

## Programme Specification: Master of Science in Management & Pathway

**NOTE:** This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at [www.bcu.ac.uk](http://www.bcu.ac.uk), (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

<b>Awarding Institution / Body:</b>	<b>Birmingham City University</b>
<b>Teaching Institution:</b>	<b>Birmingham City University</b>
<b>Interim Awards and Final Award:</b>	<b>PG Certificate in Business Management PG Diploma in Business Management Master of Science in Management and International Business Master of Science in Management and Marketing Master of Science in Management and Finance</b>
<b>Programme Titles:</b>	<b>Master of Science in Management and International Business Master of Science in Management and Finance Master of Science in Management and Marketing Master of Science in Management and International Business (18 months)</b>
<b>Main fields of Study:</b>	<b>Business and Management</b>
<b>Modes of Study:</b>	<b>Full Time</b>
<b>Language of Study:</b>	<b>English</b>
<b>UCAS Code:</b>	<b>n/a</b>
<b>JACS Code:</b>	<b>n/a</b>

### **The following benchmark and other (external) reference points used to inform programme outcomes:**

The QAA's award descriptors for Postgraduate level qualifications  
The University's award descriptors for Postgraduate level qualifications  
The QAA's Subject Benchmark statement for Business and Management (2007)  
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/BusinessManagementMasters.asp>

The pathways are intended as a degree of *relative* specialisation within the context of a Type 2 Generalist (career entry) Masters degree following the QAA Benchmarks (*Masters awards in Business and Management*) and can be taken by students without previous degrees in the specialism.

### **Programme philosophy and aims**

The MSc Programme is based on the philosophy that management education should initially provide a thorough grounding in the disciplines related to the functional aspects of management and their interaction with the contextual forces which impact upon organisations. This knowledge and understanding is then further developed to provide integrative strategic themes through the pathway specialisms' and Management core modules. The impact of globalisation of business in all disciplines is a coherent theme throughout the course.

The course encourages students to develop the skills and competences of future managers. To do this, students should be capable of making management decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and taking cognisance of the integrative nature of the various factors which impinge upon management decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices. It also provides new knowledge and skills, enabling enhanced and more appropriate practices to be developed. The outcome of this process will be a critical appreciation, in order to make justified decisions; apply those decisions in a variety of contexts; communicating the decisions and make integrative links between disciplines and across organisations in a context of change.

#### **The aims of the programmes are to:**

- provide an intellectually challenging and vocationally relevant learning experience where learners can develop and demonstrate a critical knowledge and understanding of the theoretical concepts of business and management and their utility in improving business and management practice;
- provide learners with the opportunity to focus on particular aspects of business and management relevant to their backgrounds, interests and career aspirations through a choice of a specialist pathway;
- facilitate the development and demonstration of learners' intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty;
- enable learners to develop business and management competences and research skills to enhance employability and support career advancement;
- deepen understanding and broaden an awareness of cultural issues through working within international student groups;
- produce future managers who are able to improve the quality of management decision-making, leadership and business practice across a range of organisations and in a variety of contexts.

## **Intended learning outcomes and the means by which they are achieved and demonstrated:**

### **Learning Outcomes**

On successful completion of the programme the student should be able to:

- Apply knowledge and understanding of advanced theories, concepts and methods in relation to the functional aspects of business and management within their contextual environments and their application to management practice.
- Examine and evaluate strategic and tactical business decisions in a variety of contexts and within their specialist discipline, whilst appreciating the complexity and dynamics of business and management.
- Choose and apply relevant theories, conceptual models and techniques to the solution of business and management problems.
- Exhibit the development and achievement of skills in relation to communication, organisation and working with others from diverse cultures and backgrounds in a professional manner.
- Demonstrate the ability to apply a range of academic and intellectual skills relevant to postgraduate level study including, information gathering, critical analysis, synthesis, problem solving, creativity, innovation and evaluation to aid business decision making.
- Conduct advanced research and enquiry to further their understanding of their chosen specialism and to inform business decision making.

### **Learning teaching, and assessment methods used**

The modules will utilise methods of learning, teaching and assessment which are appropriate to Masters level study, as set out in the FHEQ and outlined in principle in the QAA Benchmark statement for Masters programmes in Business, such as a case study approach, group discussions, presentations, report writing etc. Although a proportion of the contact time will be spent in teaching, emphasis will also be placed upon the use of the group as a resource for learning. There will be group discussion of practical management situations and problems, making use of case studies, problem situations and scenarios and where relevant, the participants' own experiences. External academic and professional speakers from the Business world will be invited to address the students.

Theoretical concepts might typically be delivered in a lecture followed by smaller group seminars based on, for example, group based case study analysis. Short post lesson "fact" tests will be made available over Moodle (VLE). Discussion and interactive sessions will encourage students to critically examine key elements of business and management further. In addition, students are expected to undertake considerable independent study to prepare for and support class contact time.

