Introduction and Special Features

The York St John MSc in International Business Management aims to recruit a diverse range of students who share a passion for International Business and Management more generally. As a student on this programme you will be studying alongside others who wish to move into or further develop their careers in International Business Management.

As a student on this programme you will follow discipline specific modules ensuring required depth and sustained investigation. Through the development of an integrated and critically aware understanding of management from an international perspective, the programme involves you in a demanding process of personal and international business development, through engagement with project work for your own and/or external businesses.

There are nine ‘taught’ modules on the MSc International Business Management programme and they include some specific International Business focussed modules; Consumer Behaviour (MMB038), International Trade and Business (MMB039), International Corporate Governance (MMB042), and International Business Strategy (MMB040). In addition to the international business focussed modules you will also learn about business more widely through exploring and analysing the business and critically evaluating the role of sustainability within the modern business environment. These modules include; Business and Sustainability (MMB037), Organisational Change and Culture (MMB043), Project Management (MMB041) and Introduction to Research in Contemporary Business Issues and Applied Research in Contemporary Business Issues (MMB064 and MMB065).

All students on the MSc programmes within YSJBS complete a module of independent study which is titled Research Investigation (MMB063). This module provides you with the opportunity to investigate in depth an area of particular interest to you that links with your programme of study. You will be supported in conducting this research by an academic from your field of interest. To support you in being able to conduct this work you will take the modules Introduction to Research in Contemporary Business Issues and Applied Research in Contemporary Business Issues (MMB064 and MMB065), that all students on the MSc
programmes within the Business School study. These modules provide you with opportunities to engage with current academic and practitioner business debate and encourage students to explore a range of relevant business topics. These modules are designed in such a way to promote a multi-disciplinary approach, for example, you will receive input from a variety of disciplines (business and non-business) thus allowing you to see business issues from a variety of perspectives.

The curriculum has been carefully designed to ensure that there is a balance of theory to application and that there are regular opportunities for you to engage with the world of business. There will be regular guest input from business professionals, case studies and projects in modules that will allow you to apply your knowledge of the theory to a range of real-world business scenarios.

The programme offers opportunities to reflect upon, evaluate and apply key international business management theories and concepts as well as encouraging creative and innovative thinking in the application of relevant management models. As you progress through your studies you will not just be taught academic theory related to the subject, you will also be encouraged and supported to develop skills that will prepare you for developing your career in management, especially related to international business.

### Admissions Criteria

You must meet the University’s general entry criteria for postgraduate study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

### Programme Aims

The overall aim of the programme is to educate you as a potential manager with a sound understanding of the international business context and within this to:

- develop a critically aware and integrated understanding of international markets, firms and finance, assisting you to take effective roles within business organisations;
- provide advanced study of key concepts of international markets and concerns of firms which operate internationally within a context of environmental sustainability, corporate social responsibility and ethics;
- develop your range of business knowledge and skills pertinent to managing in international businesses together with personal self-awareness and development, based on positive and critical attitudes towards the role of organisations in a dynamic and vibrant international business arena;
- demonstrate the ability to convert theory into practice within complex environments, systematically and creatively to improve business practice;
- develop and enhance your lifelong learning skills and personal development in order to work with self-direction and originality.
Programme Learning Outcomes

YSJU Level M / NQF Level 7 / FHEQ M Programme Outcomes

On successful completion of the Postgraduate Certificate you will be able to:

Knowledge and Understanding
1. demonstrate a systematic, integrated and critically aware understanding of international markets, firms and finance;
2. formulate a critical awareness of current issues within international markets and firms informed by leading edge research and practice in the field of international business;

Cognitive and Thinking Skills
3. extrapolate information critically and creatively within appropriate decision making techniques including formulating and solving business problems and creating, identifying and evaluating options;
4. demonstrate effective synthesis and analysis of information and knowledge in order to extract meaning and understanding;

Practical/Professional skills
5. judge complex issues systematically and creatively, with the ability to develop sound analyses whilst dealing with incomplete data;
6. demonstrate adaptability, originality, insight, critical and reflective abilities which can be brought to bear on problem situations;

Key Transferable Skills
7. be self-directed with the ability to act autonomously in planning and implementing decisions and strategies;
8. learn independently and to continue to work in a way that ensures continuing professional development;

On successful completion of the Postgraduate Diploma you will be able to:

Knowledge and Understanding
1. demonstrate a systematic, integrated and critically aware understanding of international markets, firms and finance;
2. formulate a critical awareness of current issues within international markets and firms informed by leading edge research and practice in the field of international business;
3. acquire a deep knowledge and understanding of organisations and the global economy in which they operate demonstrating a critical awareness of how organisations respond to changes in the international context;

