



PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
'Parent' Faculty (<i>ICE / BCDI / SHS</i>)	BCDI
'Parent' School	Business
Professional accreditation body (<i>if applicable</i>)	CMI – Chartered Management Institute (Pending Approval)
Final award (<i>eg. BA Hons</i>)	MA
Title of programme(s)	International Business
Subsidiary award(s) (<i>if any</i>)	Postgraduate Certificate in International Business Postgraduate Diploma in International Business (fallback awards only)
Honours type (<i>Single / Joint / Combined</i>)	N/A
Duration and mode(s) of study	1 year full-time 2 years part-time
Month/year of approval of programme	September 2023
Start date (this version) (<i>month and year</i>)	September 2023
Periodic review next due (<i>academic year</i>)	TBC
HECoS subject code	100078 Business and Management
UCAS course code & route code (available from Admissions)	N/A
SITS codes (<i>Course / Pathway / Route</i>) (available from Student Administration)	INTBUSN
Delivery venue(s)	Leeds Trinity University and approved franchise locations

2. Aims of the programme

Rationale and general aims, including what is special about this programme
<p>The aim of the MA International Business programme is to educate and develop you as managers and business specialists, with a focus on International Business operations. It is designed to provide you with the knowledge, understanding, skills and strategic thinking required for successful performance in a range of international business and management contexts.</p> <p>The programme will provide opportunities for you to equip yourselves with graduate attributes that are attractive to employers in the field of international business operations. It is also an</p>

appropriate programme for experienced managers who lack a theoretical and applied understanding of the wide range of factors that underpin the modern environment of international business and for whom a postgraduate degree could enhance their career prospects. Given these features, it fits very well with the specialist postgraduate programmes outlined in the Master's Degrees in Business and Management Quality Assurance Agency Benchmark Statement 2023, which is important for currency, relevance and recognition in higher education, for employers in the international business sector and most importantly for you seeking employment in the international business sector.

International Business as a subject area is interdisciplinary, drawing on a wide range of base disciplines (Professional Development and Leadership, International Marketing and Management). It is focussed around complex social and economic activities in the International context. It is concerned with intervention and action to achieve stakeholder objectives. The study of the subject, particularly at postgraduate level, requires an integrative approach that blends human behaviour and recognition of cross-cultural differences among consumers, customers and employees, with analytical approaches to solving complex problems and implementing appropriate solutions through and with people. The subject is treated from an International perspective to ensure relevance in today's global economy. In this context, non-UK students are particularly valued for enriching the overall international learning experience.

You as graduates from the programme will be able to demonstrate a broad knowledge and understanding of organisations, the international context in which they operate and how they are managed. You will be able to understand, respond to and lead change and be able to demonstrate intellectual breadth by making integrative links across these functional areas of international business.

3. Student learning outcomes of the programme

Learning outcomes in terms of:

- knowledge and understanding (K)
- intellectual / cognitive / 'thinking' skills (I)
- practical skills specific to the subject (P)
- employability skills (postgraduate) (E) or attributes and skills (undergraduate) (AS)

On successful completion of the programme, students will have demonstrated:

Knowledge (K)

- K1 A systematic, coherent and detailed understanding of **international environment** issues – including globalisation, e-commerce, corporate social responsibility, cross-cultural differences, innovation, creativity, enterprise development, knowledge management and risk management;
- K2 A critical awareness of internal resources of international businesses and appreciation of the complex **people** management and development challenges within international operations;
- K3 A comprehensive and critical understanding of **key functional specialisms** in international companies, such as marketing, human resources and strategy and the interaction within these key business functions;
- K4 A comprehensive and critical understanding of the importance of international **customer expectations**, services and relations, as well as orientation to export/import operations – global/local business;

K5 Originality in the analysis and evaluation of international **strategies** within a changing global environment and assessed strategic moves such as acquisitions, international partnerships, global supply chains and joint ventures.

Intellectual skills (I)

- I1 Critical analysis of **qualitative and quantitative** data in order to evaluate decision alternatives;
- I2 Based on the analysed data, **evaluation** and provision of **questioned** logic and reasoning of decisions and their consequences;
- I3 An ability to make **informed choices** in areas of market analyses, ethical behaviour, social responsibility and equal opportunities practice as they apply to international business;
- I4 Effective **cognitive, problem solving and decision making** skills at Master's level based on appropriate quantitative and qualitative data.

Employability skills (E)

- E1 **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
- E3 **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on a organisation, including concepts such as value for money, profitability and sustainability;
- E4 **Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
- E5 **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
- E6 **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
- E7 **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;
- E8 **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
- E9 **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

Student learning outcomes for the fall-back awards of Postgraduate Certificate and Postgraduate Diploma will be a combination of the learning outcomes listed above, depending on the diet of modules studied.

3a External benchmarks

Statement of congruence with the relevant published subject benchmark statements

(including appropriate references to any PSRB, employer or legislative requirements)

All Leeds Trinity University programmes are congruent with the Frameworks for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) (formerly National Qualification and Credit Framework (NQF)).

