

Title of Programme: MSc International Business

Programme Code: BSMIB

Programme Specification

This programme specification is relevant to students entering:
01 September 2025

Associate Dean of School (Academic Quality Assurance):
Veronica Earle

Signature:



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.

Summary of amendments to the programme

Date	Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification MSc International 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

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland Campus
Programme accredited by	Not applicable
Final Award (Qualification)	MSc
All Final Award titles	MSc International Business
(Qualification and Subject)	MSc International Business with Applied Business Skills MSc International Business with Extended Professional Practice
FHEQ level of award	7

A. Programme Rationale

The programme is designed for those aiming for a career within an international business setting or roles requiring an understanding of International Business.

It covers various perspectives, including economics, marketing, entrepreneurship, sustainability, financial management, technology and HR. The programme will enable students to build a comprehensive understanding of a wide range of business-related disciplines and their interconnections.

Across the programme, students will develop essential skills such as effective communication in English, numeracy, multicultural teamwork, and an awareness of cultural, socio-economic, and political differences in business contexts. They will also adopt a reflective approach to learning, integrate information technology tools, and critically analyse complex business problems to find creative solutions. These skills are enriched by the development of a deeper knowledge and understanding of theories relating to international business.

In addition to a one-year full-time route, the programme also offers the opportunity for students to either undertake a work placement through an extended professional practice route or further develop their understanding of business environments through an applied business skills route.

For the MSc International Business with Extended Professional Practice, students will undertake an additional module in the first year titled 'Preparation for the Workplace.' This module is designed to prepare them for professional environments, enabling them to make informed decisions about suitable placement opportunities, and to apply effectively, thereby maximising their chances of securing an appropriate position. Students who secure a suitable placement and meet eligibility requirements will then spend an extended period applying their learned knowledge in a practical setting, gaining valuable industry experience. Upon completing their placement, they will return to complete their final Industry Research Project.

To qualify for a placement, students must have completed 120 credits and have passed the first 60 credits on their first attempt.

For the MSc International Business with Applied Business Skills, students will have the opportunity to undertake additional modules like business research skills and professional and consultancy skills. These modules will enable students to develop relevant research philosophical perspectives. Through case studies and real-life, practical international business problems, students will be prepared as individuals and as part of a cross-cultural project team, to design and implement different research methods in ethical and sustainable ways using emergent technologies. In addition, students will learn to communicate their research findings to a range of

audiences. Students will also develop professional and consultancy skills and be encouraged to apply professional, advisory and management principles to generate business solutions. The Applied Business Skills pathway also includes a business simulation, allowing students to apply their theoretical knowledge and business research skills in a simulated real-world environment.

B. Educational Aims of the Programme

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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:

- Provide a contemporary, critically engaging, integrated and applied programme of study at postgraduate level that integrates key areas of international business, emphasising the strategic application of diverse business and management theories.
- Offer a range of learning experiences tailored to a diverse student body, promoting multicultural interactions to prepare students for professional practice in international business environments.
- Ensure students possess a strong theoretical grounding in research methodologies, supporting their practical understanding of how established research methods can be applied to develop and interpret knowledge relevant to the challenges faced by international business practitioners.
- Foster an environment that encourages entrepreneurial thinking and innovation, enabling students to understand how organisations create value and drive sustainable growth in various international markets.
- Prepare students to lead and collaborate effectively in multicultural and diverse teams, enhancing their capacity to manage and influence across cultural boundaries.
- Equip students with digital competencies, enabling them to analyse and leverage data, AI applications and digital marketing strategies to drive informed decision-making and innovation within the global business environments.
- Teach and integrate sustainability practices within all aspects of the curriculum to ensure students can address environmental and social challenges, leading to the development of sustainable and responsible business practices globally.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (2024), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
<p>A1- Critically evaluate and integrate diverse business and management theories to develop strategies applicable in various international contexts.</p> <p>A2- Assess the impact of external factors such as global economic, cultural, and regulatory environments on business operations and strategies to inform decision-making and enhance organisational adaptability in international markets.</p> <p>A3- Evaluate the effectiveness of internal business processes including leadership and human resource management to determine their impact on organisational performance and culture.</p> <p>A4- Critically evaluate the role and impact of technology and innovation in transforming business strategies and operations, particularly the integration of digital tools to achieve competitive advantage.</p> <p>A5- Assess the capacity of organisations to create value and strategically respond to evolving market conditions in the global environment.</p> <p>A6- Analyse and evaluate how sustainability practices can drive innovation, create long-term value, and address environmental and social challenges within the context of international business.</p> <p>A7- Critically evaluate how entrepreneurial ventures innovate, create value, and drive economic growth in international markets.</p>	<p>Acquisition of knowledge and understanding is through a combination of lectures, small group seminars and tutorials, coursework including case studies, and supervised research work.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject (A1 – A7).</p> <p>A8 is achieved through the full-time, industry work placement experienced by students on the 'Professional Practice' award. Independent learning is supported by online Learning and Information Services resources, including guides to research materials produced specifically for this programme.</p>	<p>Knowledge and understanding are assessed through a variety of in-course assessments including individual and group presentations, academic essays, business reports, and time-constrained assessments (A1-A7).</p> <p>A8 is achieved through the full-time, industry work placement experienced by students on the 'Professional Practice' award. To achieve A8, students on the Professional Practice award reflect on knowledge gained from the placement: reconsidering theory in light of practice, the transferable skills that they have enhanced, and goals for further professional development.</p>

