

Programme Specification

Programme Summary Information			
1	Programme Title		MSc International Business Management
2	University of Sunderland Course Code	PIBUSMNFT PIBUSMNPT	UCAS Code
3	Awarding Institution		University of Sunderland
4	Teaching Institution(s) (if different from point 3)		University of Sunderland
5	Professional Statutory or Regulatory Body (PSRB) (if applicable)		None

6	Programme Description
	<p>Overview</p> <p>The MSc International Business Management programme is designed for graduate students who intend to become international business managers and managers who have already gained knowledge or experience in international business and seek to further their careers as highly qualified managers within international business management.</p> <p>The programme aims to equip students with a comprehensive understanding of the relevant knowledge and skills in the critical areas of international business management and prepare them for a career in business and management anywhere around the globe. The curriculum design and the learning outcomes are aligned to develop critical competencies required by employers worldwide seeking international business managers.</p> <p>Students learn a range of theoretical tools and frameworks, analytical skills and the practical understanding to meet global challenges from an organisational perspective.</p> <p>The programme aims to develop:</p> <ul style="list-style-type: none"> • An understanding of the contemporary issues in business management and business development within a global context. • An understanding of the changing nature of the global agenda, its implications for organisations and their management and leadership. • The ability to apply knowledge and understanding of international business management and markets both systematically and creatively to solve complex problems. • The ability to link theories to practice improving the efficiency and effectiveness of the organisation. • Ability to work independently and within groups, being 'foresightful' and creative in developing valuable strategies and business solutions.

- Lifelong learning skills, including maintaining and developing skills by proactively, reactively and creatively responding to the rapidly changing global business environment.
- A range of transferable skills and attributes that are relevant to a career in international business management, including leadership, research, 'foresightfulness', analytical thinking and problem solving, critical thinking, and communication skills.

PG Certificate in International Business Management Students may enrol on a PG Certificate in International Business Management, comprising 60 credits of taught modules from the MSc International Business Management programme.

PG Diploma in International Business Management Students may enrol on a PG Diploma in International Business Management, comprising 120 credits of taught modules from the MSc International Business Management programme.

International Business Management Top Up, comprising the 60 credit dissertation and one 30 credit module.

MSc International Business Management with PG Certificate in Finance and Management Students who enrol on this programme will, in addition to the MSc International Business Management programme described above, complete a PG Certificate in Finance and Management which will give them addition insight into professional financial management.

MSc International Business Management with PG Certificate in HRM Students who enrol on this programme will, in addition to the MSc International Business Management programme described above, complete a PG Certificate in HRM which will give them addition insight into professional HR practice and the importance of talent management.

MSc International Business Management with PG Certificate in Digital Marketing and Analytics Students who enrol on this programme will, in addition to the MSc International Business Management programme described above, complete a PG Certificate in Digital Marketing and Analytics which will give them addition insight into key areas of strategic and digital marketing.

What's covered in the course?

The programme consists of four taught modules (three core and one optional) and a significant piece of independent dissertation work or a live consultancy project.

The programme aims to develop students to have a critical appreciation of strategic leadership, foresight, sustainability agenda and organisational approaches to the future in successfully navigating change and disruption in an increasingly complex and digitally interconnected world.

The programme covers global marketing concerns and opportunities to enter international markets aided by digital technologies. The application of marketing concepts and frameworks and the design and development of market-responsive programmes to compete in global markets. Students will also learn about the strategic management process and the levels of strategies within organisations.

