

Programme Specification

Programme Summary Information			
1	Programme Title		MSc 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
	IfATE LARS Number		N/A

7	Programme Description
	<p>Overview</p> <p>The MSc Global Business Management is a forward-looking postgraduate programme designed to equip students with the strategic, analytical and leadership capabilities required to thrive in an increasingly complex global business environment. This postgraduate degree programme adopts a more applied, hands-on and future-focused approach that reflects employer needs, sector developments and student feedback.</p> <p>The programme emphasises global strategy, leadership, international trade, digital and AI 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.</p> <p>A key feature of the programme is its 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. The programme supports 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.</p> <p>What's covered in the course?</p> <p>The MSc Global Business Management comprises six 30-credit modules designed to develop advanced knowledge and applied expertise across the major domains of global business practice.</p> <p>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.</p>

	<p>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.</p> <p>Digital/AI Transformation, Marketing, Innovation and Entrepreneurship: Students examine how digital technologies, AI 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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Where will I study? Students who enrolled on the MSc Global Business Management programme will be studying at the University of Sunderland in London. Teaching will be face-to-face.</p> <p>Does the programme have an associated IFY? No</p>
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8	Programme Awards		
8a	Name of Final Award	Level	Credits Awarded
	Master of Science in Global Business Management	7	180
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
	No

10a		
	Mode(s) of Study	Location/Campus
	Full time	London/Sunderland
	Part time	London/Sunderland
		Duration of Study
		1 year
		2 years

10b		
	Is this programme delivered at a Transnational (TNE) partner?	No
	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 Certificate Stage of the programme successful students will be able to do the following:
1	Demonstrate a deep knowledge and awareness of global business strategies, leadership models and economic frameworks shaping international markets.
2	Critically analyse and apply international trade policies, financial strategies and digital transformation trends to global business scenarios.
3	Evaluate the impact of geopolitical, economic and technological changes on multinational organisations and international markets.
4	Develop critical thinking and problem-solving skills to address complex global business challenges.
	By the end of Diploma Stage of the programme successful students will be able to do the following:
5	Innovate and develop strategic solutions for emerging business trends, market disruptions and corporate transformation.
6	Critically apply leadership, negotiation and human resource management strategies to manage diverse teams and drive organisational success.
7	Demonstrate effective cross-cultural communication and stakeholder management in international business environments.
8	Integrate technology, AI and digital tools into business operations for competitive advantage.
	By the end of Stage 3 of the programme successful students will be able to do the following:
9	Apply qualitative and quantitative research methodologies in business and analyse big data and generate business insights using cutting-edge analytical tools.
10	Employ data-driven decision-making, financial intelligence and predictive analytics to drive business growth and sustainability and develop strategic plans consistent with the UN Sustainable Development Goals (SDGs).
11	Solve real-world business challenges using applied research.
12	Produce a high-quality consultancy report through a capstone project, demonstrating the ability to critically assess and solve complex business problems using structured methodologies.

13. Programme Requirements <i>There are optional modules on this programme No</i>
Level 7: <i>In order to complete this programme, a student must successfully complete all the following CORE modules (totalling 180 credits):</i>

Module Code	Module Name	Credit Value	PLO(s) assessed
GBM7001	Global Business Strategy and Leadership	30	PLO1, PLO2, PLO6, PLO7
GBM7002	International Trade, Finance and Market Expansion	30	PLO1, PLO2, PLO3, PLO7
GBM7003	Digital/AI Transformation, Marketing, Innovation and Entrepreneurship	30	PLO3, PLO4, PLO5, PLO8, PLO9, PLO10, PLO12
GBM7004	Human Resource Management	30	PLO6, PLO7, PLO8
GBM7005	Research Methods and Business Analytics	30	PLO5, PLO8, PLO9, PLO10, PLO11, PLO12
GBM7006	Capstone Project	30	PLO5, PLO7, PLO10, PLO11, PLO12

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	<p>The MSc Global Business Management is 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.</p> <p>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.</p> <p>The programme also emphasises 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.</p> <p>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</p>
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	<p>further support students in assessing their strengths, identifying development needs and cultivating a mindset of lifelong learning.</p> <p>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.</p> <p>Besides, the curriculum integrates ethical reasoning, sustainability principles and the UN Sustainable Development Goals (SDGs). 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.</p> <p>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.</p> <p>Finally, 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.</p>
Adaptable	<p>The MSc Global Business Management has 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.</p> <p>For instance, the programme exposes 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.</p> <p>Modules on digital/AI transformation, innovation and entrepreneurship encourage students to engage with ambiguity and experiment with</p>

	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Finally, 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.</p>
Engaged	<p>The MSc Global Business Management is 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.</p> <p>Modules across the programme integrate themes such as sustainability, social responsibility, ethical leadership and the UN Sustainable Development Goals (SDGs). Students critically evaluate how global businesses influence economic development, environmental wellbeing and social equity. This encourages them to</p>

	<p>reflect on how their own decisions can contribute to more inclusive, fair and sustainable communities.</p> <p>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.</p> <p>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 NGOs, students engage in work that directly benefits communities. These experiences reinforce the belief that business can be a force for positive change.</p> <p>The programme's 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.</p> <p>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.</p> <p>The programme intentionally creates 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.</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	✓
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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	19/11/2025	New programme	Dr Yahaya Alhassan
V2	Document changed			

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