And for the 'Extended Professional Practice' award: A8- Build comprehensive contextual knowledge of managerial and operational aspects of business through a substantive work placement experience.		
Intellectual skills:	Teaching/learning methods & strategies	Assessment
<p>B1- Critically examine and contextualise business theories and their practical applications in addressing international business challenges.</p> <p>B2- Systematically apply theoretical frameworks and empirical information in the analysis of business situations to develop innovative proposals to address strategic issues.</p> <p>B3- Synthesise findings from diverse sources into appropriate forms to identify and evaluate potential solutions, selecting sustainable options where appropriate.</p>	<p>Intellectual skills are developed through the methods and strategies outlined in section A, above (B1, B2). Analytical, integrative and problem-solving skills are further developed through the in-depth investigation required in the research related modules (B1 - B3).</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed through a variety of in-course assessments, as in A above (B1 – B3). Skills of synthesis and of abstracting meaning from information, (B1, B3) are assessed in particular by the Industry Research Project module.</p>
Practical skills:	Teaching/learning methods & strategies	Assessment
<p>C1- Apply numerical and quantitative techniques in the analysis of business problems to enable decision-making and strategic planning in international contexts.</p> <p>C2- Utilise information technology tools effectively and creatively to enhance communication and improve research capabilities.</p> <p>C3- Conduct thorough research to gather relevant information on global business trends and management practices and assess its relevance to new situations.</p>	<p>Practical skills are developed through the methods and strategies outlined in section A, above. C3 is developed through the Business Research Skills, Professional and Consultancy skills, and across several first-year taught modules.</p> <p>C2 is developed through the ICT facilities in the Business School as well as through formal teaching and learning.</p> <p>C1 is developed through the Financial Management for International Business and Principles of International Business</p>	<p>Practical skills are assessed through a combination of quizzes and in-course assessments, as in A above. Research Skills (C3) are assessed by the Business Project, Applied Business Project and Industry Research Project modules.</p>

Transferable skills:	Teaching/learning methods & strategies	Assessment
<p>D1- Communicate complex ideas and arguments, both orally and in writing, using a range of media and technology.</p> <p>D2- Operate effectively within a multicultural and diverse team, persuading others to deliver enterprising and sustainable outcomes.</p> <p>D3- Develop and present extended arguments, supporting them with robust evidence and persuasive communication techniques to influence and engage audiences effectively.</p> <p>D4- Reflect on individual learning to continuously improve professional skills.</p> <p>D5- Cultivate a deep awareness of ethical considerations and organisational values, ensuring respectful interactions with others.</p> <p><u>And for the 'with Applied Business Skills' award:</u></p> <p>D6- Examine and apply advanced skills including intercultural awareness in the context of business research.</p>	<p>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</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p> <p>Students on the Applied Business Skills award study 'Business Research Skills' and 'Professional Development and Consultancy Skills' in their second year, alongside the business simulation module. These two modules provide a strong grounding in workplace application of research and analysis, project management, and soft skills including leadership, teamwork, negotiation and creative problem solving.</p>	<p>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 (D2, D3, D5), individual reflective essays (D4, D5) and sustained pieces of informative and analytical writing for the Business Project, Applied Business project and Industry Research Project (D1, D3, D5).</p> <p>For D6, 'Business Research Skills' and 'Professional and Consultancy Skills' require students to demonstrate knowledge in a variety of advanced research and skills areas through portfolio assessment and group work.</p>

