

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	International Master of Business Administration (MBA)
2	<b>BCU Course Code</b>	PT1184
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	

6	Course Description
	<p>Want to study an MBA in Birmingham? Our MSc International MBA will give you a global view of international management.</p> <p>The international business environment is rapidly changing, and a different market reality is emerging. As a student of today and manager of the future, you need to adapt and adopt flexible patterns of thinking and behaviour to succeed as global manager of tomorrow. The International Masters in Business Administration (IMBA) has been designed with this in mind, as it explores in detail the nature and implications of the changes in the business environment and provides you with the skills and mindset that will allow you to operate effectively within such an unstable and unpredictable environment. You'll also be taught to successfully lead the organisations of the future, regardless of sector or country.</p> <p><b>What's covered in the course?</b></p> <p>The course is designed to meet the needs of contemporary international businesses and blends academic excellence and professional skills, equipping you with marketable skills to operate and excel at strategic level across different sectors and in different countries. The course has a strong emphasis on employability and enhancing employability skills and will help you develop general communication and inter-personal skills.</p> <p>You will emerge from our International MBA with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, creative problem solving, an entrepreneurial mindset and highly effective communication and research skills - all of which are demanded by employers around the world.</p> <p>Should you wish to start your own business, you will have the opportunity to explore and test your ideas in a supportive environment. The course has been designed to provide graduates with expertise in strategy, marketing, leadership, finance, global human resource management, international business, entrepreneurship, operations and project management, and research skills.</p> <p>You become part of the international community while on the course, as you will study with students from different parts of the globe. Through our links with industry, the learning experience takes you from the classroom to the factory floor, through sponsored study/field trips to companies in the region, and with our organised internship course, you have the opportunity to gain valuable work experience while you study.</p>

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	International Master of Business Administration (MBA)	7	180
	International Master of Business Administration (MBA) with Professional Placement	7	240
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Post Graduate Certificate Business Administration	7	60
	Post Graduate Diploma Business Administration	7	120

<b>8</b>	<b>Derogation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>		
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>
	Full Time	City Centre	12 months
	Full Time	City Centre	18 months
	Full Time (Jan 19)	City Centre	15 months
	Full Time (Sep only)	City Centre	16 months
	Full Time January with Professional Placement	City Centre (and placement provider)	21 months
			<b>Code(s)</b>
			PT1184
			PT1186
			PT1185
			PT1250
			PT1323

<b>10</b>	<b>Entry Requirements</b>
<p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>.</p>	

<b>11</b>	<b>Course Learning Outcomes</b>
<b>Knowledge and Understanding</b>	
<b>1</b>	Apply knowledge and critical understanding of advanced theories, concepts and methods to the inter-disciplinary challenges of business and management practice in a global context.
<b>2</b>	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within their specialist discipline.