The QAA benchmark statements document for Masters in Business and Management 2023 has been published. This programme will be guided by their final contents and adhere to the recommendations to ensure it is of sector-standard. Furthermore, the programme is in the process of being mapped alongside the CMI framework. Final details of the outcome will be added here, once known.

4. Learning outcomes for subsidiary awards

Guidance	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module throughout the programme.</p>	<p>Learning outcomes for the award of <u>Postgraduate Certificate in International Business</u>:</p> <p>On successful completion of 60 credits at Level 7, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> (i) develop new skills to a high level and advance knowledge and understanding in International Business; (ii) approach complex issues in a systematic and creative manner and make sound judgements in the absence of comprehensive information/data; (iii) communicate judgements and conclusions to different audiences; (iv) develop the qualities and transferable skills necessary for employment including the ability to exercise initiative and personal responsibility.

Learning outcomes for the award of Postgraduate Diploma in International Business:

On successful completion of 120 credits at Level 7, students will have demonstrated, **in addition to the outcomes for a Postgraduate Certificate in International Business**:

- (i) the ability to utilise knowledge that is at, or informed by, the forefront of International Business to evaluate critically new insights and/or current issues;
- (ii) comprehensive knowledge of research techniques and how these can be critically applied to existing knowledge;
- (iii) further development of the qualities and transferable skills necessary for employment including autonomous decision-making in complex situations.

5. Content

Summary of content by theme

The MA International Business is based on contemporary theory and case study material, which will be both challenging and innovative. The programme offers the essential knowledge and understanding, skills and experience required for graduates to operate effectively and successfully in an international business environment. The key themes of the programme are embedded in all of the modules studied:

- The increasing significance of the **global/local** market place, including international supply chains, export/import operations, international expansion and e-commerce.
- Understanding of **international customers** and their requirements, focusing on the major role played by “customer relationship management” and the pivotal role played by customer service, which should be underpinned by an understanding of **cross-cultural management** issues associated with diverse international business teams/employees.
- International Business **strategy** development, including international finance, mergers and acquisitions, international partnerships, global supply / distribution chains and joint ventures, as well as the issues of **sustainability**, corporate social responsibility and business ethics.

Core areas of the programme focus on contemporary international business concepts and how these sit within the overall management framework, the external context and the development of transferable/employability skills – communication/presentation, teamwork, leadership, problem-solving, analysis and decision-making.

The programme provides a broad, analytical and integrated study of international business. The core modules cover all the key functional areas including the principles of international business, corporate and international strategies, international operations and global supply chain management, retailing and services marketing, as well as leadership and professional development.

The Professional Development and Leadership module will help students with strategic career planning and help to develop management and leadership capabilities. Core modules also include *International Business* and *International Management and Marketing* and are intended to provide an in-depth understanding of these fundamentally important international business

areas; theory and practice are integrated through the extensive use of UK and international case study material and real business examples.

Students will be required to do a Business Research and Analytics module followed by a Research Project module, ideally in conjunction with an appropriate business organisation. This will result in students being able to generate business recommendations and conduct research in the same way that professional management researchers and consultants might operate. It is intended that this will significantly increase employability.

Each module will be taught through blending academic theory, real-life contemporary case studies, in-class debates and the opportunity to study the reality of the business world as it develops throughout the duration of your programme.

6. Structure

MA in International Business

Duration: 1 year full-time

Total credit rating: 180

Term 1 – with effect from September 2023

MBA7003	International Business	30 credits
MBA7013	Professional Development and Leadership	30 credits

Term 2

MBA7023	International Management and Marketing	30 credits
MBA7033	Business Research and Analytics	30 credits

Term 3

MBA7006	Research Project	60 credits
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MA in International Business

Duration: 2 years part-time

Total credit rating: 180

Year 1, Term 1 – with effect from September 2023

MBA7003	International Business	30 credits
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Year 1, Term 2

MBA7023	International Management and Marketing	30 credits
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Year 2, Term 1

MBA7013	Professional Development and Leadership	30 credits
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Year 2, Term 2

MBA7033	Business Research and Analytics	30 credits
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Year2, Term 3

MBA7006	Research Project	60 credits
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7. Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and academic experience for the programme