The International Business module covers globalisation and the digital revolution and explores the unique opportunities and challenges of conducting business internationally. Students will evaluate and develop innovative and sustainable solutions and strategies for current and

	<p>emerging international business issues. Students will critically analyse approaches to leadership and management in a strategic, international business context to develop diverse stakeholder management acumen and digital business competencies.</p> <p>The optional Financial Decision Making in a Multinational Corporation module equips students with specific competencies in financial information analysis, emphasising financial management practices and techniques that are important to the management of global firms.</p> <p>The HRM in an international and Digital context optional module explores the wider global environment, the influence of culture, institutional factors, demographics, immigration, and ethics, and the complexities of managing international human resources people in the global and digital world.</p> <p>The capstone Research Project module enables students to develop an in-depth analytical, evaluative, digital and independent working and lifelong learning skills.</p> <p>Where will I study?</p> <p>At Sunderland, London or Hong Kong: Full-time and Part-time on campus</p>
--	---

7	Programme Awards		
7a	Name of Final Award	Level	Credits Awarded
	MSc International Business Management	7	180
	PG Certificate in International Business Management	7	060
	PG Diploma in International Business Management	7	120
	International Business Management Top Up	7	090
	MSc International Business Management with PG Certificate in Finance and Management.	7	240
	MSc International Business Management with PG Certificate in HRM	7	240
	MSc International Business Management with PG Certificate in Digital Marketing and Analytics	7	240
7b	Exit Awards and Credit Awarded		
	Post Graduate Certificate in International Business Management	7	060
	Post Graduate Diploma in International Business Management	7	120
	MSc International Business Management with PG Certificate in HRM		
	Postgraduate Certificate in International Business Management	7	060
	Postgraduate Diploma in International Business Management	7	120
	MSc International Business Management	7	180
	MSc International Business Management with PG Certificate in Finance		
	Postgraduate Certificate in International Business Management	7	060
	Postgraduate Diploma in International Business Management	7	120
	MSc International Business Management	7	180
	MSc International Business Management with PG Certificate in Digital Marketing and Analytics		
	Postgraduate Certificate in International Business Management	7	060
	Postgraduate Diploma in International Business Management	7	120
	MSc International Business Management	7	180

--	--	--	--

8	Programme Specific Regulations
	Yes

9a	Mode(s) of Study	Location/Campus	Duration of Study
	Full time	Sunderland/London/ Hong Kong	1 years
	Part time	Sunderland/London/ Hong Kong	2 years
	IDL Full time	Hong Kong	1 year
	IDL Part time	Hong Kong	2 years
	PG Certificate in International Business Management:		
	Full time	Sunderland	4 months
	Part time	Sunderland	8 months
	International Business Management Top Up		
	Full time	Sunderland	8 months
	Part time	Sunderland	16 months
	PG Diploma in International Business Management:		
	Full time	Sunderland	8 months
	Part time	Sunderland	16 months
	MSc International Business Management with PG Cert in HRM		
	Full time	Sunderland	1 Year 4 months
	Part time	Sunderland	2 Years 8 months
	MSc International Business Management with PG Cert in Finance and Management		
	Full time	Sunderland	1 Year 4 months
	Part time	Sunderland	2 Years 8 months
	MSc International Business Management with PG Cert in Digital Marketing and Analytics		
	Full time	Sunderland	1 Year 4 months
	Part time	Sunderland	2 Years 8 months

9b		
Is this programme delivered at a Transnational (TNE) partner ?		Only MSc International Business Management
Is this programme delivered at UK Further Education Colleges ?		No

10	Entry Requirements
	<p>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</p> <p>This programme is suitable for students to enter with advanced standing (eg APL) YES</p> <p>Where applicable use the space below to detail any specific arrangements – eg APL only permitted to a specific level Accreditation of Prior Learning (APL)</p>

11	Programme Learning Outcomes
	By the end of stage 1 (Certificate) of the programme successful students will be able to do the following:
1	Demonstrate a critical awareness and application of the theoretical frameworks of the key trends in business disciplines and their relevance to organisations in the digital age.
2	Discern the concept of leading organisations through effective strategic management, foresight, leadership and the role of individuals and organisations in sustainable development.
	By the end of stage 2 (Diploma) of the programme successful students will be able to do the following:
3	Recognise the current and the changing nature of the interrelationships between the external business environment and organisations in an international context.
4	Critique the influences and challenges of the changing landscapes of geopolitics, trade, economy, technology, financial, sustainability and regulatory regimes and the resulting complexities for organisations to manage.
	By the end of stage 3 (Masters) of the programme successful students will be able to do the following:
5	Evaluate relevant methodologies in international business to assist in decision making in situations of ambiguity and complexity in the digitally enabled 21st century workplace.
6	Using appropriate methods demonstrate in-depth advanced knowledge in the focused area of international business management through successfully completing an individual dissertation or consultancy project.