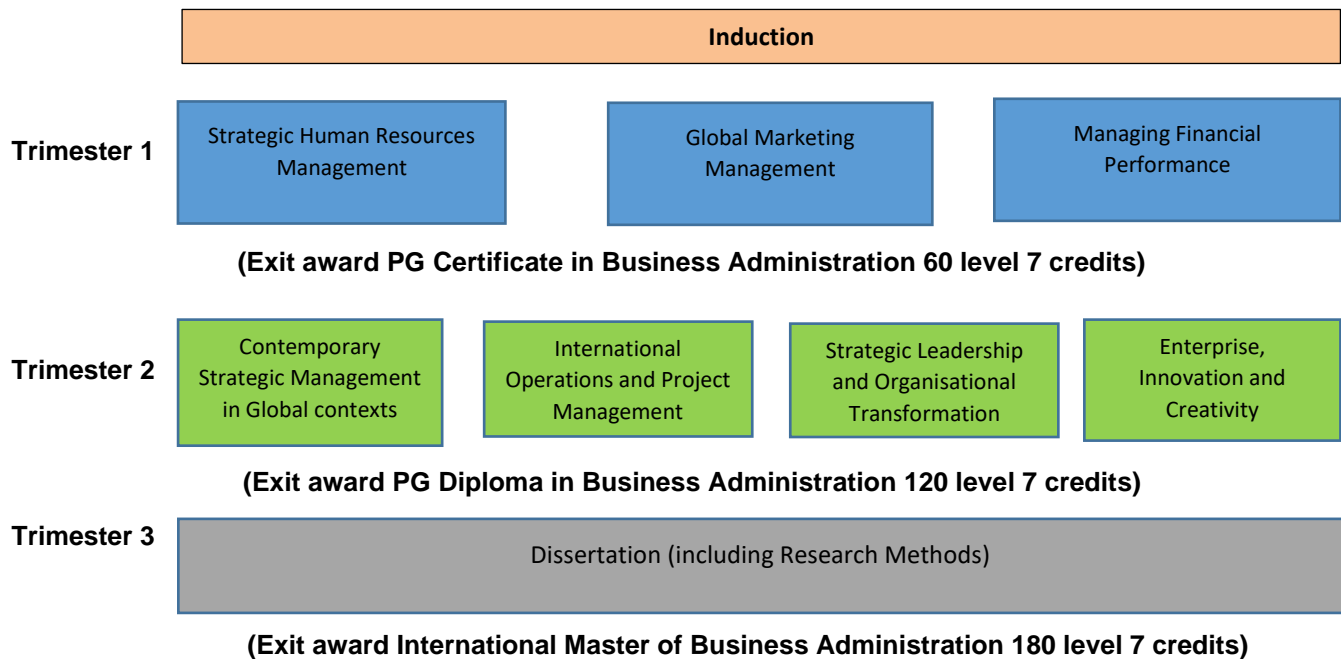
3	Demonstrate an understanding of the strategic and complex nature of the managerial function in the context of competing technical, social and moral perspectives and be able to respond appropriately to internal and external change in a global environment.
4	Diagnose and critically evaluate organisational and management problems and identify appropriate strategies for intervention and implementation.
5	Demonstrate a deep understanding and critical awareness of the current key issues, challenges and practices located in their chosen field of management in a global context.
6	Employ advanced research and critical enquiry to further develop their professional understanding of their chosen specialism to aid and inform business and management decision making.
7	Identify, evaluate and contextualise appropriate research methodologies and methods.
8	Understand the importance of behavioural processes and group dynamics in organisations
<b>Intellectual Skills</b>	
9	Collect, collate and interpret organisational data and management information
10	Develop conceptual, analytical and practical skills as a reflective practitioner.
11	Evaluate your approach to decision-making and use appropriate models.
12	Critically analyse evidence using the main theoretical perspectives of relevant business areas.
13	Conduct analyses of business and organisational situations at strategic level, applying appropriate analytical tools in organisational diagnosis, data collection, intervention and change processes.
<b>Practical Skills</b>	
14	Manage self and others more effectively through leadership and interpersonal skills.
15	Successfully manage organisational change interventions and projects.
16	Demonstrate the ability to act strategically whilst managing ambiguity and uncertainty.
17	Work with organisations to identify and communicate research questions, implement research and establish strategic solutions.
<b>Transferable Skills and Attributes</b>	
18	Develop analytical skills necessary to investigate, understand and formulate solutions for management problems.
19	Think critically and creatively to synthesise, evaluate and organise their ideas and concepts and those of others.
20	Solve complex problems and make decisions in ambiguous and uncertain business and management environments.
21	Communicate and express evidence based ideas and arguments coherently and persuasively whilst effectively utilising relevant (Communication and Information Technology (CIT).
22	Develop personal effectiveness through self-management strategies and skills to meet business
23	Learn through reflection on practice, from their experience and from feedback from others.
24	Understand and appreciate the importance of different communities of interest and networks, the role of negotiation, collaboration, ethics and organisational culture and values and demonstrate empathy for resolution of conflict.
25	Demonstrate essential skills in qualitative and quantitative research collecting, validating and interpreting data effectively utilising appropriate methodologies.
26	Lead projects and teams developing skills in task prioritisation, working to deadlines, dealing with risk and uncertainty, leading, organising, influencing and motivating others from diverse cultures and backgrounds, in a professional manner.