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

The programme is offered in full-time one-year mode (1 year/17 months), and full-time, two-year modes, and leads to the award of an MSc degree International Business. Intake is normally available for Semester A (September) and Semester B (January/February). There are two, two-year full-time modes. The first one leads to the award of 'MSc International Business with Extended Professional Practice' and is only available to full-time students who join the programme during Semester A (September). The second two-year, full-time mode leads to the award of 'MSc International Business with Applied Business Skills' and is available to Semester A (September) and Semester B (January/February) intakes.

Entry is normally with an honours degree (at least 2:2 or equivalent) in any discipline, a degree equivalent professional qualification or appropriate work experience.

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning

The two-year, full-time Extended Professional Practice route incorporates a one-year work placement (minimum of 30 weeks) of full time work experience. Students must pass all modules in the first attempt of their first semester (Semester A) to proceed to placement.

For students on a Student Route visa, the placement typically needs to take place within the UK, as the visa covers you for placement based in the UK. However, if a non-UK placement meets the monitoring requirements set by the Student Immigration Compliance Team, then it may be considered. You are advised to contact SIT Compliance (sitcompliance@herts.ac.uk) for more information about this. Please be aware that if you take a placement outside the UK, the University cannot advise you on visa requirements to work in that country - it will be the sole responsibility of your employer to arrange the visa for you.

Students will typically need to secure a placement by the end of Semester B in their first academic year of study, in order to process the necessary paperwork required. The 'with Extended Professional Practice' award requires the completion of a full-time work placement (minimum duration: 30 weeks) which is assessed through milestone reports while on placement (part of the 'Professional Work Placement' module), and by portfolio in the 'Work Placement Portfolio' module at the start of the final semester. It is the responsibility of the student to identify and apply for placements, with support from the UH Careers and Employment Service, and the school's 'Preparation for the Workplace' module. Students on the 'with Extended Professional Practice' award who do not secure a placement will transfer to the two-year, full-time 'with Applied Business Skills' award route.

Programme Structure

The programme structure and progression information below (Tables 1a and 1b) are 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 (i) Outline Programme Structure

Award Route MSc International Business

Mode of study Full Time (1 Academic Year)

Entry point Semester A

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Principles of International Business	7BUS2204	30	50	0	50	0	A
Digital Marketing and Consumer Insights	7BUS2206	15	0	0	100	0	A
Financial Management for International Business	7BUS2205	15	70	0	30	0	A
International Enterprises and HRM	7BUS2207	30	0	0	100	0	B
Business Project	7BUS2217	60	55	0	45	0	BC

In the first semester of their Business Project module students engage in activities essential to their success in the module. The substantive work for Business Project will be undertaken in the second semester of delivery.

And select 30 credits (2 modules) from the modules listed below:

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Titles							
Supply Chain and Negotiation Analysis	7BUS2209	15	50	0	50	0	B
Entrepreneurship and New Venture Creation	7BUS2211	15	0	0	100	0	B
Artificial Intelligence in International Business	7BUS2210	15	0	0	100	0	B
Leading Innovation and Change	7BUS2208	15	0	0	100	0	B

The award of an MSc degree requires 180 credits passed at Level 7, including the Business Project.

