

Programme Specification

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

7	Programme Description
	Overview The MSc Global Business Management and MSc Applied Global Business Management programmes are designed to equip students with the strategic, analytical and leadership capabilities required to thrive in an increasingly complex global business environment. These postgraduate degree programmes adopt a more applied, hands-on and future-focused approach that reflects employer needs, sector developments and student feedback. The programmes emphasise global strategy, leadership, international trade, digital and artificial intelligence transformation, entrepreneurship, human resource management and research-driven decision-making. Students engage with contemporary challenges such as digital disruption, global market volatility, geopolitical shifts, sustainability imperatives and competitive innovation. A key feature of these two postgraduate programmes is the strong practical orientation. Students learn through case studies, simulations, live business projects and a substantial Capstone Project, enabling them to apply theory to real business challenges and gain valuable industry experience. These programmes support the university's priorities of global engagement, industry collaboration and academic excellence, while preparing graduates for leadership roles in multinational organisations, consultancy, entrepreneurship and digital transformation sectors. The MSc Global Business Management is a standard 12-month postgraduate programme. However, the MSc Applied Global Business Management is a 24-month programme with 3 flexible pathways, enabling students to tailor learning to their career goals.

Students who opt for the MSc Applied Global Business Management programme, may choose from:

1. **12 Months Industry Placement** (subject to availability). 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 the programme. The programme team will support students in finding their own placements through the Employability and Enterprise Hub and a dedicated placement officer.
2. **12 Virtual Work Experience** (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 Virtual placement pathway.
3. **12 Months Research Project** (independent, research-led business project)

What's covered in the course?

Students who enrol on the MSc Global Business Management or MSc Applied Global Business Management, will study the following core modules:

LBMM007: Global Business Strategy and Leadership: Students explore strategic frameworks, global competitiveness, leadership theories and organisational change. The module builds capabilities in strategic analysis, decision-making and leading complex international organisations.

LBMM008: International Trade, Finance and Market Expansion: This module focuses on international trade policies, trade regulations, global finance, risk assessment, and market entry strategies. Students learn how to evaluate financial strategies, assess global opportunities and navigate the economic forces shaping international business.

LBMM009: Digital/Artificial Intelligence Transformation, Marketing, Innovation and Entrepreneurship: Students examine how digital technologies, artificial intelligence and data-driven tools are reshaping global business. The module covers digital marketing, innovation management, entrepreneurial thinking and the practical application of emerging technologies in business transformation.

LBMM010: Human Resource Management: This module develops understanding of managing people in global contexts, including cross-cultural management, talent development, negotiation, leadership and organisational behaviour. Students learn strategies for building resilient, diverse and high-performing teams worldwide.

LBMM011: Research Methods and Business Analytics: Students gain advanced skills in qualitative and quantitative research, data analytics, big data interpretation, forecasting and business intelligence. Emphasis is placed on using analytics for strategic decisions, performance improvement and sustainability-driven planning.

LBMM012: Capstone Project: The Capstone Project requires students to undertake an applied consultancy project or research investigation. They work on a real business issue, apply structured methodologies and produce a professional consultancy report, demonstrating their ability to solve complex global business problems.

Students who opt for the MSc Applied Global Business Management will also complete **LBMM013: Industry Placement** (subject to availability), or **LBMM014: Virtual Work Experience** or **LBMM015: Research Project** in year 2 of the programme. This practical component synthesises learning and enhances employability through hands-on experience or research expertise.

	Reasonable adjustments for individual students undertaking the placement module will be agreed on a case-by-case basis, informed by the student's individual circumstances and any relevant recommendations from the University's disability and inclusion support processes. Adjustments would maintain the academic and professional requirements of the placement while removing unnecessary barriers to participation and assessment Where will I study? Students who enrolled on the MSc Global Business Management or MSc Applied Global Business Management programme will be studying at the University of Sunderland in London. Teaching will be mostly face-to-face. Does the programme have an associated IFY? No
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8	Programme Awards		
8a	Name of Final Award	Level	Credits Awarded
	Master of Science in Global Business Management	7	180
	Master of Science in Applied Global Business Management	7	240
8b	Exit Awards and Credit Awarded		
	Postgraduate Certificate in Global Business Management	7	60
	Postgraduate Diploma in Global Business Management	7	120

9	Programme Specific Regulations
	Yes

10a			
Mode(s) of Study: MSc Global Business Management		Location/Campus	Duration of Study
Full time		London	1 year
Part time		London	2 years
Mode(s) of Study: MSc Applied Global Business Management			
Full time		London	2 years

10b	
Is this programme delivered at a Transnational (TNE) partner ?	Yes (Not available for applied pathways)
Is this programme delivered at UK Partner Institutions ?	No

11	Entry Requirements
	The admission requirements for this programme as stated on the course page of the University of Sunderland website at https://www.sunderland.ac.uk/, or found by searching for the course entry profile located on the UCAS website 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 Accreditation of Prior Learning (APL)