Throughout the programme students, as part of their personal development, will be engaged in a comprehensive programme of Business Management Skills Development which will offer students ample opportunities to improve their transferable skills, in addition, to the development of their management research skills.

Assessment on the programme is designed to be an integral part of the learning process for students and to enhance and confirm their knowledge and practice. Formative feedback will be provided to students through a combination of self-reflection, peer group and tutor feedback. Summative assessments will provide a measure of the extent to which students have achieved the learning outcomes of the modules. Assessment within the modules will take various forms including: coursework assignments, reports, controlled assessment, examinations and the Dissertation. The student must be able to defend the dissertation through a viva, drawing on the skills developed in the Programme.

## Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

### Programme modules, credits and awards (all routes)

#### Stage 1

Module No	Module Name	Credits	ECTS Credits
MAN7001	Operations Management	15	7.5
ACC7001	Managerial Finance	15	7.5
MKT7010	Marketing Management	15	7.5
HRM7001	People in Organisations	15	7.5
MAN7002	Enhancing Business & Management Skills (Personal Development)	0	0
BUS7016	Extended Postgraduate Induction (18 month route only)	0	0

Exit Award: Post Graduate Certificate in Business Management (60 credits at Level 7)

#### Stage 2

Module No	Pathway	Module Name	Credits	ECTS Credits
BUS7001	Core	Entrepreneurship and Innovation	15	7.5
STR7001	Core	International Strategic Management	15	7.5
ACC7002	Finance	Principles of Modern Finance	15	7.5
ACC7003	Finance	International Financial Strategy	15	7.5
MKT7011	Marketing	Brand and Communications	15	7.5
MKT7012	Marketing & International Business	International Marketing Strategy	15	7.5
MAN7013	International Business	International Operations Management Strategies	15	7.5
MAN7003	Core	Enhancing Business & Management Skills (Research Skills)	0	0

Exit Award: Post Graduate Diploma in Business Management (120 credits at Level 7)

Stage 3

Module No	Pathway	Module Name	Credits	ECTS Credits
MAN7004	Core	Managing for the Future	15	7.5
MAN7005	Finance	Security Analysis and Portfolio Management	15	7.5
MKT7013	Marketing	Marketing in Practice	15	7.5
MAN7007	International Business	Cross Cultural Management	15	7.5
BUS7002	Core	Dissertation	30	15
MAN7003	Core	Enhancing Business & Management Skills (Research Skills)	0	0

Award: MSc Management and Pathway (180 credits at Level 7)

## **Support for Learning including Personal Development Planning (PDP)**

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- A one-week induction programme dealing with orientation and the dissemination of essential information. This is then extended across the Certificate and Diploma levels of the programme through the Enhancing Business and Management Skills module and the Extended Postgraduate Induction (18 month route only).
- the Enhancing Business and Management Skills module runs throughout all stages of the programme and provides support and guidance related to academic, personal and management competency development and focussed support in relation to research skills.
- the Extended Postgraduate Induction runs throughout the first half of Stage One of the 18 month programme only. It allows students to better manage the transition from their undergraduate studies to the requirements and standards of Masters level education. This induction is then followed by the Enhancing Business and Management Skills module as per other routes.
- within modules, further support provided in relation to essay-writing, problem solving and examination techniques
- a Course Guide, containing information relating to the University, the Business School, the course and the modules
- access to academic and administrative staff at reasonable times
- access to Business School resources, including the Academic Success Centre, and a range of supported IT equipment, including postgraduate computer rooms and continuous support from Academic Development Tutors
- access to the services of the Faculty librarian
- Careers advice
- assistance and support for learning skills provided centrally by the University
- access to the University's Student Services, including those offered by the careers service, financial advisors, medical centre, disability service, crèche, counselling service and chaplaincy

## **Criteria for admission**

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

## **Methods for evaluation and enhancement of quality and standards including listening and responding to views of students**

### **Committees:**

- Board of Studies
- Examination Board
- Faculty Academic Standards and Quality Enhancement Committee
- Faculty Learning and Teaching and Student Experience Committee
- Faculty Board
- Senate

### **Mechanisms for review and evaluation:**

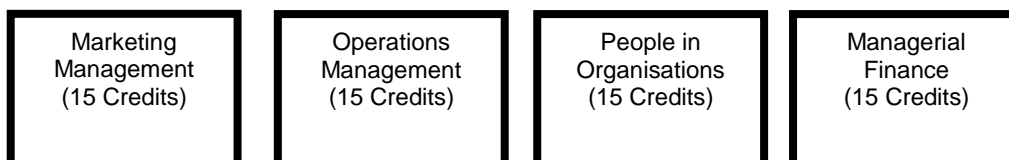
- Individual module evaluation by students, staff and, where appropriate, stakeholders
- Regular review of VLE content and usage
- Review of teaching support ( texts, cases etc)
- Annual review of modules by module leaders
- Annual course evaluation reports and action plans
- Annual monitoring process
- Peer observation of teaching
- Individual performance reviews
- External examiners' comments and formal reports
- Student representatives' feedback to Boards of Studies
- Consideration of the minutes of Boards of Studies by Academic Standards and Quality Enhancement Committee
- Approval and review and re-approval events
- National Student Survey
- Student Experience Survey
- Course development day

