

## Programme Specification

Programme Summary Information			
<b>1</b>	<b>Programme Title</b>		MSc Applied Global Business Management
<b>2</b>	<b>University of Sunderland Course Code</b>		<b>UCAS Code</b>
<b>3</b>	<b>Awarding Institution</b>		University of Sunderland
<b>4</b>	<b>Teaching Institution(s)</b> (if different from point 3)		University of Sunderland in London
<b>5</b>	<b>Professional Statutory or Regulatory Body (PSRB)</b> (if applicable)		N/A
<b>6</b>	<b>For Apprenticeships:</b>		
	<b>Name of Apprenticeship Standard</b>		N/A
	<b>Apprenticeship Standard Number</b>		N/A
	<b>IfATE LARS Number</b>		N/A

<b>7</b>	<b>Programme Description</b>
	<p><b>Overview</b></p> <p>The MSc Applied Global Business Management is a two-year postgraduate programme designed to equip students with the strategic, analytical and leadership capabilities required to thrive in the modern global marketplace. Combining academic rigor with strong applied and experiential learning, the programme focuses on global business strategy, international trade, digital/AI transformation, leadership, entrepreneurship and human resource management.</p> <p>A defining feature of the programme is its flexible pathways, enabling students to tailor their learning to their career goals. Students may choose from:</p> <ol style="list-style-type: none"> <li>1. 9 Months Industry Placement (subject to availability). <b>Students must find their own placement organisation at least 3 months before the placement start date or 3 months before the start date of year 2 of this MSc programme.</b> The programme team will support students in finding their own placements through the Employability and Enterprise Hub and a dedicated placement officer.</li> <li>2. 9 Months Forage Virtual Placement Plan (curated work-simulation experiences completed on campus). Students who choose the industry placement but fail to secure appropriate organisation for the placement will automatically be offered the Forage Virtual placement pathway.</li> <li>3. 9 Months Research Project (independent, research-led business project)</li> </ol> <p>These pathways allow students to gain industry-ready skills, practical experience and a deep understanding of global business practices. The programme is designed in alignment with employer needs, institutional priorities and student feedback, ensuring graduates are equipped with leadership capabilities, digital literacy, sustainable thinking and applied problem-solving skills.</p>

### **What's covered in the course?**

The course covers a wide range of subjects essential to understanding and managing organisations in a complex, interconnected, and rapidly evolving world. Learning spans strategic management, international trade, digital transformation, leadership, human resource management, analytics and applied project work. Below is a module-by-module breakdown of what is covered:

#### **Year 1:**

**Global Business Strategy and Leadership:** This module develops advanced strategic thinking and leadership capabilities needed in multinational environments.

**International Trade, Finance and Market Expansion:** Students explore the financial and economic mechanisms underpinning global markets.

**Digital/AI Transformation, Innovation and Entrepreneurship:** This module integrates technology, innovation, and entrepreneurship to prepare students for digitally driven business environments.

**Human Resource Management in a Global Context:** This module focuses on managing people in global and multicultural work environments.

**Research Methods and Business Analytics:** This module prepares students with the analytical and methodological skills needed for evidence-based decision-making and research.

**Capstone Project:** A consultancy-style project focusing on solving a real-world business challenge.

#### **Year 2:**

**Placement or Research Pathways:** This practical component synthesises learning and enhances employability through hands-on experience or research expertise. Students choose one of three pathways below:

- **Pathway A: 9-Month Industry Placement (subject to availability):** Students work with an approved organisation to gain practical experience. **Students must find their own placement organisation at least 3 months before the placement start date or 3 months before the start date of year 2 of this MSc programme.** The programme team will support students in finding their own placements through the Employability and Enterprise Hub and a dedicated placement officer.
- **Pathway B: 9-Month Forage Virtual Placement:** A structured, campus-based series of virtual, employer-designed experiences. This pathway covers leadership, consulting, marketing, finance, operations, business transformation and career development. Students who choose the industry placement but fail to secure appropriate organisation for the placement will automatically be offered the Forage Virtual placement pathway.

- **Pathway C: 9-Month Research Project:** An academic or applied research dissertation on a business issue.