12	Programme Learning Outcomes
	By the end of the programme successful students will be able to do the following:
1	Critically evaluate global business strategies, leadership perspectives and economic frameworks, demonstrating an advanced understanding of their influence on international markets and organisations.
2	Critically analyse international trade, financial and digital transformation strategies and evaluate their implications for multinational organisations, global investment and international markets, including associated financial and geopolitical risks.
3	Critically evaluate complex and ambiguous global business challenges and synthesise evidence to formulate innovative, sustainable and strategically viable solutions to market disruption, organisational transformation and emerging business opportunities.
4	Critically apply advanced leadership, negotiation, human resource management, cross-cultural communication and stakeholder management approaches to lead diverse teams and foster organisational performance in international contexts.
5	Critically evaluate and integrate digital technologies, artificial intelligence and emerging digital tools into business operations and marketing to support innovation, competitive advantage and organisational transformation.
6	Critically apply qualitative and quantitative research methods, financial intelligence, big data and predictive analytics to generate and evaluate evidence-based insights for strategic decision-making, business growth and sustainability.
7	Independently undertake an advanced applied research or consultancy project, critically investigating a complex real-world business problem and producing a rigorous, evidence-based consultancy report that demonstrates strategic judgement and appropriate research methodology.
	Applied Masters Stage
8	Critically reflect on professional and industry experience gained through placement, virtual work experience or applied research, and develop and evaluate a strategic professional development plan aligned with career aspirations in global business management.

13. Programme Requirements

There are optional modules on this programme No

Level 7:

In order to complete the MSc Global Business Management or MSc Applied Global Business Management programme, a student must successfully complete all the following CORE modules (totalling 180 credits):

Module Code	Module Name	Credit Value	PLO(s) assessed
LBMM007	Global Business Strategy and Leadership	30	PLO1, PLO2, PLO3
LBMM008	International Trade, Finance and Market Expansion	30	PLO1, PLO2
LBMM009	Digital/Artificial Intelligence Transformation, Marketing, Innovation and Entrepreneurship	30	PLO3, PLO4, PLO5
LBMM010	Human Resource Management	30	PLO4, PLO5
LBMM011	Research Methods and Business Analytics	30	PLO6,
LBMM012	Capstone Project	30	PLO6, PLO7

In order to complete the MSc Applied Global Business Management programme, a student must successfully complete Option modules totalling 60 credits: Option modules available on this programme are as below: please note that there may be instances where not all options will be available.

Module Code	Module Name	Credit Value	PLO(s) assessed
LBMM013	Industry Placement	60	PLO8
LBMM014	Virtual Work Experience	60	PLO8
LBMM015	Research Project	60	PLO6, PLO8

14. Employability

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

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

Professional	The MSc Global Business Management and MSc Applied Global Business Management programmes are designed to nurture a strong professional graduate attribute, ensuring students develop the competencies, behaviours and mindsets expected of successful global business leaders. Throughout the programme, students engage in a range of learning activities, assessments and professional development opportunities that collectively shape their professional identity and enhance their readiness for the workplace. Each module incorporates opportunities for students to develop essential professional skills, including critical thinking, analytical reasoning, data literacy, communication, leadership and ethical judgement. Learning activities such as simulations, case analyses, consultancy tasks, debates and presentations reflect real-world business environments, enabling students to practise and refine professional behaviours in authentic contexts. The two programmes also emphasise international engagement, preparing students to operate confidently in diverse cultural settings. Through modules focusing on global strategy, international trade, cross-cultural management and digital transformation, students learn how to navigate global markets, collaborate across cultures and manage stakeholder relationships. key traits of globally minded professionals. Students develop leadership and teamwork capabilities through collaborative group assignments, peer evaluation exercises and problem-solving workshops. These experiences encourage accountability, adaptability, negotiation and interpersonal communication. Reflective logs and personal development plans further support students in assessing their strengths, identifying development needs and cultivating a mindset of lifelong learning.
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	Given the growing importance of digital proficiency in the global business landscape, the programme strengthens students' abilities to use digital tools, data analytics packages, AI-driven systems and business intelligence techniques. These skills ensure graduates are technologically confident and capable of leveraging digital innovation to solve complex business challenges. Besides, the curriculum integrates ethical reasoning and sustainability principles. Students learn to evaluate the broader societal, environmental and governance implications of business decisions, developing a responsible and values-driven professional outlook aligned with contemporary employer expectations. The inclusion of live business projects, guest speakers, case companies, and practical assessments ensures students interact with industry professionals and gain exposure to current business challenges. These authentic experiences help students build professional networks, enhance employability and understand the expectations of graduate-level roles. The Capstone Project functions as a culminating professional learning experience, requiring students to address a real organisational issue or conduct applied research. Through this process, students demonstrate professionalism in client engagement, project planning, evidence-based problem-solving and the production of a consultancy-standard report. In addition to the above, the MSc Applied Global Business Management programme's three pathways, Industry Placement, Virtual Work Experience 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. The 12-Month Virtual Placement 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. 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
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	development of maturity, self-awareness and the capacity for continuous professional improvement, all key graduate attributes.
Adaptable	The MSc Global Business Management and MSc Applied Global Business Management programmes have been intentionally designed to cultivate adaptability as a core graduate attribute, preparing students to respond effectively to rapid changes in global markets, organisational environments and technological landscapes. Adaptability, encompassing resilience, flexibility, openness to innovation and the ability to learn continuously, is embedded throughout the curriculum, learning approach and assessment design. For instance, the two programmes expose students to the dynamic nature of global business through modules that address digital disruption, geopolitical shifts, evolving trade policies and emerging technologies. Working with real-world, frequently changing case studies encourages students to think critically, adjust their perspectives and re-evaluate strategies in light of new information, mirroring the complex environments they will operate in professionally. Modules on digital/AI transformation, innovation and entrepreneurship encourage students to engage with ambiguity and experiment with creative solutions. Students learn to identify emerging business opportunities, evaluate risks and generate innovative responses to market gaps. These experiences help graduates become comfortable navigating unfamiliar challenges and adapting their approaches when conditions change. Global business demands the ability to adapt to different cultures, business practices and communication styles. Through group work, cross-cultural case studies and topics in international management, students develop flexibility in thinking and behaviour. This fosters cultural agility, an essential component of adaptability in global environments. To operate effectively in technology-driven industries, graduates must be adaptable in their engagement with digital tools. The programme ensures students gain confidence using digital platforms, analytics tools, AI applications and evolving business technologies. By working with a range of digital systems, students develop technological agility and remain prepared for future innovations. The use of diverse assessment formats, including consultancy reports, simulations, digital artefacts, presentations and teamwork, requires students to adapt their communication styles, analytical approaches and collaborative strategies. This variety mirrors real workplace demands and enhances students' ability to shift fluidly between tasks and professional roles.