	By the end of Postgraduate Certificate in HRM of the programme successful students will be able to meet the PLO's as set out in the PG Cert section of the MSc HRM programme specification.
	By the end of Postgraduate Certificate in Finance and Management of the programme successful students will be able to meet the PLO's as set out in the PG Cert section of the MSc Finance and Management programme specification.
	By the end of Postgraduate Certificate in Digital Marketing and Analytics of the programme successful students will be able to meet the PLO's as set out in the PG Cert section of the MSc Digital Marketing and Analytics programme specification

12. Programme Requirements

There are optional modules on this programme: Yes

Post Graduate Certificate in International Business Management:

In order to complete this programme a student must successfully complete the following 2 CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 & 2
MGTM32	Management in Practice	30	PLO1,2,3 & 4

Post Graduate Diploma in International Business Management:

In order to complete this programme a student must successfully complete the following modules (totalling 120 credits):

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 & 2
MGTM32	Management in Practice	30	PLO1,2,3,&4
MGTM27	International Marketing	30	PLO 1& 3
And 1 option module			
MGTM11	Financial Decision Making in a Multinational Corporation	30	PLO2 & 3
OR			
MGTM15	HRM in an International and Digital Context	30	PLO2 & 3

MSc International Business Management:

In order to complete the MSc International Business Management programme a student must successfully complete 5 modules (totalling 180 credits):

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 & 2
MGTM32	Management in Practice	30	PLO1,2,3,&4
MGTM27	International Marketing	30	PLO 1& 3
And 1 option module			

MGTM11	Financial Decision Making in a Multinational Corporation	30	PLO2 &3
OR			
MGTM15	HRM in an International and Digital Context	30	PLO2 & 3
MGTM16	International Business Management Research Project	60	PLO5 & 6

In order to complete a MSc International Business Management with Post Graduate Certificate in HRM a student must successfully complete the following 7 core modules (totalling 240 credits)

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 &2
MGTM32	Management in Practice	30	PLO1,2,3,&4
MGTM27	International Marketing	30	PLO 1& 3
And 1 option module			
MGTM11	Financial Decision Making in a Multinational Corporation	30	PLO2 &3
OR			
MGTM15	HRM in an International and Digital Context	30	PLO2 & 3
MGTM16	International Business Management Research Project	60	PLO5 & 6
MGTM06	Developing HR Professional Practice	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification
MGTM07	Talent Management and Resourcing for Sustainable Performance	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification

In order to complete a MSc International Business Management with Post Graduate Certificate in Finance and Management a student must successfully complete the following 7 core modules (totalling 240 credits)

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 &2
MGTM32	Management in Practice	30	PLO1,2,3,&4
MGTM27	International Marketing	30	PLO 1& 3
And 1 option module			
MGTM11	Financial Decision Making in a Multinational Corporation	30	PLO2 &3
OR			
MGTM15	HRM in an International and Digital Context	30	PLO2 & 3

MGTM16	International Business Management Research Project	60	PLO5 & 6
MGTM04	Corporate Governance and Financial Management	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification
MGTM17	International Financial Markets and Financial Data Analysis	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification

In order to complete a MSc International Business Management with Post Graduate Certificate in Digital Marketing and Analytics a student must successfully complete the following 7 core modules (totalling 240 credits)

Module Code	Module Name	Credit Value	PLO(s) assessed
MGTM14	Strategic Management and Foresight	30	PLO1 &2
MGTM32	Management in Practice	30	PLO1,2,3,&4
MGTM27	International Marketing	30	PLO 1& 3
And 1 option module			
MGTM11	Financial Decision Making in a Multinational Corporation	30	PLO2 &3
OR			
MGTM15	HRM in an International and Digital Context	30	PLO2 & 3
MGTM16	International Business Management Research Project	60	PLO5 & 6
MGTM10	Digital Marketing and Analytics	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification
MGTM22	Integrated Marketing Strategy	30	PLOs as set out in the PG Cert section of the MSc HRM programme specification

13. Employability

The programme contributes to the development of the following graduate attributes. Please refer to [Integrated Curriculum Design Framework](#) when completing this section.

