Core	20

Plus one elective worth 20 credits to be chosen from the Business School modules, with the agreement of the Course Leader. NB: Not all option modules will necessarily be offered in any one year.

All modules have to be passed in order to obtain a Master's degree.

## Academic Regulations

The MA International Business and Management and its intermediate awards operate in accordance with the University's Academic Regulations and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at [westminster.ac.uk/essential-westminster](http://westminster.ac.uk/essential-westminster). The following regulations should be read in conjunction with Section 18: Modular Framework for Postgraduate Courses and relevant sections of the current Handbook of Academic Regulations, which is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

### Award

To qualify for the award of MA International Business and Management, a student must have:

- obtained a minimum of 180 credits at Level 7 (this may include a maximum of 30 credits at Level 6 where validated as part of the award);
- attempted modules worth no more than 240 credits; and

### (Academic Regulations ...continued)

Note: A first attempt of any module will count as an attempt, and a re-attempt of any module that a student has failed will count as a further, separate attempt. Re-assessment following referral at the first sit will not count as a further separate attempt.

- satisfied the requirements contained within any course specific regulations for the relevant Course Scheme.

The University may award:

- a Master's Degree with Merit to a student whose marks average at least 60% across modules at Level 7.
- a Master's Degree with Distinction to a student whose marks average at least 70% across the modules at Level 7.

## Support for Students

Upon arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Faculty Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their Faculty. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

#### **(Support for Students ... cont)**

[Student Affairs](#) provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The Student Affairs Hub is located at 101 New Cavendish Street, Cavendish House (1<sup>st</sup> Floor), with an additional office located at the Harrow Campus.

<http://www.westminster.ac.uk/study/new-students/when-you-arrive>

The [University of Westminster Students' Union](#) also provides a range of facilities to support all students during their time at the University. <http://www.uwsu.com/>

**Internally**

The design of the course has built upon its previous delivery, supplemented by periodic review by the course team, both collectively and individually. The PG Director, Dean of School, Associate Dean and previous Course Leader have also been consulted, along with members of the Marketing Management team, the International Office, School Admissions Office, current students and Registry. Student feedback from previous years and external examiners comments have also been referred to.

In the wider University environment, the International Office, Westminster Exchange and Academic Registrars have been consulted and reference made to the following documents - University of Westminster Handbook of Academic Regulations 2010, University of Westminster Quality Assurance Handbook, School and University Teaching, Learning and Assessment Strategy, Essential Westminster. The Centre for English Language Teaching (CELT) have been consulted and statistics obtained from both SRSWeb and the Planning Office.

**Externally**

In addition, the following sources have been accessed – the QAA, Subject Benchmarking Statement for Masters Awards in Business and Management and HESA for various market data.

A range of practitioners, some of whom are alumni, in various sectors of business have been consulted.

## **Quality Management and Enhancement**

### **Course Management**

The Course is managed by a Course Leader who normally serves for a period of four years. The Course Leader will usually be a Module Leader on the course. The course is delivered by a team of module leaders. The Course Leader is appointed by the Director of Postgraduate Studies in association with the appropriate Department Head(s) and the Associate Dean for Teaching, Learning and Quality. This course is cross departmental.

### **Course approval, monitoring and review**

The course was initially approved by a University Validation Panel in 2004. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the Faculty action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

### **Student involvement in Quality Assurance and Enhancement**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey, which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Faculty's' quality assurance evidence base.

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The delivery of the course at WIUT is subject to the University's quality assurance processes with moderation of assessments and delivery by both course team members and by external examiners. The assessments are the same and the dates of submission of both coursework and examinations are the same, subject to time differences.

For more information about this course:

Please contact the Course Leader, Richard West on [westr@westminster.ac.uk](mailto:westr@westminster.ac.uk) or the School Admissions Office on [mrdmark@westminster.ac.uk](mailto:mrdmark@westminster.ac.uk)

Please note – This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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