

Hertfordshire Business School

Title of Programme: MSc Global Business  
Type of Programme: Dual Award programme offered through the International Business School Alliance (IBSA)  
Programme Code: BSGB

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2019

Associate Dean of School (Academic Quality Assurance):  
Dr Denise Ball

*Denise Ball*

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme

Date	Section	Amendment
27/03/18	1a	New French partner, ESSCA École de Management, Paris added to spec.
27/03/18	1d	New module added: International Business Analytics (to replace International Business Law)
26/06/19	1a and Table 2	Amendment to replace all five Semester A modules with equivalent approved modules taught on an open (rather than closed, MSc GB-only) cohort

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification MSc Global Business

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	University of Hertfordshire  Hochschule Bremen (HSB): Bremen, Germany Universitat de Valencia Estudi General (UV): Valencia, Spain Russian Presidential Academy (RANEP), IBS: Moscow, Russia University of North Carolina Wilmington (UNCW): Wilmington, USA ESSCA École de Management, Paris, France
<b>Programme accredited by</b>	Not applicable
<b>Final Award (Qualification)</b>	MSc
<b>All Final Award titles (Qualification and Subject)</b>	Global Business
<b>FHEQ level of award</b>	7
<b>Language of Delivery</b>	English

### A. Programme Rationale

The programme aims to develop graduates who have the distinctive competences required to operate as managers in a global context. These competences include a sound knowledge of finance, marketing, human resource management and strategic management, as well as a range of communication, IT and problem solving skills. In addition to compulsory subjects, the programme offers students the opportunity to specialise in an area of management, with each partner university offering a specialisation based on its research strengths and expertise. It is equally important that graduates should have the cultural sensitivities that will enable them to operate in different countries and in multicultural and multinational environments. It is intrinsic to the philosophy of the programme that such sensitivities can only be fully acquired and developed through the experience of living and working in cultural settings other than the student's country of origin, hence the requirement that a proportion of the study programme should be in an overseas partner institution.

This dual award programme is offered through the International Business School Alliance (IBSA), which comprises five partner universities:

- Hochschule Bremen (HSB): MBA
- Universitat de Valencia Estudi General (UV): International Master's in Business Administration (iMBA)
- Russian Presidential Academy (RANEP), IBS: MSc in International Management (Moscow)
- University of North Carolina Wilmington (UNCW): MBA
- ESSCA École de Management, Paris: MSc in International Business Development and Consulting
- University of Hertfordshire (UH): MSc in Global Business

## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### Additionally this programme aims to:

- enable graduates to develop skills appropriate for them to compete for managerial positions in businesses where an awareness of the global environment is required;
- develop graduates who have the cultural sensitivities required to operate as managers in a global context;
- enable graduates to explore a range of cross-cultural management issues from the perspective of a variety of ethical perspectives;
- enable graduates to identify, evaluate and exploit the opportunities that the global environment offers to businesses that trade in an international or a domestic market;
- provide a theoretical grounding in approaches to research, supporting a practical understanding of how established research methods can be applied to develop and interpret knowledge of direct relevance to the challenges faced by international managers.

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
A1- Theory and theoretical approaches to research	Acquisition of knowledge and understanding for all outcomes (A1-A6) is through a combination of lectures, small group seminars and tutorials, coursework including case studies, and supervised individual research work.	Knowledge and understanding for all outcomes (A1-A6) are assessed through a range of assessments including individual and group presentations, academic essays and business reports, and time constrained assessments.
A2- Debates and new insights into the challenges faced by organisations engaging in international business		
A3- The changing global context of business activities		
A4- Alternative ways of managing organisations engaging in international business		
A5- The generation and implementation of creative responses to internal tensions and environmental change		
A6- A specialist area of international business and management		
Intellectual skills:	Teaching/learning methods & strategies	Assessment
B1- Evaluate the relevance and identify the meaning of available information pertaining to an international business problem	Intellectual skills are developed through the methods and strategies outlined in section A, above. Analytical, integrative and problem solving skills are further	Intellectual skills are assessed through a combination of unseen examinations and in-course assessments, as in A above.