The MSc IBM programme specifically meets the needs of both employers and graduates, facilitating both entry and progression within the workplace. The programme aims those graduates will enter the workplace as confident decision-makers, having acquired the essential skills necessary to add value to the organisation. The modules focus on developing

the skills and knowledge to support students in gaining employment and pursuing a career in the management operating at strategic levels. Employer consultation and feedback from recent MSc IBM graduates and employers underpins the programme design.

All modules are linked to employers, supporting ‘real world’ contexts; learning, teaching and assessment are also integrated with the University of Sunderland Marketing Hub, enabling participation in employer-led activities with a spotlight on the provision of digital and sustainable solutions.

<p>Professional</p>	<p>The programme design builds the core and transferable skills necessary for manager and marketers to advance their careers. The programme curriculum provides the opportunity to develop a professional attitude, behaviours, skills and knowledge. Various experiences and activities are embedded in the curriculum, such as study trips, guest speakers and the opportunity to work closely with and attend events delivered by the University of Sunderland Marketing Hub, facilitating links with the professional environment.</p> <p>The programme develops and contributes to the ongoing personal and professional development of soft skills such as; teamwork, communication and communication design, competent and clear presentation skills and the integration of guiding theoretical frameworks to enable confident and qualified decision-makers.</p> <p>The Marketing Strategy and Digital Team work closely with University Careers Service and inform students about work experiences or opportunities and the professional support required for CV and interview preparation.</p> <p>Learning, teaching, and assessment throughout the programme are embedded with ‘employer led’ contexts.</p> <p>Modules which contribute significantly to the development of this graduate attribute include but are not limited to:</p> <ul style="list-style-type: none"> • Strategic Management and Foresight • MSc IBM Research Project • International Marketing • HRM in an International and Digital Context
<p>Adaptable</p>	<p>The International Business environment is dynamic, comprising several unpredictable forces at play. Therefore a core and essential graduate attribute is to demonstrate ‘adaptability’ in the face of new challenges and opportunities presented by the dynamic environment.</p> <p>Due to its nature and the requirement for developing a responsive mindset, the programme focuses on skills development in the following areas: creative problem solving,</p>

	<p>innovative solution-seeking, implementing change, strategic leadership, future orientation and provision of research-based recommendations based on current trends and events. Various assessment strategies, both formative and summative, provide the opportunity to engage with creative and challenging issues.</p> <p>Student learning encourages debate and challenges pertinent to international business. Modules which contribute significantly to the development of this graduate attribute include but are not limited to:</p> <ul style="list-style-type: none"> • Strategic Management and Foresight • MSc IBM Research Project • International Marketing • HRM in an International and Digital Context • Financial Decision Making in a Multinational Corporation • International Marketing
Engaged	<p>The programme has strong links with the local, national and international business communities. The modules are informed by employers, regional and national and companies with global reach.</p> <p>The achievement of sustainable, ethical, and technologically enhanced solutions is sought, which will impact the regional and global business community, public organisations, and society. Assessments on the programme include those developed in conjunction with employers to resolve business challenges, seek international business opportunities, and optimise customer solutions. Throughout, learning and assessment focus on multiple stakeholder relationships both internally within the organisational context and in the broader external environment, including local communities with vested interests in the organisation.</p> <ul style="list-style-type: none"> • MSc IBM Research Project • International Marketing • HRM in an International and Digital Context

14. 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 (eg an optional field trip) or essential (eg 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. Please note for Apprenticeships, there should be no additional costs to students.