Students who opt for the Forage Virtual Placement Pathway will complete the following programmes: Please note that students who opt for this option will be expected to complete these activities on campus, hence it will be timetabled.

Month	Focus Areas	Programmes	Activities:
1-2	<ul style="list-style-type: none"> <li>• Leadership fundamentals</li> <li>• Career exploration</li> <li>• Soft skills development</li> </ul>	<ul style="list-style-type: none"> <li>• Commonwealth Bank – Leadership and Personal Effectiveness</li> <li>• Nestlé – Management and Leadership Experience</li> <li>• Unilever – Consumer and Market Insight</li> <li>• HSBC – Green Finance and ESG</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect on career interests</li> <li>• Write short reports on each programme’s learning</li> <li>• LinkedIn updates</li> </ul>
3-4	<ul style="list-style-type: none"> <li>• Deep dive into selected career paths</li> <li>• Project-based learning</li> <li>• Industry exploration</li> </ul>	<p>Strategy and Consulting Pathway:</p> <ul style="list-style-type: none"> <li>• BCG – Strategy Consulting</li> <li>• PwC – Management Consulting</li> <li>• Accenture – Consulting Program</li> </ul> <p>Marketing and Branding Pathway:</p> <ul style="list-style-type: none"> <li>• Lululemon – Omnichannel Marketing</li> <li>• Haleon – Brand Strategy</li> <li>• Red Bull – Content Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Mid-placement review with supervisor/tutor</li> <li>• Update CV with skill highlights from each programme</li> <li>• Host peer discussion groups to share insights</li> </ul>
5-6	<ul style="list-style-type: none"> <li>• Broaden expertise with a secondary career pathway</li> <li>• Improve adaptability and cross-functional skills</li> </ul>	<p>Finance and Global Markets Pathway:</p> <ul style="list-style-type: none"> <li>• JPMorgan – Corporate Analyst</li> <li>• Citi – Markets &amp; Banking</li> <li>• GE Aerospace – Finance</li> </ul> <p>Operations and Supply Chain Pathway:</p> <ul style="list-style-type: none"> <li>• Amazon – Logistics and Supply Chain</li> <li>• Tata – Operations Management</li> <li>• Walmart – Retail Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Build a reflective learning journal</li> <li>• Identify transferable skills across pathways</li> <li>• Practice mock interviews using STAR examples from programmes</li> </ul>
7-8	<ul style="list-style-type: none"> <li>• High-level problem solving</li> <li>• People management</li> <li>• Business transformation</li> </ul>	<ul style="list-style-type: none"> <li>• GE – Future Leaders</li> <li>• SAP – Tech Consulting and Leadership</li> <li>• Lululemon – Team Leadership and Culture</li> <li>• ANZ – Business Leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Write a mini case study or project report</li> <li>• Begin applying to real internships or jobs</li> <li>• Peer feedback on leadership growth</li> </ul>

9	<ul style="list-style-type: none"> <li>• Synthesis of learning</li> <li>• CV/LinkedIn portfolio</li> <li>• Job search and interview readiness</li> </ul>	Complete 2 final programmes in student's career focus	Create a <b>Professional Development Portfolio</b> : <ul style="list-style-type: none"> <li>• List of completed Forage programmes</li> <li>• Key skills and reflections</li> <li>• Updated CV + cover letter</li> <li>• Sample interview responses</li> <li>• Final presentation or coaching session with career advisor or supervisor</li> </ul>
<p><b>Where will I study?</b> Students who enrolled on the MSc Applied Global Business Management programme will be studying at the University of Sunderland in London. Teaching will be face-to-face.</p> <p><b>Does the programme have an associated IFY? N/A</b></p>			

<b>8</b>	<b>Programme Awards</b>		
<b>8a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Master of Science in Applied Global Business Management	7	300
<b>8b</b>	<b>Exit Awards and Credit Awarded</b>		
	Postgraduate Certificate in Global Business Management	7	60
	Postgraduate Diploma in Global Business Management	7	120
	Master of Science in Global Business Management	7	180

<b>9</b>	<b>Programme Specific Regulations</b>
	<i>Yes (if yes, part B to be attached as an appendix once the Programme Specific Regulations are approved)</i>

