Aston University

PROGRAMME SPECIFICATION

2014-15

Programme Title	International Business (Extended) (EMM)
UCAS/JACS Code	N100
School/Subject Area	Aston Business School (in collaboration with EM-Lyon, France and Ludwig Maximilians University Munich, Germany)
Final Award	MSc
Interim Award(s)	None
Mode(s) of Study	Full-time
Normal Length of Programme	2 years
Total Credits	Masters 240 credits (120 ECTS credits)
Programme Accredited By	N/A
Dates Programme Specification Written and Revised	20/11/06, 03/10/2007, 06/08/08, 08/06/09, 22/06/11, 15/06/12, 15/06/13, 07/08/2014

Educational Aims of the Programme	• To prepare students for a career in European and global business. • To provide students with a broad foundation of academic knowledge, insight and skills which will enable them to achieve business success in a European and global context. • To provide a flexible, comprehensive programme of study that meets the ideas and needs of national and international candidates, enabling them to learn by the exchange of experience as well as formal academic study. • To provide students with an excellent learning experience that draws on the research and consultancy of academic staff from Aston Business School, EM-Lyon and LMU. • To produce well qualified students who aspire to senior positions in an international context. • To ensure relevance by maintaining and enhancing the links of the 3 schools with business, professional and public sector organisations. • To enhance life long learning skills and personal development to enable students to work with self direction and contribute to the international business community and society at large. • To produce internationally and inter-culturally competent graduates.

Relevant Subject Benchmark Statements and other External and Internal Reference Points used to inform programme outcomes	• Quality Assurance Agency (QAA) Benchmarking Statement in Business and Management for Masters level programmes. • UK Quality Code Part A.1 (2011) • Quality Assurance Agency (QAA) Codes of Practice • The Bologna Agreement 1999 • The Erasmus Mundus Programme

TAUGHT STAGE						
Programme Structures and Requirements: Levels, Modules and Credits						
Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Accounting and Reporting for Managers	6	7	BEM200	Core	N	N
Financial Management	6	7	BEM201	Core	N	N
Management Accounting	6	7	BEM202	Core	N	N
Corporate Governance	6	7	BEM203	Core	N	N
Organisational Behaviour	6	7	BEM300	Core	N	N
Leadership Development	6	7	BEM301	Core	N	N
Human Resources Management	6	7	BEM500	Core	N	N
Marketing Management	6	7	BEM600	Core	N	N
Market Research	6	7	BEM601	Core	N	N
Management of Information Systems	6	7	BEM700	Core	N	N
Business Game	6	7	BEM701	Core	N	N
Operations Management	6	7	BEM800	Core	N	N
Strategic Management	6	7	BEM900	Core	N	N
Managerial Economics	6	7	BEM901	Core	N	N
Entrepreneurs for the World	6	7	BEM903	Core	N	N
Specialism	80	7	To be completed at EM Lyon, LMU or Aston	Option	N	N
Ethics in Academic Practice	0	7	MSCETH If Specialism is completed at Aston	Core	N	N
PDP – Critical Self Reflection (Parts 1 & 2)	0	7	BPG107 If Specialism is completed at Aston	Core	N	N
Work Experience Module	0	P	BEMWEX	Core	-	N
TOTAL	200 (100 ECTS)					

DISSERTATION STAGE						
Programme Structures and Requirements: Levels, Modules and Credits						
Module Title	Credits	Level	Module Code	Core/Option	Condoneable Y/N	Pre-requisite(s) Y/N
Internship/placement	30	7	BEMINT	Core	N	N
MSc Dissertation	40	7	BDM103	Core	N	N
TOTAL	70					

Programme Outcomes, Learning and Teaching and Assessment Strategies			
A. Knowledge and Understanding			
	On successful completion of their programme, students are expected to have knowledge and understanding of:	Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated	
		Learning and Teaching Methods	Assessment Methods
1	The theories, principles and underlying concepts and practice of management and an understanding of business models and processes in an international context	• Lectures: • convey essential knowledge • provide guidance to students on effective use of learning materials • Internship: • Practical experience in a live business environment • International placement	Examinations: • to assess learning outcome • to test students' ability to marshal information concisely and accurately within a limited time Written assignments: • to assess learning outcomes • to assess ability to marshal information and present an argument Internship report Placement report from employer Placement essay Successful completion of work experience
2	International business through the study of a full range of core modules, the completion of an internship/placement and a major project or dissertation.		
3	In the specialist stream : 1 of 3 key areas of business (Marketing, Corporate Finance, Organisation Change and Strategy)		
4	How strategic decision-making within organisations as a whole takes place		
5	Different international business contexts and practices through the international placement.		
6	How communication styles vary across cultures, and strategies to accommodate these variations.		

B. **Intellectual Skills**			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated	
		Learning and Teaching Methods	Assessment Methods
1	Demonstrate competence in critical reasoning and decision-making.	• Tutorials: • to provide support to student learning • Dissertation supervision to help students develop research and analytical skills • International and multi-cultural syndicate group work • International and multi-cultural teaching inputs • Practical experience in the international placement	• project work and orals to assess analytical and research skills • Group presentations • Written assessments • Placement essay
2	Demonstrate a high level of intellectual and analytical skills, and, through intensive postgraduate study, have acquired and developed understanding of international business and management subjects.		
3	Critically assess and engage with business and management problems		
4	Understand the issues of intercultural and cross-cultural communication style and how this impacts the work environment.		