B2- Apply theory and information in the critical analysis of a business situation	developed through the in-depth investigation of a complex international business problem in the research component of the programme.	Skills of synthesis and of abstracting meaning from information, (B1, B3) are assessed in particular by the research project.
B3- Synthesise findings into an appropriate form in order to evaluate decision alternatives in an international business context	Throughout, the learner is encouraged to develop intellectual skills further by independent study	
<b>Practical skills:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
C1- Apply quantitative skills for the analysis of business situations	Practical skills are developed through the methods and strategies outlined in section A, above. C2 is developed by use of StudyNet to communicate with lecturers and fellow students, and by use of computers available in the Learning Resources Centre, as well as through formal teaching. C3 is developed through the Research Methods lectures and seminars.	Practical skills are assessed through a combination of unseen examinations and in-course assessments, as in A above. Research skills (C3) are assessed in particular by the research project.
C2- Make effective use of communication and information technology		
C3- Collect relevant information through research into international business and management issues		
<b>Transferable skills:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
D1- Communicate effectively both orally and in writing, using a range of media including the preparation of business reports	Transferable skills are developed through a combination of lectures, tutored group interactions and coursework - including group presentations and reports (D1-D3, D5) and individual reflective essays (D4, D5). The Business School's Academic Skills Unit supports this process, especially D1 and D3, through a combination of workshops, one-to-one meetings, and online briefings and tutorials.  Throughout, the learner is encouraged to develop transferable skills by maintaining a self-managed record of evidence and completing a personal development plan.	Transferable skills are assessed through a range of assignments built into the curriculum – coursework reports and oral presentations (D1), group work including the sharing of research findings in the research project (D2, D5), individual reflective essays (D4, D5) and a sustained piece of informative and analytical writing for the research project (D1, D3, D4).
D2- Work effectively within a multicultural team		
D3- Present and support an extended argument		
D4- Reflect on individual learning		
D5- Show awareness of self and others, including ethical and organisational values		

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (1 year) mode, and leads to the award of an MSc Global Business. Entry is normally at Level 7 with a relevant undergraduate degree. Intake is normally semester A (September).

## Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

### Mode of study Full-Time

#### Entry point Semester A

For students registered at UH, who will then travel to IBSA partner institutions to study Semester B specialisms (all IBSA students study a common Semester A with equivalent modules)

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
International Business Strategy	7BSP0355	15	English	0	70	30	A
Marketing Across Cultures	7BSP1271	15	English	0	95	5	A
Finance for International Business	7BSP1245	15	English	0	100	0	A
International and Comparative HRM	7BSP1303	15	English	0	70	30	A
Business Analytics Tools	7BSP1359	15	English	0	100	0	A

#### Semester B at UH – HR Specialism

For IBSA students registered at partners Universities, who come to study the HR specialism at UH

Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Strategic HRM	7BSP1299	15	English	50	50	0	B
People Resourcing	7BSP1300	15	English	0	100	0	B
PG Research Methodology (on-line)	7BSP1268	0	English	0	0	0	B
Option 1	See list below						
Option 2	See list below						
Dissertation/Project	7BSP0357	60	English	0	100	0	BC

#### Optional Modules

*Please select two modules*

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Managing Across Cultures	7BSP0435	15	English	0	100	0	B
Remuneration Strategy and Practice	7BSP1301	15	English	50	50	0	B
Leadership & Management Development	7BSP1302	15	English	0	100	0	B

**Semester B at HSB Bremen, Germany: International Logistics and Supply Chain Management**

Bremen Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Logistics Network	HSB Bremen	10		50	50	0	B
International Transport	HSB Bremen	10		50	50	0	B
International Sourcing and Procurement Logistics	HSB Bremen	10		50	50	0	B
International Maritime Transport	HSB Bremen	10		50	50	0	B
International Leadership	HSB Bremen	10		50	50	0	B
Project Management	HSB Bremen	10		50	50	0	B
Dissertation/Project	7BSP0357/ HSB Bremen	60		0	100	0	BC