<b>12</b>	<b>Course Requirements</b>																																											
<b>12a</b>	<p><b>Level 7:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MAN7039</td> <td>Strategic Human Resources Management</td> <td>20</td> </tr> <tr> <td>MKT7045</td> <td>Global Marketing Management</td> <td>20</td> </tr> <tr> <td>MAN7040</td> <td>Managing Financial Performance</td> <td>20</td> </tr> <tr> <td>MAN7064</td> <td>International Operations and Project Management</td> <td>20</td> </tr> <tr> <td>MAN7068</td> <td>Strategic Leadership and Organisational Transformation</td> <td>20</td> </tr> <tr> <td>MAN7061</td> <td>Enterprise, Innovation and Creativity</td> <td>20</td> </tr> <tr> <td>MAN7035</td> <td>Contemporary Strategic Management in Global Contexts</td> <td>20</td> </tr> <tr> <td>BUS7055</td> <td>(18 months course only) Integrated Pre-Masters</td> <td>0</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>BUS7054</td> <td>Dissertation (including Research Methods)</td> <td>40</td> </tr> <tr> <td>MAN7045</td> <td>Management Project (including Research Methods)</td> <td>40</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to qualify for the award of International MBA with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6001</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	MAN7039	Strategic Human Resources Management	20	MKT7045	Global Marketing Management	20	MAN7040	Managing Financial Performance	20	MAN7064	International Operations and Project Management	20	MAN7068	Strategic Leadership and Organisational Transformation	20	MAN7061	Enterprise, Innovation and Creativity	20	MAN7035	Contemporary Strategic Management in Global Contexts	20	BUS7055	(18 months course only) Integrated Pre-Masters	0	Module Code	Module Name	Credit Value	BUS7054	Dissertation (including Research Methods)	40	MAN7045	Management Project (including Research Methods)	40	Module Code	Module Name	Credit Value	PLA6001	Professional Placement	60
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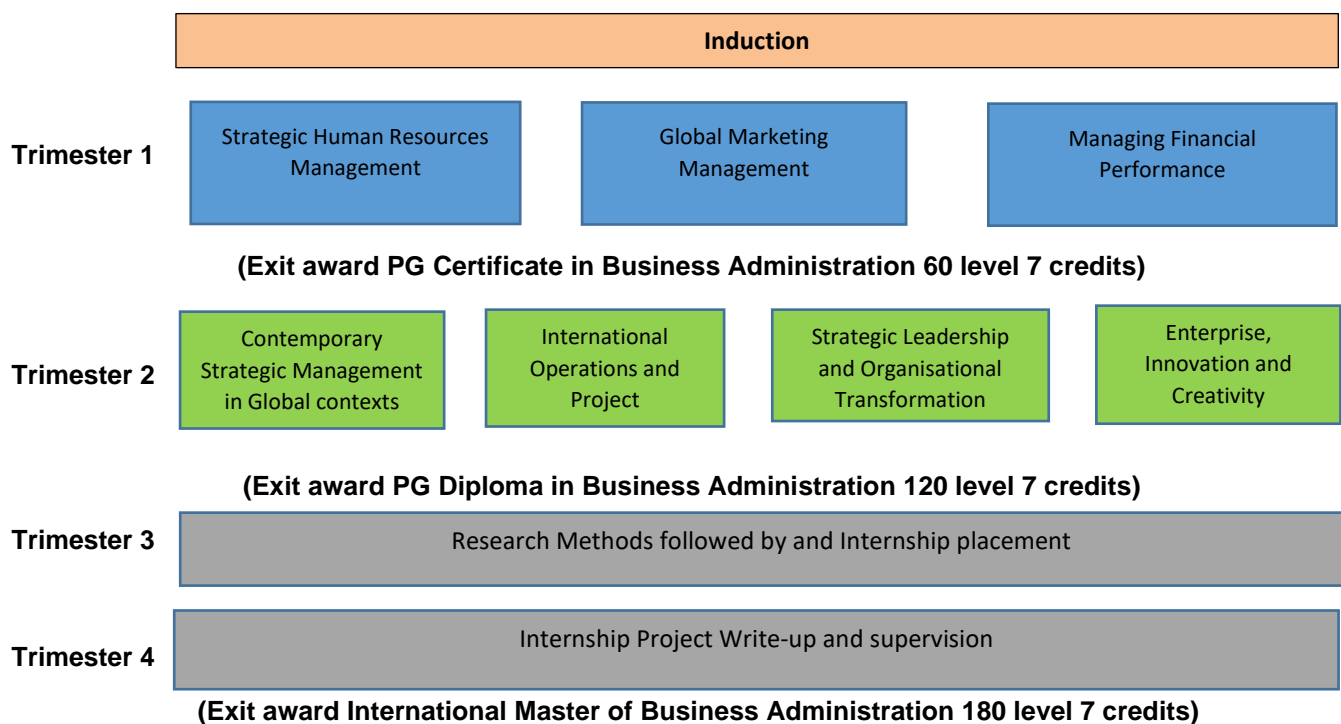
## 12b Structure Diagram