<b>10a</b>		
<b>Mode(s) of Study</b>	<b>Location/Campus</b>	<b>Duration of Study</b>
Full time	London/Sunderland	2 years
Part time	Sunderland/London	N/A
Apprenticeship	Sunderland	N/A

<b>10b</b>		
Is this programme delivered at a <a href="#">Transnational (TNE) partner</a> ?	No	
Is this programme delivered at <a href="#">UK Partner Institutions</a> ?	No	

<b>11</b>	<b>Entry Requirements</b>
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	The admission requirements for this programme as stated on the course page of the University of Sunderland website at <a href="https://www.sunderland.ac.uk/">https://www.sunderland.ac.uk/</a> , or found by searching for the course entry profile located on the <a href="#">UCAS website</a> are correct. YES
	This programme is suitable for students to enter with advanced standing (e.g. APL) YES
	Where applicable use the space below to detail any specific arrangements – e.g. APL only permitted to a specific level <a href="#">Accreditation of Prior Learning (APL)</a>

<b>12</b>	<b>Programme Learning Outcomes</b>
	By the end of <b>Certificate stage</b> of the programme successful students will be able to do the following:
<b>1</b>	Demonstrate a deep knowledge and awareness of global business strategies, leadership models and economic frameworks shaping international markets.
<b>2</b>	Critically analyse and apply international trade policies, financial strategies and digital transformation trends to global business scenarios.
<b>3</b>	Apply financial risk assessment techniques to global trade and investments.
<b>4</b>	Critically analyse complex global business challenges and propose evidence-based solutions using appropriate problem-solving frameworks.
	By the end of <b>Diploma Stage</b> of the programme successful students will be able to do the following:
<b>5</b>	Innovate and develop strategic solutions for emerging business trends, market disruptions and corporate transformation.
<b>6</b>	Critically Apply leadership, negotiation and human resource management strategies to manage diverse teams and drive organisational success.
<b>7</b>	Demonstrate effective cross-cultural communication and stakeholder management in international business environments.
<b>8</b>	Integrate technology, AI and digital tools into business operations for competitive advantage.
	By the end of <b>Masters stage</b> of the programme successful students will be able to do the following:
<b>9</b>	Apply qualitative or quantitative research methodologies to business problems, analyse big data using advanced analytical tools and generate evidence-based business insights.
<b>10</b>	Employ data-driven decision-making, financial intelligence and predictive analytics to drive business growth and sustainability.
<b>11</b>	Solve real-world business challenges using applied research.
<b>12</b>	Produce a high-quality consultancy report through a Capstone Project, demonstrating the ability to critically assess and solve complex business problems using structured methodologies.
<b>13</b>	Develop a strategic professional development plan aligned with career goals in global business management.
<b>14</b>	Critically evaluate advanced global business models and strategies used by multinational enterprises and develop strategic plans consistent with the UN Sustainable Development Goal (SDG)
<b>15</b>	Develop practical industry experience through placement or applied research, bridging the gap between theory and practice.

**13. Programme Requirements**  
***There are optional modules on this programme Yes***

<b>Level 7:</b>			
<b><i>In order to complete this programme, a student must successfully complete all the following CORE modules (totalling 180 credits):</i></b>			
<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>	<b>PLO(s) assessed</b>
GBM7001	Global Business Strategy and Leadership	30	PLO1, PLO2, PLO3, PLO4, PLO7
GBM7002	International Trade, Finance and Market Expansion	30	PLO1, PLO2, PLO3, PLO4, PLO5
GBM7003	Digital/AI Transformation, Innovation, Marketing and Entrepreneurship	30	PLO4, PLO5, PLO6, PLO7, PLO9
GBM7004	Human Resource Management	30	PLO5, PLO4, PLO7, PLO8
GBM7005	Research Methods and Business Analytics	30	PLO6, PLO9, PLO10, PLO12, PLO14, PLO15
GBM7006	Capstone Project	30	PLO6, PLO8, PLO9, PLO10, PLO11, PLO12, PLO15
<b><i>In order to complete this programme, a student must successfully complete Option modules totalling 120 credits: Option modules available on this programme are as below: please note that there may be instances where not all options will be available.</i></b>			
<b>Module Code</b>	<b>Module Name</b>	<b>Credit Value</b>	<b>PLO(s) assessed</b>
GBM7007	Industry Placement	120	PLO13, PLO14, PLO15
GBM7008	Virtual Placement	120	PLO13, PLO14, PLO15
GBM7009	Research Project	120	PLO9, PLO11, PLO15

