

Programme Specification Pro-forma (PSP)

1.	GENERAL INFORMATION	
1.	Programme Title:	International Management and Business Development
2.	Final Award:	MSc International Management and Business Development MSc International Management and Business Development (with Professional Practice)
3.	Exit Awards:	PgDip International Management and Business Development PgCert International Management and Business Development
4.	Awarding Body:	Glasgow Caledonian University
5.	Period of Approval:	February 2020
6.	School:	GCU London
7.	Host Department:	British School of Leadership and Management
8.	UCAS Code:	n/a
9.	PSB Involvement:	n/a
10.	Place of Delivery:	GCU London / Distance Learning (online)
11.	Subject Benchmark Statement:	QAA Subject Benchmark Statements: Business and Management (Masters) (2015)
12.	Dates of PSP Preparation/Revision:	April 2020

2. EDUCATIONAL AIMS OF THE PROGRAMME

The MSc International Management and Business Development programme aims to provide students with a comprehensive understanding of the complex challenges faced by managers operating in an international organisational environment as well as the strategies, policies and practices key to developing existing or new businesses in a responsible manner. Central to the programme is the development of professional competence with an emphasis on managing self and others, responsible leadership, cross-cultural awareness and global citizenship.

The international aspect is essential and interwoven and recognised in all modules of the programme, addressing the ever-increasing global and intercultural aspect of organisations. The key idea is that all business is now to an extent global and graduates need to understand international perspectives even in local Small and Medium Enterprises (SMEs). In addition, the programme offers extending the knowledge in business development through developing competence in change management and entrepreneurship. The concept of business development within the programme includes both developing existing business (franchising, continuous improvement, internationalising etc.) and starting new business (entrepreneurship and start-ups). Such a two-faceted treatment of the concept is unique for this postgraduate programme.

Also critical to the study of international business management is insight into the policies and techniques applicable to managing people and processes to deliver sustainable business performance. This masters degree will enhance student employability through participation in a wide-range of teaching and learning experiences including integrative case studies, group

projects and presentations, company visits and industry speakers. Additionally, the standard one-year MSc International Management and Business Development an optional two-year route is offered through adding a trimester of Professional Practice leading to MSc International Management and Business Development (with Professional Practice) covering the same programme learning outcomes. The “with Professional Practice” two-year masters includes an additional trimester of professional practice prior to the final Research Project module giving students the opportunity to apply their learning and graduate with significant experience.

The programme aims to meet the needs of students who wish to pursue a general international management career or professionals who seek to extend their knowledge and expertise in business development in an international arena. Students may come from a background of having studied a business related subject who wish to gain a greater understanding of international business management and business development to enhance their career opportunities. However, the programme will also be attractive to applicants who have studied non-business related subjects (e.g., engineering, social sciences, psychology, etc.) at undergraduate level. The programme team believe the programme or modules within it will appeal to existing entrepreneurs and working managers and the team is keen for practitioners to apply. The programme welcomes applications through the Flexible Entry route involving Credit Transfer and RPL.

The primary aim of this programme is to provide a broad, analytical and integrative study of international management and business development. Specifically, the educational aims are stated as follows:

- To develop skills to critically analyse developments in the international management from an interdisciplinary perspective.
- To develop critical appreciation of contemporary management strategies, policies and sustainable practices.
- To develop skills to apply the knowledge, approaches and methods to address strategic and operational management challenges in business development.
- To explore contemporary and emerging themes in international management and business development.
- To gain insights into practical approaches for developing existing or starting new businesses and ventures.
- To develop leadership potential and skills relating to managing self and others in increasingly diverse and international organisations.
- To facilitate life-long career development skills through personal development planning, practical experience and critical reflective self-development techniques.
- To cultivate an evaluative and critical approach to theory and research in international management and business development.
- To develop a critical understanding of research techniques and methodologies and apply these to a proposal for an independent research or consultancy project relating to an appropriate topic.
- To develop personal and transferable skills related to independent research, problem solving, critical thinking, ICT and inter-personal communication.

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SCQF Level 11

Module Code	Module Title	Credit
MMN225001	Career Planning and Professional Development	15
MMW226527	Leadership and People Management	15
MMW226528	Managing Change	15
MMN225374	Innovation and Entrepreneurship	15
MMW226530	Strategic Planning and Finance for Managers	15
MMW226465	International Management, Governance and Sustainability	15
MMW226493	Digital Marketing, Analytics and Story Telling with Data	15
MMN225006	Introduction to Research Methods	15
	Exit Award: PgCert in International Management and Business Development	60
	Exit Award: PgDip in International Management and Business Development	120
MMW226498	Professional Practice: Work Experience*	60
MMW226494	Professional Practice: Consultancy Project*	60
MMW226500	Professional Practice: Entrepreneurial Bootcamp*	60
MMW226495	Professional Practice: Intercultural Competence*	60
MMW226497	Professional Practice: Research Project*	60
MMN225007	Research Project	60
	Final Award: MSc International Management and Business Development (PgDip plus 60 credits Research Project)	180
	Final Award: MSc International Management and Business Development (with Professional Practice) (PgDip plus 60 credits Research Project AND one of the Professional Practice modules marked with *)	240

8. ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)

DATE: April 2020