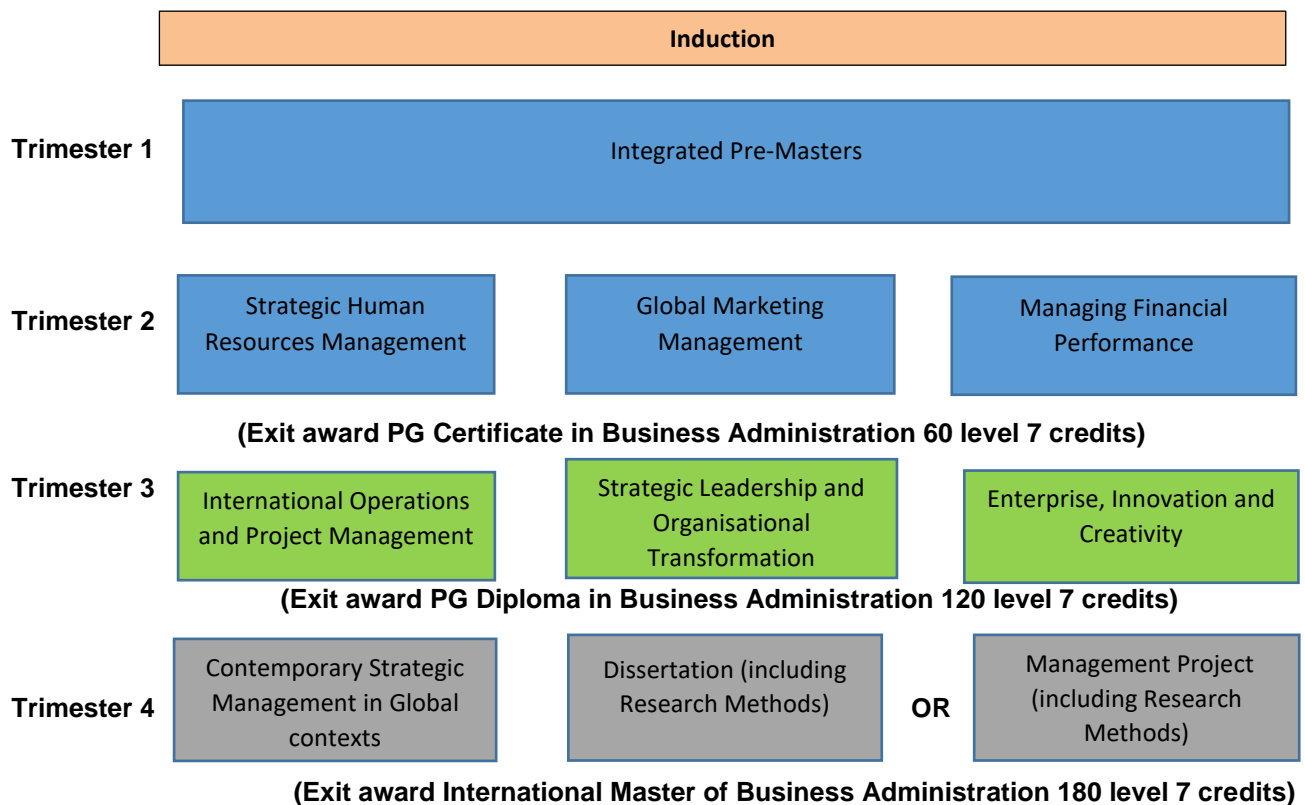
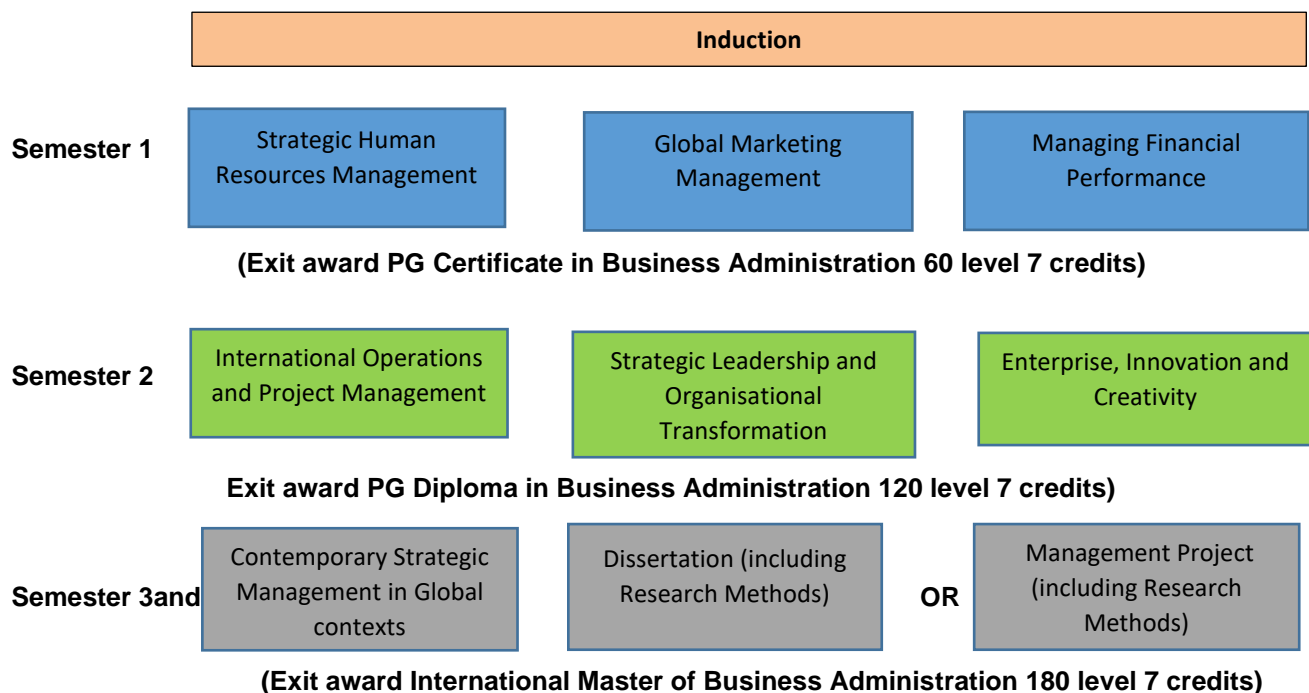
Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

**Table 1: INTERNATIONAL MBA FT (Sept -12 month)**



**Table 2: INTERNATIONAL MBA FT (Sept -16 month with Internship)**



**Table 3: INTERNATIONAL MBA FT (Sept -18 months)**

**Table 4: INTERNATIONAL MBA FT (January 15 months)**


### 13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

#### Level 7

##### Workload

##### % time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	450
Directed Learning	260
Private Study	1090
<b>Total Hours</b>	<b>1800</b>

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	62.5%
Exam	12.5%
In-Person	25%