## MSc MANAGEMENT AND PATHWAY PROGRAMME STRUCTURE

12 & 15 Month Routes Only

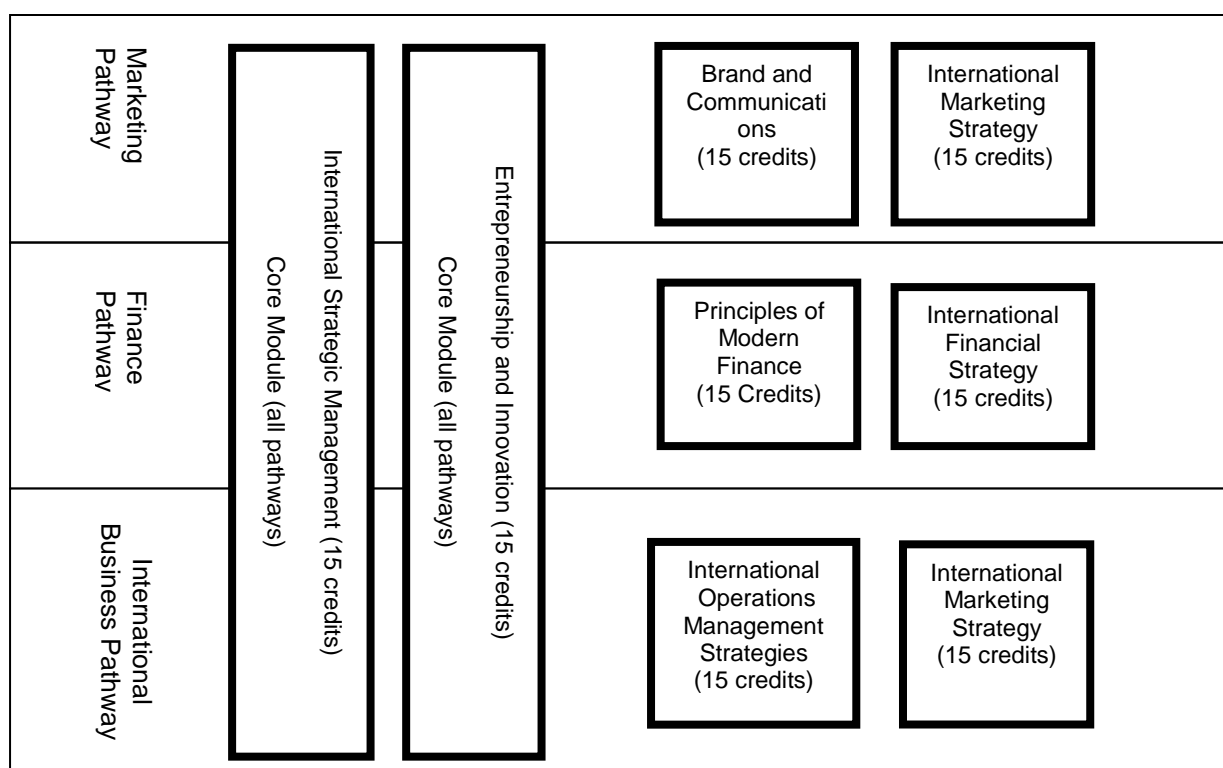
### Induction Week Programme

#### Stage One



Award on exit from the programme: PG Certificate in Business Management

#### Stage Two



Award on exit from the programme: PG Diploma in Business Management

#### Stage Three



Award: Masters of Science in Management and Pathway

MAN7002 Enhancing Business and Management Skills (Personal Development and Research Skills)



## **MSc MANAGEMENT & PATHWAY STRUCTURE**

For

MSc Management and International Business 18 months route only

### **Induction Week Programme**

#### **Stage One**

Term 1

Managerial  
Finance  
(15 Credits)

People in  
Organisations  
(15 Credits)

Extended  
Postgraduate  
Induction

Term 2

Marketing  
Management  
(15 Credits)

Operations  
Management  
(15 Credits)

MAN7002  
Enhancing  
Business and  
Management  
Skills (Personal  
development)

Award on exit from the programme: PG Certificate in Business Management

#### **Stage Two**

International  
Operations  
Management  
Strategies  
(15 credits)

International  
Marketing  
Strategy  
(15 credits)

Entrepreneurship  
and Innovation  
(15 credits)

International  
Strategic  
Management  
(15 credits)

MAN7002  
Enhancing  
Business and  
Management  
Skills (Research  
Skills)

Award on exit from the programme: PG Diploma in Business Management

#### **Stage Three**

Managing for the Future  
(15 Credits)

Cross Cultural  
Management  
(15 Credits)

MAN7002  
Enhancing  
Business and  
Management  
Skills  
(Research Skills  
Cont'd)

Individual Dissertation (30 Credits)

Award: Masters of Science in Management and Pathway