

Course Information Form

**External Reference
Points as applicable
including Subject
Benchmark**

QAA (2015) Subject Benchmark Statement: Master s Degrees in Business and Management
<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf>

QAA (2014)

Course Aims

This course offers you the opportunity to develop a particular strength in the management of international business issues.

You will focus on strategic areas of management, international business, intercultural competencies, brand management, and financial management, all framed by the lens of developing patterns of world trade and the global marketplace.

You will develop the skills required to adopt appropriate strategic responses to different market environments through the study of organisations. You will also understand the impact of contextual forces on international organisations, including the management functions of business such as corporate and brand reputation, corporate governance and ethical, economic and environmental change issues.

You will develop your knowledge of the financing of organisations including the sources, uses and management of finance and the use of accounting for managerial and financial reporting.

You will also study the management and development of people in organisations within a cross-cultural context, the use of relevant communications within the global economy. You will appreciate how cultural differences affect both buying behaviour and marketing approaches. As well as specific knowledge relating to international business, you will develop enhanced personal and interpersonal skills. These include critical thinking, team working, problem solving, numeracy and quantitative skills, self-management and negotiation skills.

At the end of this course, you will have the ability to use confidently your strategic and analytical skills to solve strategic international business and management problems.

Course Learning Outcomes

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

Outcome	Award
1 Demonstrate a critical understanding of organisations and their international external environment.	MSc International Business and Postgraduate Diploma in International Business
2 Demonstrate a systematic relevant knowledge about how organisations and their environments are managed within a cross-cultural context.	MSc International Business and Postgraduate Diploma in International Business
3 Evaluate critically a range of international business, brand and corporate issues that requires analysis essential to dynamic decision-making in an international organisation.	MSc International Business and Postgraduate Diploma in International Business
4 Demonstrate an ability to synthesise a range of complex business data, research sources and appropriate methodologies to inform the overall management and learning processes.	MSc International Business and Postgraduate Diploma in International Business
5 Demonstrate effective, rigorous and reflective skills of self-management and independence in terms of planning, behaviour,	

Teaching, learning and assessment strategies

order to undertake any of the capstone elements of this course you must have successfully completed 90 taught credits with the exception of the Professional Practice Unit for which you need to have completed all taught elements. Each Unit will include significant direct contact time but it will also require and provide time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block. By the end of this course, you will appreciate the importance of developing a deep understanding regarding International Issues.

then progress to the master



multi-dimensional approach to teaching that allows students to address mobility. Why consider

Admissions Criteria	Approved Variations and Additions to Standard Admission None.
Assessment Regulations	https://www.beds.ac.uk/about-us/our-university/academic-information Note: Be aware that our regulations change every year Approved Variations and Additions to Standard Assessment Regulations None.

Section B: Course Structure

MAR036-6	7	1 BLOC K	Core	CW-RW	3	WR-I	6				
MAR038-6	7	1 BLOC K	Core	CW-PO	3	WR-I	6				