Table 1a (ii) Outline Programme Structure

Award Route MSc International Business

Mode of study Full Time (17 months)

Entry point Semester B

Academic Session 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Principles of International Business	7BUS2204	30	50	0	50	0	B
Digital Marketing and Consumer Insights	7BUS2206	15	0	0	100	0	B
Financial Management for International Business	7BUS2205	15	70	0	30	0	B
International Enterprises and HRM	7BUS2207	30	0	0	100	0	A

And select 30 credits (2 modules) from the modules listed below:

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Titles							
Supply Chain and Negotiation Analysis	7BUS2209	15	50	0	50	0	A
Entrepreneurship and New Venture Creation	7BUS2211	15	0	0	100	0	A
Artificial Intelligence in International Business	7BUS2210	15	0	0	100	0	A
Leading Innovation and Change	7BUS2208	15	0	0	100	0	A

Semester C after first Semester B is a vacation, unless a student has referred/deferred assessments to complete - in which case the vacation will begin after the referred/deferred work has been submitted.

Academic Session 2

Compulsory Modules	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Module Title							
Business Project	7BUS2217	60	55	0	45	0	B

To support the Business Project in Semester B, students will receive support activities in Semester A which are essential to their success in the module.

The award of an MSc degree requires 180 credits passed at Level 7, including the Business Project.

Table 1a (iii) Outline Programme Structure

Award Route MSc International Business with Extended Professional Practice

Mode of study Full Time (Two years)

Entry point Semester A entrants only **(The Extended Professional Practice (Placement) route is not available for Semester B start)**

This route of study incorporates a minimum of 30 weeks full time placement work. To undertake a placement, students must pass all modules in the first attempt of their first semester (Semester A). Students who are academically eligible for the 'with Extended Professional Practice route' would have to secure a Professional Work Placement by themselves with the support from the Careers and Employment Team. The Professional Work Placement would have to be approved by the Careers and Employment Team. Students who are not academically eligible, or not able to secure a placement, will be transferred from the 'with Extended Professional Practice route' to the two-year 'with Applied Business Skills' route. However, the change of study route may impact on students' degree award and eligibility for Graduate visa.

Year 1

Compulsory Modules	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Module Title							
Principles of International Business	7BUS2204	30	50	0	50	0	A
Digital Marketing and Consumer Insights	7BUS2206	15	0	0	100	0	A
Financial Management for International Business	7BUS2205	15	70	0	30	0	A
International Enterprises and HRM	7BUS2207	30	0	0	100	0	B
Preparation for the Workplace	7BSP1317	0	0	0	P/F	0	AB

And select 30 credits (2 modules) from the modules listed below:

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Optional Modules							
Module Titles							
Supply Chain and Negotiation Analysis	7BUS2209	15	50	0	50	0	B
Entrepreneurship and New Venture Creation	7BUS2211	15	0	0	100	0	B
Artificial Intelligence in International Business	7BUS2210	15	0	0	100	0	B
Leading Innovation and Change	7BUS2208	15	0	0	100	0	B

Semester C (year 1) is a vacation, unless a student has referred/deferred assessments to complete - in which case the vacation will begin after the referred/deferred work has been submitted.

Year 2

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Extended Professional Practice							
Compulsory Modules							
Module Title							
Professional Work Placement* (enrolled on to support the work placement	7BUS2102	60	0	0	P/F	0	AB
Work Placement Portfolio (the module portal to which the final Work Placement report is submitted)	7BSP1318	0	0	0	P/F	0	BC
Industry Research Project	7BUS2216	60	20	0	80	0	BC

* The Professional Work Placement period normally commences immediately after the end of Semester B (late May) in the academic year of starting the programme and ends at approximately the same time in the subsequent year. Placements are normally for a minimum of 30 weeks of full-time work. Immediately following the Work placement, students return, complete and submit their Work Placement Portfolio at the start of Semester C.

The award of an MSc International Business with Extended Professional Practice degree requires a total of 240 credit points at level 7. In addition, students are required to complete the 30-week full-time placement, submit acceptable milestone reports, and pass the Work Placement Portfolio at the start of their final semester.

The 'with Extended Professional Practice' route is not available for Semester B entrants.