C. **Professional Skills**			
	On successful completion of their programme, students are expected to be able to:	Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated	
		Learning and Teaching Methods	Assessment Methods
1	Apply principles, models and theories in the working environment.	• visiting speakers from industry who connect theoretical studies with practical experience • case studies are used extensively to allow students to discuss real life scenarios • 6-month internship International and multi-cultural syndicate work International and multi-cultural teaching inputs • Practical experience through the international placement	• assignment task outcome evaluation • assignment task activity • Group presentations • Written assessments • Placement essay
2	Demonstrate the analytical knowledge and skills required to understand and assess the international business environment.		
3	Demonstrate the knowledge and skills required for assessing and developing international business strategies and operations		
4	Demonstrate the ability to work effectively in international teams.		

	D. **Transferable Skills**		
	On successful completion of their programme, students are expected to show:	Learning, Teaching and Assessment Strategies to enable outcomes to be achieved and demonstrated	
		Learning and Teaching Methods	Assessment Methods
	A range of general and specific skills and management competencies including:	• group working skills via case studies and international syndicate groups • computer and IT skills • International and multi-cultural group tasks • International placement • The professional development programme (PDP) provides a framework for reflecting upon the transferability of skills and how these relate to career planning	• report writing skills • presentation skills via group presentations (usually non-assessed) • IT and quantitative skills • Group presentations • Written assessments • Placement essay • Professional Development Programme incorporating formative assessment
1	IT and computing skills		
2	Report writing skills		
3	Presentational skills		
4	Communication and team working skills Intercultural competence		
5	Competency in understanding relevant statistical analyses and financial reports		
6	Enhanced personal skills and self-confidence in order to optimise career prospects.		
7	Ability to apply and integrate their key skills and competencies by undertaking a major dissertation		
8	The ability to function effectively in new working cultures, and to assimilate into multicultural and cross-cultural work teams.		
9	Problem solving, Leadership and Decision-making Skills		
10	Ability to be self-critical and integrate key skills in different contexts		
11	Reflective practice and ability to improve personal effectiveness		
12	Career planning and ability to recognise and demonstrate the competencies which enhance employability		

Entry Requirements	• An honours degree recognised by the Programme Steering Committee on behalf of Aston University, EM-Lyon and Ludwig Maximilians University • A successful entry interview • A GMAT score of 600 and for candidates whose first language is not English: • An English language score of 6.5 IELTS with no less than 6.0 in any section **Or** • A TOEFL score of 600 (paper –based with a TWE of 4.0) or 250 computer based (with a TWE of 4.0) or 100 (internet based with 23 minimum in writing) **Or** • Evidence that their Undergraduate degree was taught mainly or entirely in English

Programme Regulations	**Attendance requirements:** The course has a duration of 2 years full-time. Students are required to attend all sessions. **Industrial/Professional Training:** Students are required to complete internships as specified. Students are required to demonstrate at least 12 months of work experience in order to gain the award, (including the internship). Students may apply for recognition of up to 6 months previous work experience towards an APL module which is not credit-rated. Those who have less than 6 months work experience on entry are required to gain 6 months work experience after completing the dissertation. **Requirements for the award of qualifications:** The minimum pass mark for modules examined by Aston, and for the internship/placement report and the dissertation (when supervised by Aston staff) is 50%.

	Specific assessment requirements for modules/module pass marks: **Taught modules:** There are 200 credits in the taught part of the course, comprising 15 core modules of 6 credits each (totalling 90 credits), a 30 credit internship/placement and a specialised optional stream of 80 credits. The Aston specialised stream will comprise 5 modules of 15 credits each and one 5 credit dissertation proposal. The 80 credits for the streams at EM-Lyon and LMU will be composed according to their respective structures. EM-Lyon and LMU will determine which students have passed the modules which they are responsible for examining. Students may be referred in each of the core modules, on one occasion only, and in a maximum of 60 (30 ECTS) credits in the Aston specialised Optional stream, on one occasion only. **Specific assessment requirements for modules / module pass marks:** The Board of Examiners will not normally condone modules on the EMM Programme. **MSc Dissertation:** Students must complete a 40 credit dissertation of 10,000 words in length. **Work experience** Students will be assessed as pass or fail in this module through APL or validation of completion of the required period of time by their employer.
General Regulations (http://www1.aston.ac.uk/registry/for-staff/regsandpolicies/general-regulations/) and the Regulations for the programme (above) take precedence over other information sources such as student handbooks if there is a conflict. If there is a conflict between General Regulations and Programme Regulations then General Regulations take precedence unless an exemption has been approved.	

This specification provides a concise summary of the main features of the programme and the threshold learning outcomes that a student might normally be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. **The individual modules included in the programme may differ from those included in this programme specification as our programmes are subject to continuous review.** Information on admissions requirements and career opportunities is available in the relevant prospectus. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the appropriate module guides and programme handbook(s) which are available to students on enrolment.