#### **14. Employability**

**The programme contributes to the development of the following graduate attributes.**

**Please refer to [Integrated Curriculum Design Framework](#) when completing this section.**

<b>Professional</b>	<p>The MSc Applied Global Business Management is intentionally designed to cultivate strong professional graduate attributes that prepare students for leadership and specialist roles in global business environments. The programme embeds professional development into the curriculum, pedagogy and assessment strategies to ensure students gain the competencies, behaviours and mindsets expected of modern business professionals.</p> <p>Throughout the programme, students engage with authentic business scenarios, case studies, consultancy-style tasks and simulations that mirror real organisational challenges. This applied learning approach enables students to develop professional skills such as critical analysis, decision-making, problem-solving and adaptability, core attributes valued by employers globally.</p> <p>Professionalism in contemporary business increasingly requires strong digital and analytical literacy. Modules such as Digital/AI Transformation, Innovation, Marketing and Entrepreneurship, Research Methods and Business Analytics equip students with advanced digital capabilities, data interpretation skills and an understanding of how AI and automation influence strategic decision-making. These skills ensure</p>
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	<p>students can operate confidently in technologically advanced business environments.</p> <p>Leadership qualities are nurtured through modules focused on strategy, change management and human resource management. Students develop communication, negotiation, cross-cultural competence and people management skills through teamwork, presentations, group projects and reflective activities. These experiences strengthen attributes such as emotional intelligence, professional conduct, ethical awareness and the ability to work collaboratively in diverse teams.</p> <p>The programme's three pathways, Industry Placement, Forage Virtual Placement Plan and Research Project, provide students with opportunities to develop professional attributes through direct engagement with industry or applied research. These pathways support the development of workplace behaviours, professional independence, time management, resilience and the ability to translate theoretical knowledge into practice.</p> <p>The 9-Month Forage Placement Plan (virtual work experience) guide students in building professional identity, enhancing employability and preparing for graduate-level roles. Students develop professional portfolios, refine CVs and LinkedIn profiles, practise interview techniques and receive personalised career coaching. This structured approach nurtures professionalism, career self-awareness and confidence.</p> <p>Reflection is central to professional growth. Through reflective journals, development plans, mid-placement reviews and supervisor feedback, students learn to evaluate their strengths, identify areas for improvement and set personal development goals. This supports the development of maturity, self-awareness and the capacity for continuous professional improvement, all key graduate attributes.</p> <p>Professionalism in global business also means making responsible decisions. The programme embeds sustainability, ESG awareness, ethical leadership and alignment with the UN Sustainable Development Goals (SDGs) across modules. This ensures graduates develop a strong ethical compass and the ability to lead responsibly in diverse organisational contexts.</p>
<p><b>Adaptable</b></p>	<p>The MSc Applied Global Business Management is explicitly designed to cultivate adaptability as a core graduate attribute, preparing students to navigate an increasingly complex, uncertain and fast-changing global business environment. Adaptability is embedded throughout the programme through its curriculum design, teaching methods, assessment strategies and experiential learning opportunities.</p> <p>First, the programme covers a broad spectrum of business disciplines, including global strategy, international trade, digital transformation, human resource management, entrepreneurship, operations and finance, allowing students to understand, adapt and respond to varied organisational challenges. This interdisciplinary exposure helps students develop intellectual flexibility and the ability to transfer knowledge across different situations and sectors.</p>