<p>Texts on the programme are available free via the University Library and many are e-books.</p> <p>Some students may buy some study materials such as books and provide their own basic study materials</p>	✓•
<p>There may be optional, educational field visits that run to support the programme</p> <p>These visits are highly recommended but are optional. The estimated cost of field visits is dependent on the destination, it can vary between £200 and £500.</p>	✓•

15. 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	03/05/22		Mohan Namasivayan
V2	Document changed			
V3	Addition of online delivery from UoS HK	23/02/23		Mohan Namasivayan
V4	Addition of IDL mode of learning in HK	09/09/23		Dr L.A.Barkas
V5	Introduction of new module MGTM32	18/02/24	Intr. New module replacing O2 & move of MGTM27 to Term 2	Dr L.A.Barkas
V6	Document Changed	10/05/24	Additional Awards added	Dr L.A.Barkas

PART B - PROGRAMME REGULATION/S

Name of programme: *MSc International Business Management with PG Certificate in HRM/Digital Marketing and Analytics/ Finance and Management*

Title of final award: *MSc / PG Certificate*

Interim awards¹: *PG Certificate in International Business Management, PG Diploma in International Business Management, MSc in International Business Management, PG Certificate in HRM/Digital Marketing and Analytics/ Finance and Management.*

Accreditation: *None*

University Regulation (please state the relevant University Regulation):

Regulations apply to students commencing their studies October 2024:

Regulations apply to students	Date the regulations apply	Intakes affected
All	October 2024	All from October 2024

MSc International Business Management with Post Graduate Certificate in HRM

MSc International Business Management Core modules:

Module Code	Module Name	Credit Value
MGTM14	Strategic Management and Foresight	30
MGTM32	Management in Practice	30
MGTM27	International Marketing	30
MGTM16	International Business Management Research Project	60

MSc International Business Management Option modules:

MGTM11	Financial Decision Making in a Multinational Corporation	30
OR		
MGTM15	HRM in an International and Digital Context	30

Post Graduate Certificate in HRM Core modules:

MGTM06	Developing HR Professional Practice	30
MGTM07	Talent Management and Resourcing for Sustainable Performance	30

Optional Modules: None

Elective Modules: None

Progression/Achievement Regulations

¹ Same as main award unless agreed otherwise at validation – e.g. to meet PSRB requirements

1. *MSc International Business Management with PG Certificate in HRM is one programme with two awards. In order to complete the programme, students must do both.*
2. *For the programme as a whole, the study load is 240 credits in total and 2400 hours of notional learning time.*
3. *Students are entitled to re-assessment of modules as outlined in the Postgraduate Academic Regulations.*
4. *If a student wishes to leave without taking full advantage of all the attempts available, they will be entitled to exit awards as follows:*
 - a) *If all MSc International Business Management credits are completed successfully, students will be awarded the MSc International Business Management.*
 - b) *If less than 180 MSc International Business Management credits are completed successfully the student will be entitled to PG Diploma International Business Management (120 credits) or PG Certificate International Business Management (60 credits) – any credits successfully completed from the PG Certificate HRM will not count towards the PG Certificate/PG Diploma/MSc International Business Management award.*
 - c) *If all PG Certificate in HRM specific modules are completed successfully, students will be awarded the PG Certificate in HRM. Any credits successfully completed from the MSc International Business Management will not count towards the PG Certificate in HRM.*
5. *A classification of Merit or Distinction may be awarded for the MSc International Business Management award, as outlined in the Postgraduate Academic Regulations. The PG Certificate in HRM is not classified.*

MSc International Business Management with Post Graduate Certificate in Digital Marketing and Analytics

MSc International Business Management Core modules:

Module Code	Module Name	Credit Value
MGTM14	Strategic Management and Foresight	30
MGTM32	Management in Practice	30
MGTM27	International Marketing	30
MGTM16	International Business Management Research Project	60