Cognitive and Thinking Skills
4. extrapolate information critically and creatively within appropriate decision making techniques including formulating and solving business problems and creating, identifying and evaluating options;
5. acquire a deep knowledge and understanding of internationality, demonstrating the ability to apply that knowledge within framework of environmental sustainability, corporate social responsibility and ethics;
6. demonstrate effective synthesis and analysis of information and knowledge in order to extract meaning and understanding;

Practical/Professional Skills
7. judge complex issues systematically and creatively, with the ability to develop sound analyses whilst dealing with incomplete data;
8. demonstrate adaptability, originality, insight, critical and reflective abilities which can be brought to bear on problem situations;
9. make and communicate decisions in complex and unpredictable international contexts;

**Key Transferable Skills**
10. be self-directed with the ability to act autonomously in planning and implementing decisions and strategies;
11. learn independently and to continue to work in a way that ensures continuing professional development;
12. acquire the ability to use knowledge and information effectively to abstract meaning and share knowledge.

In addition, on successful completion of the **Master's** programme you will be able to:
1. demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the study of opportunities and challenges of international business;
2. demonstrate an advanced understanding of concepts, information and techniques informed by knowledge at the forefront of the study of international business;
3. design, conduct, analyse and disseminate an extended independent piece of research relevant to the field of international business from inception to completion;
4. exhibit mastery in the exercise of generic and subject-specific intellectual abilities;
5. take a proactive, independent and self-reflective role in working and developing professional relationships with others.

### Programme Structure

#### Full Time

<table>
<thead>
<tr>
<th>Code</th>
<th>Level</th>
<th>Term</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
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<tbody>
<tr>
<td>MMB064</td>
<td>M 1</td>
<td></td>
<td>Introduction to Research in Contemporary Business Issues</td>
<td>15</td>
<td>C</td>
</tr>
<tr>
<td>MMB065</td>
<td>M 2</td>
<td></td>
<td>Applied Research in Contemporary Business Issues</td>
<td>15</td>
<td>C</td>
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<td>MMB037</td>
<td>M 1 or 2</td>
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<td>Business &amp; Sustainability</td>
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<tr>
<td>MMB076</td>
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<td>The Psychology of Marketing</td>
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<td>MMB039</td>
<td>M 1</td>
<td></td>
<td>International Trade and Business</td>
<td>15</td>
<td>CA</td>
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<tr>
<td>MMB040</td>
<td>M 1 or 2</td>
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<td>International Business Strategy</td>
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<tr>
<td>MMB042</td>
<td>M 2</td>
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<td>International Corporate Governance</td>
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<tr>
<td>MMB043</td>
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<td>Organisational Change &amp; Culture</td>
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<td>MMB041</td>
<td>M 3</td>
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<td>Project Management</td>
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<td>MMB063</td>
<td>M 3</td>
<td></td>
<td>Research Investigation</td>
<td>45</td>
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</table>

*C*: Compulsory, **CP**: Compulsory for progression to the next level, **CA**: Compulsory for award, **O**: option or **E**: elective.

#### Part Time Route (2 year)

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<th>Code</th>
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<th>Term</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
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<td>M 1</td>
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<td></td>
<td>Introduction to Research in Contemporary Business Issues</td>
<td>15</td>
<td>C</td>
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<tr>
<td>MMB065</td>
<td>M 1</td>
<td>2</td>
<td></td>
<td>Applied Research in Contemporary Business Issues</td>
<td>15</td>
<td>C</td>
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</tbody>
</table>
Teaching, Learning and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, a guest speaker programme, tutorials, workshops and global café style learning activities. Each module tutor will adopt the best practices to facilitate your learning and development.

All modules are assessed through a programme of work undertaken whilst studying for the MSc International Business Management. A range of assessment tools are used including presentations, critical essays, portfolios and reflective journals, exams and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission.

All taught contact sessions at YSJBS are supported by a wide range of materials such as online resources. Study beyond the classroom reinforces and prepares you for the classroom delivered contact sessions, as well as directing and encouraging supported open learning and independent learning. Each module has a Virtual Learning Environment (VLE) where you and other Masters level students will be encouraged to be involved with online debate and collaborative approaches to learning. The MSc International Business Management is underpinned by the latest industry insights and you will have access to a wide range of supporting resources whilst studying at York St John University.

You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

All students of YSJBS receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of business management.

Progression and Graduation Requirements

The University’s general regulations for postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Marks from the modules MMB063 (Research Investigation) and MMB065 (Applied Research in Contemporary Business Issues) will be used for classification in of borderline cases.

The MSc Management exit award is to be awarded to for successful achievement of 150 or 165
credits at masters level, without a pass in both of the compulsory for award modules.

### Internal and External Reference Points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

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### Further Information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

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*Date written / revised: 18/03/15*

first delivery in 2015

QSC PASP approved new modules 04-07-17