**Semester B at Valencia, Spain: International Marketing**

Valencia Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Integrated Marketing Communications	2GLO730	15		25	75	0	B
International Distributions and Logistics	2GLO733	15		45	55	0	B
International Marketing Research	2GLO731	15		30	70	0	B
Service Marketing and Management	2GLO732	15		40	60	0	B
Dissertation/Project	7BSP0357/ 2GLO708	60		0	100	0	C

**Semester B at Wilmington, USA: International Finance and Investment**

Wilmington Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Portfolio Management - Equity	IMB531	10		0	100	0	B
Portfolio Management – Fixed Income	IMB532	10		0	100	0	B
Derivatives and Risk Management	IMB533	10		0	100	0	B
International Real Estate Investment	IMB534	10		0	100	0	B
Statistics and Econometrics	IMB537	10		0	100	0	B
Financial Management	IMB539	10		0	100	0	B
Dissertation/Project	7BSP0357/ 2GLO708	60		0	100	0	C

**Semester B at Moscow, Russia: Management in the Emerging Economies**

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Macroeconomic Policy for Emerging Markets	IBS Moscow	12		0	100	0	B
Management Models in Emerging Economies	IBS Moscow	12		0	100	0	B
Process Management Approach and Project Management	IBS Moscow	12		0	100	0	B
Investing and Project Financing in Emerging Markets	IBS Moscow	12		0	100	0	B
Innovations Management	IBS Moscow	12		0	100	0	B
Dissertation/Project	7BSP0357/ 2GLO708	60		0	100	0	C

**Semester B at Paris, France: International Business Development and Consulting**

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
International business negotiation and communication	MGT51B	10		60	40	0	B
Networks and platforms for entrepreneurial development	MGT51E	10		60	40	0	B
Business model innovation and planning	MGT51A	10		60	40	0	B
International business and entrepreneurial strategies	MGT51C	10		60	40	0	B
International business consulting and support	MGT518	10		0	100	0	B
Risk assessment in EU and emerging countries	MGT519	10		0	100	0	B
Dissertation/Project		60		0	100	0	C

The award of an MSc requires 195 credit points passed at level 7, including the Masters dissertation.

**Table 1b Final and interim awards available**

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of (normally):	Programme Learning Outcomes developed (see above)
Masters	Global Business	180 credit points including at least 150 at level 7	3 Semesters	All programme learning outcomes (see Table 2)
Postgraduate Diploma	Global Business	120 credit points, including at least 60 at level 7	2, 3 Semesters	A1, A2, A3, A4, A5, A6, B1, B2, B3, C1, C2, D1, D2, D3, D4, D5

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Certificate		60 credit points, including at least 30 at level 7	1-2 Semesters	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- This Masters award is pass only, due to the level of APCL
- Final compensatory credit (section *AS14 D4.5*) will not be offered on this programme.

## E. Management of Programme & Support for student learning

### Management

The programme is managed and administered through:

- The Dean and Deputy Dean
- The Head of Department
- A Programme Leader who is responsible for the day- to-day management of the programme
- An Admissions Tutor, with specific responsibility for open days and selection
- An International Admissions Tutor, with specific responsibility for selection of overseas students
- A designated Administrator to deal with day-to-day administration associated with the programme
- Module Leaders who are responsible for individual modules
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School staff.

### Support

Students are supported by:

- A Programme Leader
- HBS Student Information Point
- HBS' Centre for Academic Skills Enhancement (CASE)
- Student representatives on programme committees
- A programme administrator
- An Induction week at the beginning of the academic session
- Overseas Orientation
- StudyNet, a versatile, on-line interactive intranet and learning environment
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resources Centres
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical centre
- English support classes
- A Mathematics Drop-in Centre
- University Disability Advisors
- An Equal Opportunities Officer
- The Students' Union
- A Careers, Employment and Enterprise Service for all current students and graduates

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

### Other information relevant to the programme

- To achieve the Hertfordshire award, students will present 60 credits of accredited learning (APCL) for modules gained at one of the partner universities in Semester A or Semester B
- The Project is jointly supervised when the student undertakes the Project at a partner university.
- Students will normally be expected to buy one text book per module.