MSc International Business Management Option modules:

MGTM11	Financial Decision Making in a Multinational Corporation	30
--------	--	----

OR

MGTM15	HRM in an International and Digital Context	30
--------	---	----

Post Graduate Certificate in Digital Marketing and Analytics Core modules:

MGTM10	Digital Marketing and Analytics	30
MGTM22	Integrated Marketing Strategy	30

Optional modules: None

Elective modules: None

Progression Regulations

1. *MSc International Business Management with PG Certificate in Digital Marketing and Analytics is one programme with two awards. In order to complete the programme, students must do both.*
2. *For the programme as a whole, the study load is 240 credits in total and 2400 hours of notional learning time.*
3. *Students are entitled to re-assessment of modules as outlined in the Postgraduate Academic Regulations.*
4. *If a student wishes to leave without taking full advantage of all the attempts available, they will be entitled to exit awards as follows:*
 - a) *If all MSc International Business Management credits are completed successfully, students will be awarded the MSc International Business Management.*
 - b) *If less than 180 MSc International Business Management credits are completed successfully the student will be entitled to PG Diploma International Business Management (120 credits) or PG Certificate International Business Management (60 credits) – any credits successfully completed from the PG Certificate in Digital Marketing and Analytics will not count towards the PG Certificate/PG Diploma/MSc International Business Management award.*
 - c) *If all PG Certificate in Digital Marketing and Analytics specific modules are completed successfully, students will be awarded the PG Certificate in Digital Marketing and Analytics. Any credits successfully completed from the MSc International Business Management will not count towards the PG Certificate in Digital Marketing and Analytics.*
5. *A classification of Merit or Distinction may be awarded for the MSc International Business Management award, as outlined in the Postgraduate Academic Regulations. The PG Certificate in Digital Marketing and Analytics is not classified.*

MSc International Business Management with Post Graduate Certificate in Finance and Management

MSc International Business Management Core modules:

Module Code	Module Name	Credit Value
MGTM14	Strategic Management and Foresight	30
MGTM32	Management in Practice	30
MGTM27	International Marketing	30
MGTM16	International Business Management Research Project	60

MSc International Business Management Option modules:

MGTM11	Financial Decision Making in a Multinational Corporation	30
--------	--	----

OR

MGTM15	HRM in an International and Digital Context	30
--------	---	----

Post Graduate Certificate in Finance and Management Core modules:

MGTM04	Corporate Governance and Financial Management	30
MGTM17	International Financial Markets and Financial Data Analysis	30

Optional modules: None

Elective modules: None

Progression Regulations

1. *MSc International Business Management with PG Certificate in Finance and Management is one programme with two awards. In order to complete the programme, students must do both.*
 2. *For the programme as a whole, the study load is 240 credits in total and 2400 hours of notional learning time.*
 3. *Students are entitled to re-assessment of modules as outlined in the Postgraduate Academic Regulations.*
 4. *If a student wishes to leave without taking full advantage of all the attempts available, they will be entitled to exit awards as follows:*
 - a) *If all MSc International Business Management credits are completed successfully, students will be awarded the MSc International Business Management.*
 - b) *If less than 180 MSc International Business Management credits are completed successfully the student will be entitled to PG Diploma International Business Management (120 credits) or PG Certificate International Business Management (60 credits) – any credits successfully completed from the PG Certificate Finance and Management will not count towards the PG Certificate/PG Diploma/MSc International Business Management award.*
 - c) *If all PG Certificate in Finance and Management specific modules are completed successfully, students will be awarded the PG Certificate in Finance and Management. Any credits successfully completed from the MSc International Business Management will not count towards the PG Certificate in Finance and Management.*
 5. *A classification of Merit or Distinction may be awarded for the MSc International Business Management award, as outlined in the Postgraduate Academic Regulations. The PG Certificate in Finance and Management is not classified.*
-

Version number:	9	Owner:	Quality Support
Date reviewed:	Sept-21	Date of next review:	Sept-26