	The Capstone Project demands that students independently navigate complex, often ambiguous organisational challenges. They must adapt their research design, problem-solving approach and stakeholder engagement strategies as the project evolves. This experience reinforces their capacity to respond to change with evidence-based decision-making and professional flexibility. Students who opt for the MSc Applied Global Business Management programme can choose from three distinct pathways in Year 2, Industry Placement, Virtual Work Experience 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. The Virtual Placement 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. Through reflective journals, personal development plans, mid-placement reviews and supervisor feedback, the MSc Applied Global Business Management 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.
Engaged	The MSc Global Business Management and MSc Applied Global Business Management programmes are designed not only to develop strategic and analytical business leaders, but also to cultivate socially responsible graduates who are committed to contributing meaningfully to society. The programme embeds the principles of ethical leadership, sustainability and community engagement throughout the curriculum, ensuring students appreciate the broader societal impact of business decisions and recognise their role in shaping positive social outcomes. Modules across the programme integrate themes such as sustainability, social responsibility, ethical leadership and the United Nations Sustainable Development Goals (SDGs). Students critically evaluate how global businesses influence economic development, environmental wellbeing and social equity. This encourages them to

	reflect on how their own decisions can contribute to more inclusive, fair and sustainable communities. By exploring global markets, international trade and cross-cultural management, students gain awareness of diverse communities and the challenges they face. Teaching encourages students to adopt the mindset of global citizens, professionals who value diversity, champion equity and understand the importance of contributing to society beyond organisational boundaries. The Capstone Project and various applied learning activities offer opportunities for students to work with organisations addressing social, economic or environmental issues. Whether collaborating with local enterprises, social entrepreneurs, charities or international non-governmental organisations, students engage in work that directly benefits communities. These experiences reinforce the belief that business can be a force for positive change. The two programmes' focus on leadership extends beyond organisational performance to emphasise responsible, values-based leadership. Students learn about ethical dilemmas, stakeholder accountability and the long-term societal impact of strategic decisions. This encourages graduates to lead with integrity and to prioritise community wellbeing in their professional careers. Through modules on digital transformation, innovation and entrepreneurship, students are encouraged to devise solutions that can improve lives and strengthen communities. They learn to identify social needs, develop sustainable business models and harness digital tools to address societal challenges at scale, regionally and globally. The programmes intentionally create an environment where students learn from diverse perspectives and engage in collaborative problem-solving. This shared learning experience promotes empathy, cultural sensitivity and a shared commitment to collective progress. Students are encouraged to support one another and to bring community-oriented perspectives into classroom discussions. Finally, the 12-Month Virtual Work Experience for students who opt for the MSc Applied Global Business Management programme includes employer-designed modules on Green Finance, Environmental, Social and Governance (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.
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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). There are additional costs associated with undertaking an industry placement and/or virtual work experience, including any costs that may be incurred for travel, equipment, resources or other placement-related requirements.	✓
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	19/11/2025	New programme	Dr Yahaya Alhassan
V2	Document changed	05/06/2026	Programme description and learning outcomes	Dr Yahaya Alhassan
V3	Document changed	09/08/2026	Programme learning outcomes amended in line with validation panel requirements.	Dr Yahaya Alhassan

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