Each IBSA partner university maintains its own accreditation according to the standards of each country. Following are the specific accreditations:

- The International MBA of Hochschule Bremen City University of Applied Sciences in Germany is approved by the Bremen State Government and accredited by ZEvA, Zentrale Evaluations- und Akkreditierungsagentur Hannover.
- The Master in International Business Administration of the University of Valencia (UV) has been reaccredited this year according to the Spanish regulations for the Ley de Universidades—Universities Law. It is accredited by the National Agency for Quality and Accreditation (ANECA) or the corresponding Valencian Quality and Accreditation Agency.
- The MSc in International Management of IBS-Moscow of the Russian Presidential Academy is accredited by EPAS and the Academy of National Economy under the Government of Russian Federation, the Federal Agency of Education of the Russian federation (Rosobrnadzor).
- The MBA of UNCW is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and by the Southern Association of Colleges and Schools (SACS).

The University of Hertfordshire has full degree awarding powers under the Further and Higher Education Act (1992) and is subject to scrutiny of the Quality Assurance Agency for Higher Education (QAA). The university

operates in accordance with the terms of its Instrument and Articles of Government, as approved by the Privy Council.

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## G. Entry requirements

The entry requirement is standard for all of the IBSA partner universities, although students wishing to specialise in International Finance at UNCW may be asked to take a GMAT test, depending on their previous studies of finance.

For graduates who have done undergraduate studies, the normal entry requirements for the programme are:

- An honours degree of at least 2:2 classification, in a business-related discipline from a UK University; or
- The equivalent of the above from a recognised University overseas; or
- A degree-equivalent qualifications to be assessed by the Programme Leader and Admissions Tutor; or
- A Pre-Masters Course recognised by the University; or
- Equivalent qualifications to be assessed by the Programme Leader and Admissions Tutor

Those who have three years practical business knowledge in a management role, the level of readiness will be assessed through the form of an interview with the post graduate admissions tutor allocated to this programme.

### English Language Entry Requirements

In addition all students for whom English is not their first language must produce evidence of their English Language proficiency. The standard required is an IELTS score of 6.5 (with no less than 5.5 in each band), or an equivalent score on a test recognised by the University of Hertfordshire.

This requirement will be waived if the student has successfully completed an undergraduate degree at a university in the United Kingdom, or another country acceptable to the University of Hertfordshire, where study was in English and the student was based in that university's home country during study.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact: Paul Smith ([p.e.smith@herts.ac.uk](mailto:p.e.smith@herts.ac.uk))

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [ago@herts.ac.uk](mailto:ago@herts.ac.uk)

## MSc Global Business (HR Specialism)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																
		Knowledge & Understanding						Intellectual Skills			Practical Skills			Transferable Skills				
Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5
<b>L7 Modules from Semester A</b>																		
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x	
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x				
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x		
<b>L7 Modules from Semester B at UH</b>																		
Strategic Human Resource Management	7BSP1299	x	x	x	x	x	x	x	x	x			x	x		x		
People Resourcing	7BSP1300	x	x	x			x		x					x		x	x	x
Postgraduate Research Methodology	7BSP1268																	
Dissertation/Project	7BSP0357	x	x				x	x	x	x	x	x	x	x		x	x	x
Managing Across Cultures (optional)	7BSP0435	x	x	x	x		x	x	x	x			x	x	x	x		x
Remuneration Strategy and Practice (optional)	7BSP1301	x	x	x	x	x	x	x	x	x			x	x		x		
Leadership and Management Development (optional)	7BSP1302	x	x	x	x	x	x	x	x	x			x	x		x		

## MSc Global Business (International Logistics and Supply Chain Management Specialism)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding						Intellectual Skills			Practical Skills			Transferable Skills					
Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5	
<b>L7 Modules from Semester A</b>																			
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x		
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x					
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x	
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x			
<b>L7 Modules from Semester B at Bremen</b>																			
Logistics Network	IMBA311		x				x	x	x	x	x	x	x						
International Transport	IMBA312		x	x			x	x	x	x			x	x	x				
International Sourcing and Procurement Logistics	IMBA313		x	x			x	x	x	x			x	x	x	x			
International Maritime Transport	IMBA314		x	x			x	x	x	x			x	x	x	x			
International Leadership	IMBA306	x	x	x			x	x	x	x			x	x	x	x		x	
Project Management	IMBA310		x	x			x	x	x	x			x	x	x	x			
Dissertation/Project	7BSP0357/2GLO708	x	x				x	x	x	x	x	x	x	x		x	x	x	