Table 1a (iv) Outline Programme Structure

Award Route MSc International Business with Applied Business Skills

Mode of study Full Time (Two years)

Entry point Semester A

This 'with Applied Business Skills' route is available to full-time Semester A and B entrants as a stand-alone route. It is also available for those students who were originally registered on the 'with Extended Professional Practice route' but not eligible to progress to the Extended Professional Practice route or not able to secure a Professional Work Placement by the deadline given. However, the change of study route may impact on students' degree award.

Year 1

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of International Business	7BUS2204	30	50	0	50	0	A
Digital Marketing and Consumer Insights	7BUS2206	15	0	0	100	0	A
Financial Management for International Business	7BUS2205	15	70	0	30	0	A
International Enterprises and HRM	7BUS2207	30	0	0	100	0	B

And select 30 credits (2 modules) from the modules listed below:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Supply Chain and Negotiation Analysis	7BUS2209	15	50	0	50	0	B
Entrepreneurship and New Venture Creation	7BUS2211	15	0	0	100	0	B
Artificial Intelligence in International Business	7BUS2210	15	0	0	100	0	B
Leading Innovation and Change	7BUS2208	15	0	0	100	0	B

Semester C (year 1) is a vacation, unless a student has referred/deferred assessments to complete - in which case the vacation will begin after the referred/deferred work has been submitted.

Year 2

Applied Business Skills Compulsory Modules	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Module Title							
Business Research Skills*	7BUS2214	30	0	0	P/F	0	A
Professional and Consultancy Skills	7BUS2215	30	0	0	P/F	0	B
Applied Business Project**	7BUS2213	60	55	0	45	0	BC

* The Business Research Skills and Professional Consultancy Skills are taught modules in Year 2 and assessed as Pass or Fail. Attendance is required and monitored.

**To pass the degree students must successfully complete the 60-credit Applied Business Project module which is designed to enable students to carry out independent research. Students on the 'with Applied Business Skills' route will work to develop their research and data analysis skills before joining a tutorial group of their peers to work with their dedicated Research Tutor to use their academic experience from the Business Research Skills module to demonstrate skills of analysis, evaluation, synthesis, and judgement to produce reports and a digital presentation of their project.

The award of an 'MSc International Business 'with Applied Business Skills' requires 240 credits passed at level 7 including a satisfactorily completed 'Business Research Skills' and 'Professional and Consultancy Skills' module in their second year's academic study. The additional 60 credits of modules on the two-year full-time study route (Level 7 Business Research Skills and Professional and Consultancy Skills) are recorded on the transcript as pass/fail only, and no numeric grade will be awarded.

Table 1a (v) Outline Programme Structure

Award Route MSc International Business with Applied Business Skills

Mode of study Full Time (Two years)

Entry point Semester B

Year 1

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Principles of International Business	7BUS2204	30	50	0	50	0	B
Digital Marketing and Consumer Insights	7BUS2206	15	0	0	100	0	B
Financial Management for International Business	7BUS2205	15	70	0	30	0	B
International Enterprises and HRM	7BUS2207	30	0	0	100	0	A

And select 30 credits (2 modules) from the modules listed below:

Optional Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Supply Chain and Negotiation Analysis	7BUS2209	15	50	0	50	0	A
Entrepreneurship and New Venture Creation	7BUS2211	15	0	0	100	0	A
Artificial Intelligence in International Business	7BUS2210	15	0	0	100	0	A
Leading Innovation and Change	7BUS2208	15	0	0	100	0	A

Semester C after first Semester B is a vacation, unless a student has referred/deferred assessments to complete - in which case the vacation will begin after the referred/deferred work has been submitted.

Year 2

Applied Business Skills Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Business Research Skills*	7BUS2214	30	0	0	P/F	0	B
Professional and Consultancy Skills	7BUS2215	30	0	0	P/F	0	A
Applied Business Project**	7BUS2213	60	55	0	45	0	CA

* The Business Research Skills and Professional Consultancy Skills are taught modules in Year 2 and assessed as Pass or Fail. Attendance is required and monitored.