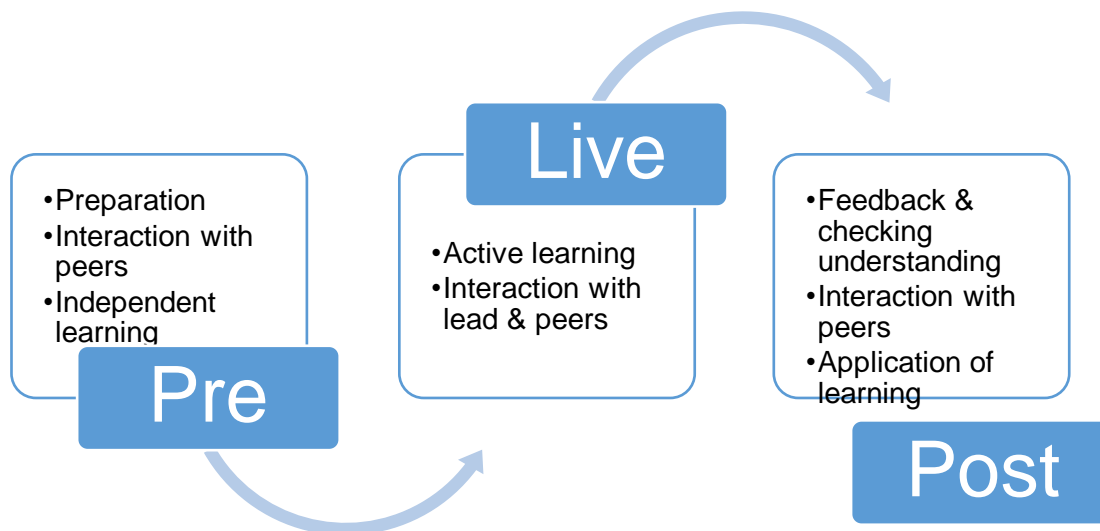
This strategy is informed by the current institutional policy on Learning, Teaching and Academic Experience, which also aligns with the University's Strategic Plan and our ambition to become a career led, digitally rich and inclusive institution.

Background

The mission of the Business School (as cited in the recent application for affiliation to the Chartered Association of Business Schools) is to '*develop highly employable, socially and ethically responsible and digitally capable graduates. It will support business and community to grow and develop. Our collaborative research inspires our students, informs our teaching and supports business and community*'. Thus, our Learning and Teaching strategy will contribute to the realisation of this mission.

Guiding Principles

All programmes within the Leeds Trinity University academic portfolio follow the 'Pre-Live-Post' pedagogical structure for all taught classes.



This pedagogical methodology enables our students to engage with the subject matter on multiple levels of learning to enhance their knowledge and understanding. The 'Pre' element of their learning has the purpose of establishing a knowledge base for the topic and occurs ahead of the taught session through a variety of academic-led activities which include (but not exclusively): reading, videos, quizzes and podcasts. The 'Live' (live/synchronous) element of the learning is taught on campus by the academic/s and focuses on the application of academic and professional principles, theories and frameworks through discussion. The final element of the pedagogical structure is 'Post' which reinforces the learning through consolidation activities such as: quizzes, activities, further reading, videos and small assignments (encapsulating varying forms of formative assessment with subsequent feedback mechanisms to aid in student development and progression ahead of summative assessment formats).

The Business School will continue to utilise this overarching pedagogical structure. The 'Live' section will be focused on with subject-level additions and enhancements detailed below.

Within the above 'Pre-Live-Post' structure, we will utilise a 'workshop-style' learning and teaching approach to ensure differential learning, whilst creating a varied, dynamic and informative teaching experience for all.

The key elements of our 'workshop' approach:-

1. Our teaching is research-informed, using a mixture of delivery methods (utilising a wide variety of visual/audio media)
2. The business world examples we use are contemporary, authentic and relevant, demonstrating clear links to the topic under discussion
3. The activities we give our students are realistic, useful and contributing to their career-readiness
4. We will continue to revise our teaching strategies in line with alterations to the sector's recommendations for career attributes (including Leeds Trinity's 'My Career Passport' initiative), the recommendations of the QAA Subject Benchmark Statements on Business and Management 2023 and all affiliated PSRB standards.

Assessment within the MA International Business is varied and authentically aligned to the subject matter of the module. Furthermore, the programme utilises multiple forms of formative and summative assessment across the modules.

7b) Programme learning outcomes covered

	Assessed learning outcomes of the programme									Skills development								
	K1	K2	K3	K4	K5	I1	I2	I3	I4	E1	E2	E3	E4	E5	E6	E7	E8	E9
	External Environment	People Management	Key Functional Specialisms	Customer Relations	Business Strategies	Quantitative and Qualitative Data	Critical Thinking, Analysis and Synthesis	Informed Choices	Problem-solving and Decision-making	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
MBA7013 Professional Development and Leadership	X	X					X	X	X	X	X	X	X		X	X	X	
MBA7003 International Business	X	X	X	X	X	X	X	X	X			X	X	X	X	X	X	X
MBA7023 International Management and Marketing	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
MBA7033 Business Research and Analytics	X		X	X	X	X	X	X	X	X		X	X	X	X	X		X
MBA7006 Research Project	X		X	X	X	X	X	X	X	X		X	X	X	X	X		X

1. Entry requirements

Do the University's standard entry requirements apply (as outlined within the University's Admissions Policy)?	Yes
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	N/A

2. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which <u>must</u> be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
The following regulations apply, together with the General Academic Regulations: <ul style="list-style-type: none">• Programme Regulations for Taught Postgraduate Degrees

3. Prerequisites

Details of modules students <u>must</u> study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award
N/A

4. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.