## MSc Global Business (International Marketing Specialism)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding						Intellectual Skills					Practical Skills				Transferable Skills		
Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5	
<b>L7 Modules from Semester A</b>																			
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x		
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x					
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x	
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x			
<b>L7 Modules from Semester B at Valencia</b>																			
Integrated Marketing Communications	2GLO730	x	x	x			x	x	x	x			x	x	x	x			
International Distributions and Logistics	2GLO733		x	x			x	x	x	x			x	x	x	x			
International Marketing Research	2GLO731		x	x			x	x	x	x	x	x	x	x	x	x			
Service Marketing and Management	2GLO732		x	x			x	x	x	x			x	x	x	x			
Dissertation/Project	7BSP0357/ 2GLO708	x	x				x	x	x	x	x	x	x	x		x	x	x	

## MSc Global Business (International Finance and Investment Specialism)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Programme Learning Outcomes (as identified in section 1 and the following page)			
Knowledge & Understanding	Intellectual Skills	Practical Skills	Transferable Skills

Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5
<b>L7 Modules from Semester A</b>																		
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x	
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x				
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x		
<b>L7 Modules from Semester B at Wilmington</b>																		
Portfolio Management - Equity	IMB531		x				x	x	x	x	x		x	x	x	x		
Portfolio Management – Fixed Income	IMB532		x				x	x	x	x	x		x	x	x	x		
Derivatives and Risk Management	IMB533		x				x	x	x	x	x		x	x	x	x		
International Real Estate Investment	IMB534		x				x	x	x	x	x		x	x	x	x		
Statistics and Econometrics	IMB537						x	x	x	x	x	x	x	x	x	x		
Financial Management	IMB539		x				x											
Dissertation/Project	7BSP0357/ 2GLO708	x	x				x	x	x	x	x	x	x	x		x	x	x

## MSc Global Business (Management in the Emerging Economies)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Programme Learning Outcomes (as identified in section 1 and the following page)			
Knowledge & Understanding	Intellectual Skills	Practical Skills	Transferable Skills

Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5
<b>L7 Modules from Semester A</b>																		
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x	
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x				
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x		
<b>L7 Modules from Semester B at IBS Moscow</b>																		
Macroeconomic Policy for Emerging Markets		x	x	x			x	x	x	x			x	x		x		
Management Models in Emerging Economies		x	x	x			x	x	x	x			x	x		x		
Process Management Approaches and Project Management		x	x	x			x	x	x	x		x	x	x		x		
Investing and Project Financing in Emerging Markets		x	x	x			x	x	x	x	x		x	x		x		
Innovations Management		x	x	x			x	x	x	x			x	x		x		
Dissertation/Project	7BSP0357/ 2GLO708	x	x				x	x	x	x	x	x	x	x		x	x	x

## MSc Global Business (International Business Development and Consulting Specialism)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding						Intellectual Skills			Practical Skills			Transferable Skills					
Module Title	Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5	
<b>L7 Modules from Semester A</b>																			
International Business Strategy	7BSP0355	x	x	x		x		x	x	x			x	x	x	x	x		
Marketing Across Cultures	7BSP1271	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	
Finance for International Business	7BSP1245		x	x	x	x	x	x	x	x	x	x	x	x					
International and Comparative HRM	7BSP1303	x	x	x	x	x	x	x	x	x			x	x	x	x		x	
Business Analytics Tools	7BSP1359	x					x	x	x	x	x	x	x	x	x	x			
<b>L7 Modules from Semester B at Paris</b>																			
International business negotiation and communication	MGT51B		x	x	x		x	x	x	x	x	x	x	x		x		x	
Networks and platforms for entrepreneurial development	MGT51E					x	x		x		x			x		x			
Business model innovation and planning	MGT51A					x	x		x		x	x		x		x			
International business and entrepreneurial strategies	MGT51C	x	x	x	x	x	x	x	x	x			x	x		x			
International business consulting and support	MGT518	x	x	x	x		x	x	x	x		x	x		x	x	x		
Risk assessment in EU and emerging countries	MGT519	x	x	x	x		x	x	x	x	x		x		x	x			
Dissertation/Project	7BSP0357/ 2GLO708	x	x				x	x	x	x	x	x	x	x		x	x	x	