**To pass the degree students must successfully complete the 60-credit Applied Business Project module which

is designed to enable students to carry out independent research. Students on the 'with Applied Business Skills' route will work to develop their research and data analysis skills before joining a tutorial group of their peers to work with their dedicated Research Tutor to use their academic experience from the Business Research Skills module to demonstrate skills of analysis, evaluation, synthesis, and judgement to produce reports and a digital presentation of their project.

The award of an 'MSc International Business 'with Applied Business Skills' requires 240 credits passed at level 7 including a satisfactorily completed 'Business Research Skills' and 'Professional and Consultancy Skills' module in their second year's academic study. The additional 60 credits of modules on the two-year full-time study route (Level 7 Business Research Skills and Professional and Consultancy Skills) are recorded on the transcript as pass/fail only, and no numeric grade will be awarded.

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	International Business	180 credit points including at least 150 at level 7	3 Semesters	A1-A7; B1-B3; C1-C3; D1-D5. See Table 2
Masters	International Business with Extended Professional Practice	240 credit points, including at least 210 at level 7	6 Semesters	A1-A8; B1-B3; C1-C3; D1-D5 plus successful completion of the one-year full time placement and work placement modules*
Masters	International Business with Applied Business Skills	240 credit points, including at least 210 at level 7	6 Semesters	A1-A7; B1-B3; C1-C3; D1-D6

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Masters	International Business Studies	180 credit points including at least 150 at level 7	5,6 Semesters	A1-A7; B1-B3; C1-C3; D1-D5 See Table 2
Postgraduate Diploma	International Business	120 credit points, including at least 90 at level 7	2, 3 Semesters	A1-A7; B1-B3; C1-C3; D1-D5
Postgraduate Certificate	Untitled	60 credit points, including at least 45 at level 7	1, 2 Semesters	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm

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](#) (*delete as applicable*) 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:

- The two-year full-time 'with Extended Professional Practice' programme is only available to full-time, Semester A entrants.
- The award of an MSc International Business with Extended Professional Practice requires 240 credit points passed at Level 7, including placement modules 'Professional Work Placement' and 'Work Placement Portfolio' (following completion of a full-time 30-week minimum work placement). Students who do not successfully complete the placement and associated module assessments will be offered the award 'MSc International Business Studies', where the requirements of that award have been met.
- To progress to a placement, students on the 'with Extended Professional Practice' award must normally have completed 120 credits and have passed all 60 credits of the Semester A modules in the first attempt. Additionally, students undertaking a work placement can only trail up to 30 credits of referred (FREF) and/or deferred (DEF) modules from Year 1 and are not usually permitted any failures requiring re-enrolment (FREN) from Year 1. Students who have not met these progression requirements, including students with outstanding deferrals (DEF) from the first attempt at their first 60 credits, will be transferred from the 'with Extended Professional Practice' award to the two-year 'with Applied Business Skills' programme.
- Students are responsible for securing their own placement. Students are usually required to secure their placement by the end of April to process the necessary paperwork, allowing sufficient time to begin the placement and complete the 30* weeks of full-time work required. Students who do not secure a placement in this timescale will be transferred from the 'with Extended Professional Practice' award to the two-year 'with Applied Business Skills' award.
- The award of an MSc International Business with Applied Business Skills requires 240 credit points passed at Level 7, including the second year Business Research Skills and Professional and Consultancy Skills.
- The 'with Applied Business Skills' route is a stand-alone route and also an alternative route for students who were originally registered on the 'with Extended Professional Practice' route but not academically eligible to progress to the Extended Professional Practice route or not able to secure a Professional Work Placement by the deadline given.
- To qualify for the 'with Applied Business Skills' award, students must successfully complete the 30-credit Level 7 modules 'Business Research Skills' and 'Professional and Consultancy Skills'. Students who do not successfully complete these modules will be offered the award 'MSc International Business studies', where the requirements of that award have been met.
- The award calculation for 'MSc International Business with Applied Business Skills' will be based on an average of the best 150 of 180 grade-bearing credits on the programme; the remaining 60 credits gained from 'Business Research Skills' and 'Professional and Consultancy Skills' are excluded from this calculation, as these modules are graded pass/fail (and feature as such on the award transcript).
- Students cannot progress to their Year 2 Applied Business Skills route with more than 60 credits of failed (FREF/DEF/FREN) modules in Year 1. Students are permitted to progress to the second year of the Applied Business Skills programme with trailing failure modules and may only repeat a maximum of 30 credits in Semester A and 30 credits in Semester B, in year 2. All students undertaking a two-year Applied Business Skills programme of study will be automatically re-registered on any failed modules from Year 1.
- Students on the standard, one-year pathway and the "with Applied Business Skills" pathway can only enrol on either 7BUS2217 (Business Project) or 7BUS2213 (Applied Business Project).