	<p>Second, modules focusing on Digital/AI Transformation, Innovation, Marketing and Entrepreneurship ensure students engage with emerging technologies, evolving business models and rapidly shifting industry landscapes. By learning how digital disruption and AI reshape global business, students develop the capacity to adapt to technological change and respond proactively to innovation-driven environments.</p> <p>Third, the programme uses live projects, case studies, business simulations and scenario-based learning to challenge students to think on their feet, analyse new information rapidly and generate solutions under varying constraints. These applied learning experiences cultivate resilience, agility, creative problem-solving and the ability to make informed decisions when faced with unfamiliar or evolving situations.</p> <p>Students can choose from three distinct pathways in Year 2, Industry Placement, Forage Virtual Placement Plan or Research Project. Each pathway demands a different set of skills and modes of working, encouraging students to take ownership of their learning journey and adapt to the environment they select. This choice-based model helps students build confidence in adapting to new contexts and professional expectations.</p> <p>The Forage pathway is particularly influential in developing adaptive graduates. It requires students to navigate multiple virtual experiences across leadership, consultancy, marketing, finance, operations and business transformation. By shifting between different roles, tasks and industry expectations, students learn to quickly adjust, absorb new knowledge and perform effectively in varied functional contexts, a hallmark of adaptability.</p> <p>Through reflective journals, personal development plans, mid-placement reviews and supervisor feedback, the programme nurtures a growth mindset. Students learn to evaluate their experiences, identify areas for improvement and adopt new strategies for personal and professional development. This reflective process supports adaptability by enabling students to continuously adjust and refine their behaviours and approaches.</p> <p>A varied assessment strategy, including consultancy reports, case studies, oral presentations, simulations, group projects and digital artefacts, encourages students to adapt their communication, analytical and problem-solving approaches to different formats and audiences. This variety develops their ability to work confidently across shifting expectations and requirements.</p>
<b>Engaged</b>	<p>The MSc Applied Global Business Management is purposefully designed to nurture socially responsible graduates who are motivated to contribute positively to communities at local, regional and global levels. The programme promotes a strong ethos of social impact, ethical leadership and sustainable value creation, ensuring students recognise their responsibility as global citizens and future business leaders.</p> <p>Across modules, particularly Global Business Strategy and Leadership, International Trade, Finance and Market Expansion and Advanced Global Business Practices, students critically examine global issues such as inequality, sustainability, governance, ESG and responsible leadership. These modules highlight how</p>

	<p>business can be a powerful force for social good, encouraging students to integrate ethical decision-making and responsible practices into their professional identities.</p> <p>Through the Capstone Project, research project or industry/virtual placements, students engage with real organisational challenges that often include social, environmental or community development dimensions. Many students choose topics such as ethical supply chains, community-based entrepreneurship, social innovation or sustainable business models, enabling them to contribute practical solutions to community issues while gaining hands-on experience.</p> <p>Modules such as Human Resource Management and leadership-focused pathways emphasise empathy, integrity, inclusivity and fairness. These values underpin community-focused leadership and help students understand how organisations can support societal development through ethical people management, community engagement and inclusive practices.</p> <p>Finally, the 9-Month Forage Placement Plan includes employer-designed modules on Green Finance, ESG, ethical leadership and business transformation. These tasks directly expose students to sustainability challenges and corporate social responsibility practices. Reflection activities require students to consider the social implications of their decisions and evaluate how business actions affect local and global communities.</p>
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**15. Additional Costs: Are there any additional costs on top of the fees?**

List any additional costs the students will have to meet and whether this is optional (e.g. an optional field trip) or essential (e.g. buying a lab coat). Give an estimation of the approximate cost which may be a range. This information should be replicated in the Module Guide and will be published on the course page.

No, but all students buy some study materials such as books and provide their own basic study materials	✓
Yes (optional). All students buy some study materials such as books and provide their own basic study materials. In addition, there are some additional costs for optional activities associated with the programme (see above)	
Yes (essential). All students buy some study materials such as books and provide their own basic study materials. In addition, there are some essential additional costs associated with the programme (see above)	

**16. Version Control**

**Programme Specifications are checked annually and updated when changes are made to the programme.**

Version Number		Date	Details of change	Author
V1	Document created	23/11/2025	New programme	Dr Yahaya Alhassan
V2	Document changed			

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Version number:	5	Template owner:	Quality Team
Date reviewed:	Jun-24	Date of next review:	Jun-29