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. Theory and theoretical approaches to research
- A2. Debates and new insights into the challenges faced by organisations engaging in international business
- A3. The changing global context of business activities
- A4. Alternative ways of managing organisations engaging in international business
- A5. The generation and implementation of creative responses to internal tensions and environmental change
- A6. A specialist area of international business and management

### Intellectual Skills

- B1. Evaluate the relevance and identify the meaning of available information pertaining to an international business problem
- B2. Apply theory and information in the critical analysis of a business situation
- B3. Synthesise findings into an appropriate form in order to evaluate decision alternatives in an international business context

### Practical Skills

- C1. Apply quantitative skills for the analysis of business situations
- C2. Make effective use of communication and information technology
- C3. Collect relevant information through research into international business and management issues

### Transferable Skills

- D1. Communicate effectively both orally and in writing, using a range of media including the preparation of business reports
- D2. Work effectively within a multicultural team
- D3. Present and support an extended argument
- D4. Reflect on individual learning
- D5. Show awareness of self and others, including ethical and organisational values

## IBSA grade equivalence table

International Business School Alliance						University of Hertfordshire					
Grade Translation						University of Hertfordshire					
Levels 0,4,5,6			Level 7			Hochschule Bremen	Novancia Business School Paris	RANEPa IBS	UNCW	University of Valencia	
Numeric Grade awarded	Interpretation of Grade		Numeric grade awarded	Interpretation of Grade							
	Grade Descriptor	Equivalent Classification Descriptor		Grade Descriptor	Equivalent Classification Descriptor						
				Undergraduate	Postgraduate						
80-100	Outstanding	1st Class Honours	80-100	Outstanding	1st Class Honours	Distinction	≥75 = 1.0	≥75 = ≥18 70-74 = 17	A/B+	≥75 = ≥98 (A) 73-74 = 94-97 (A) 70-72 = 90-93 (A)	≥75 = ≥95 73-74 = 9.0-9.4 70-72 = 8.0-8.9
70-79	Excellent		70-79	Excellent			67-69 = 2.0-2.3 63-66 = 2.4-2.6 60-62 = 2.7-2.9		67-69 = 16 63-66 = 15 60-62 = 14		
60-69	Very Good	Upper 2nd Class Honours	60-69	Very Good	Upper 2nd Class Honours	Commendation	57-59 = 3.0-3.3 53-56 = 3.4-3.6 50-52 = 3.7-4.0	57-59 = 13 53-56 = 12 51-52 = 11	C-/D (Fail)	57-59 = 77-79 (C) 53-56 = 74-76 (C) 50-52 = 70-73 (C)	57-59 = 6.0-6.3 53-56 = 5.5-5.9 50-52 = 5.0-5.4
50-59	Good	Lower 2nd Class Honours	50-59	Good/Satisfactory	Lower 2nd Class Honours	Pass					
40-49	Satisfactory	3rd Class Honours	40-49	Marginal Fail					Fail		Fail
40		Referred Pass									
30-39	Marginal Fail	Not applicable	20-29	Clear Fail	Not applicable	Fail	Fail	Fail	Fail	Fail	
20-29	Clear Fail		0-19	Little or nothing of merit							0-19

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	Masters Degrees in Business and Management 2015 – Generalist route
<b>Type of programme</b>	Taught Postgraduate
<b>Date of validation/last periodic review</b>	May 16
<b>Date of production/ last revision of PS</b>	June 19
<b>Relevant to level/cohort</b>	Level 7 entering September 2019
<b>Administrative School</b>	Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	JACS
BSGB	MSc Global Business	N120