E. Management of Programme & Support for student learning

Management

The programme is managed and administered through:

- The Dean and Deputy Dean of Hertfordshire Business School
- The Associate Dean (Academic Quality Assurance) and Associate Dean (Learning and Teaching), who have responsibility for academic quality and learning and teaching in the Hertfordshire Business School
- The Associate Dean (PG Student Experience)
- Head of Department, who has delegated authority for the programme
- The Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee
- Deputy programme leaders who support the programme leader with the management of the programme
- Module Leaders, who are responsible for individual modules
- A Programme Committee, the membership of which includes student representatives from each pathway of study and key members of the Business School staff
- Personal tutors who provide non-academic, personal support
- Student representatives
- An Admission Tutor, with specific responsibility for open days and selection
- An International Admissions Tutor, with specific responsibility for selection of overseas students

Support

Students are supported by:

- An induction week at the beginning of each new academic session.
- Overseas Orientation
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- 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, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- A versatile on-line interactive intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in two Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Academic Skills Centres
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site
- The De Havilland Enterprise Hub
- Centre for Academic Skills Enhancement (CASE)
- Designated administrative team
- English support classes (including Academic English for Business sessions aligned with a core module)
- An equal opportunities officer

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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

G. Entry requirements

The normal entry requirements for the programme are:

Those with an honours degree (at least 2:2 or equivalent) in any discipline, a degree equivalent professional qualification or appropriate work experience.

Intake is normally Semester A (September) and Semester B (January)

All students from non-majority English speaking countries require proof of English language proficiency. The following qualifications and grades will be considered:

- GCSE English language grade A-C
- IELTS 6.5 (with no less than 5.5 in any band).
- Other English language tests are accepted.

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

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).

If you would like this information in an alternative format please contact:
dhaq@herts.ac.uk

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

MSc International Business

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	A7	A8	B1	B2	B3	C1	C2	C3	D1	D2	D3	D4	D5	D6
Principles of International Business	7BUS2204	X	X			X	X	X		X	X	X	X	X	X	X	X	X	X	X	
Digital Marketing and Consumer Insights	7BUS2206	X	X		X	X	X			X	X	X		X	X	X		X		X	
Financial Management for International Business	7BUS2205	X	X			X	X			X	X	X	X	X	X	X					
International Enterprises and HRM	7BUS2207	X	X	X		X	X			X	X	X		X	X	X	X		X	X	
Business Project	7BUS2217	X	X			X	X			X	X	X		X	X	X	X	X			
Optional Modules																					
Supply Chain and Negotiation Analysis	7BUS2209	X	X			X	X	X		X	X	X	X	X	X	X		X		X	
Entrepreneurship and New Venture Creation	7BUS2211	X	X			X	X	X		X	X	X		X	X	X	X	X		X	
Artificial Intelligence in International Business	7BUS2210	X			X	X	X			X	X	X	X	X	X	X	X	X	X	X	
Leading Innovation and Change	7BUS2208	X	X		X		X	X		X	X	X			X	X					
Extended Professional Practice Award																					
Preparation for the Workplace	7BSP1317								X		X				X						
Professional Work Placement	7BUS2102								X		X				X				X		
Work Placement Portfolio	7BSP1318										X				X	X			X		
Industry Research Project	7BUS2216	X	X			X	X			X	X	X		X	X	X	X	X	X	X	
Applied Business Skills Award																					
Professional and Consultancy Skills	7BUS2215			X			X	X			X					X		X	X	X	X
Business Research Skills	7BUS2214	X		X			X				X			X		X	X			X	X
Applied Business Project	7BUS2213	X	X			X	X			X	X	X		X	X	X	X	X			

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. Critically evaluate and integrate diverse business and management theories to develop strategies applicable in various international contexts
- A2. Assess the impact of external factors such as global economic, cultural, and regulatory environments on business operations and strategies to inform decision-making and enhance organisational adaptability in international markets
- A3. Evaluate the effectiveness of internal business processes including leadership and human resource management to determine their impact on organisational performance and culture
- A4. Critically evaluate the role and impact of technology and innovation in transforming business strategies and operations, particularly the integration of digital tools to achieve competitive advantage
- A5. Assess the capacity of organisations to create value and strategically respond to evolving market conditions in the global environment
- A6. Analyse and evaluate how sustainability practices can drive innovation, create long-term value, and address environmental and social challenges within the context of international business
- A7. Critically evaluate how entrepreneurial ventures innovate, create value, and drive economic growth in international markets
- A8. Build comprehensive contextual knowledge of managerial and operational aspects of business through a substantive work placement experience

Intellectual Skills

- B1. Critically examine and contextualise business theories and their practical applications in addressing international business challenges
- B2. Systematically apply theoretical frameworks and empirical information in the analysis of business situations to develop innovative proposals to address strategic issues
- B3. Synthesise findings from diverse sources into appropriate forms to identify and evaluate potential solutions, selecting sustainable options where appropriate.

Practical Skills

- C1. Apply numerical and quantitative techniques in the analysis of business problems to enable decision-making and strategic planning in international contexts
- C2. Utilise information technology tools effectively and creatively to enhance communication and improve research capabilities
- C3. Conduct thorough research to gather relevant information on global business trends and management practices and assess its relevance to new situations

Transferable Skills

- D1. Communicate complex ideas and arguments, both orally and in writing, using a range of media and technology
- D2. Operate effectively within a multicultural and diverse team, persuading others to deliver enterprising and sustainable outcomes
- D3. Develop and present extended arguments, supporting them with robust evidence and persuasive communication techniques to influence and engage audiences effectively
- D4. Reflect on individual learning to continuously improve professional skills
- D5. Cultivate a deep awareness of ethical considerations and organisational values, ensuring respectful interactions with others
- D6. Examine and apply advanced skills including intercultural awareness in the context of business research

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Principles of International Business	7BUS2204	D	D	D	D	D	D
Digital Marketing and Consumer Insights	7BUS2206	D	D	D	D	D	D
Financial Management for International Business	7BUS2205	D	D		D	D	D
International Enterprises and HRM	7BUS2207	D	D	D	D	D	D
Business Project	7BUS2217	D	D	D	D	D	D
Supply Chain and Negotiation Analysis	7BUS2209	D	D	D	D	D	D
Entrepreneurship and New Venture Creation	7BUS2211	D	D	D	D	D	D
Artificial Intelligence in International Business	7BUS2210	D	D	D	D	D	D
Leading Innovation and Change	7BUS2208	D	D	D	D	D	D
Preparation for the Workplace	7BSP1317	D	D	D	D	D	D
Professional Work Placement	7BUS2102	D	D	D	D	D	D
Work Placement Portfolio	7BSP1318	D	D	D	D	D	D
Industry Research Project	7BUS2216	D	D	D	D	D	D
Professional and Consultancy Skills	7BUS2215	D	D	D	D	D	D
Business Research Skills	7BUS2214	D	D	D	D	D	D
Applied Business Project	7BUS2213	D	D	D	D	D	D

Section 2

Programme management

Relevant QAA subject benchmarking statements	Business and Management (2023)
Type of programme	Taught Postgraduate
Date of validation/last periodic review	December 24
Date of production/ last revision of PS	December 24
Relevant to level/cohort	Level 7 entering September 2025
Administrative School	Hertfordshire Business School
Language of Delivery	English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
BSIBSM	MSc International Business	100080, 100%	N/A
BSIBUSME	MSc International Business - Extended (Revised 2025)	100080, 100%	N/A