

Course Specification

Course Summary Information		
1	Course Title	International Master of Business Administration
2	BCU Course Code	PT1600 PT1601 PT1602 PT1603 PT1604
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Chartered Management Institute (CMI) (applicable to UK campus only)

6	Course Description
	<p>Do you want to study an MBA with Birmingham City University? Our 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 a 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 mind-set 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>What's covered in the course?</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 mind-set 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 Professional Placement course (applicable</p>

	<p>to UK Campus students only), you have the opportunity to gain valuable work experience while you study.</p> <p>The international nature of the course is derived through a variety of means including the student body, the teaching team and the use of international teaching material. Moreover, you can choose to do your Professional Placement overseas (applicable to UK Campus students only).</p>
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7 Course Awards			
7a	Name of Final Award	Level	Credits Awarded
	International Master of Business Administration (MBA)	7	180
	International Master of Business Administration with Professional Placement (MBA)	7	240
7b Exit Awards and Credits Awarded			
	Post Graduate Certificate Business Administration	7	60
	Post Graduate Diploma Business Administration	7	120

8 Derogation from the University Regulations	
	None.

9 Delivery Patterns			
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time (Sep)	City Centre UK	12 months	PT1600
Full Time (Sep)	City Centre UK	18 months	PT1601
Full Time (Jan)	City Centre UK	15 months	PT1602
Full Time with Professional placement (Sep)	City Centre UK	18 months	PT1603
Full Time with Professional placement (Jan)	City Centre UK	21 months	PT1604
Full Time (Feb)	UAE Branch Campus	12 months	PT1526

10 Entry Requirements	
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ for the UK Campus and https://bcu.ac.ae/ for the UAE Branch Campus.</p>	

11 Course Learning Outcomes	
Knowledge	
K1	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.
K2	Interpret 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.
K3	Execute critical awareness of the current key issues, challenges and practices located in their chosen field of management in a global context.
K4	Conduct analyses of business and organisational situations at strategic level, applying appropriate analytical tools in organisational diagnosis, data collection, intervention and change processes.
K5	Critical examine ethics, sustainability, environmental issues social responsibility and accountability for businesses to stakeholders -internal and external.
Understanding and Skills	
S1	Formulate research, enquiry and analytical (quantitative and qualitative) skills necessary to investigate, understand and formulate solutions for management problems.
S2	Use self-reflection, critical thinking, self-awareness and sensitivity to diversity in terms of people, cultures and business and management issues.
S3	Solve complex problems and make decisions in ambiguous and uncertain business and management environments.
S4	Communicate and express evidence-based ideas and arguments coherently and persuasively whilst effectively utilising relevant (Communication and Information Technology (CIT).
S5	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.

12	Course Requirements																																																									
12a	<p><u>UK Campus</u></p> <p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>HRM7053</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>ACC7032</td> <td>Managerial Finance</td> <td>20</td> </tr> <tr> <td>BUS7080</td> <td>Global Operations Management</td> <td>20</td> </tr> <tr> <td>BUS7091</td> <td>Entrepreneurship and Innovation</td> <td>20</td> </tr> <tr> <td>MAN7137</td> <td>Strategic Management and Leadership</td> <td>20</td> </tr> <tr> <td>BUS7055</td> <td>(18 months course only) Integrated Pre-Masters</td> <td>0</td> </tr> <tr> <td>BUS7095</td> <td>Business and Management Research Project</td> <td>60</td> </tr> </tbody> </table> <p><i>In order to complete the International Master of Business Administration with Professional Placement a student must successfully complete at 60 credits</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6001</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table> <p><u>UAE Branch Campus</u></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>HRM7053</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>ACC7032</td> <td>Managerial Finance</td> <td>20</td> </tr> <tr> <td>BUS7080</td> <td>Global Operations Management</td> <td>20</td> </tr> <tr> <td>BUS7091</td> <td>Entrepreneurship and Innovation</td> <td>20</td> </tr> <tr> <td>MAN7137</td> <td>Strategic Management and Leadership</td> <td>20</td> </tr> <tr> <td>BUS7095</td> <td>Business and Management Research Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	HRM7053	Strategic Human Resources Management	20	MKT7045	Global Marketing Management	20	ACC7032	Managerial Finance	20	BUS7080	Global Operations Management	20	BUS7091	Entrepreneurship and Innovation	20	MAN7137	Strategic Management and Leadership	20	BUS7055	(18 months course only) Integrated Pre-Masters	0	BUS7095	Business and Management Research Project	60	Module Code	Module Name	Credit Value	PLA6001	Professional Placement	60	Module Code	Module Name	Credit Value	HRM7053	Strategic Human Resources Management	20	MKT7045	Global Marketing Management	20	ACC7032	Managerial Finance	20	BUS7080	Global Operations Management	20	BUS7091	Entrepreneurship and Innovation	20	MAN7137	Strategic Management and Leadership	20	BUS7095	Business and Management Research Project	60
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12b Structure Diagram

UK Campus

Table 1: INTERNATIONAL MBA FT (Sept -12 month) PT1600

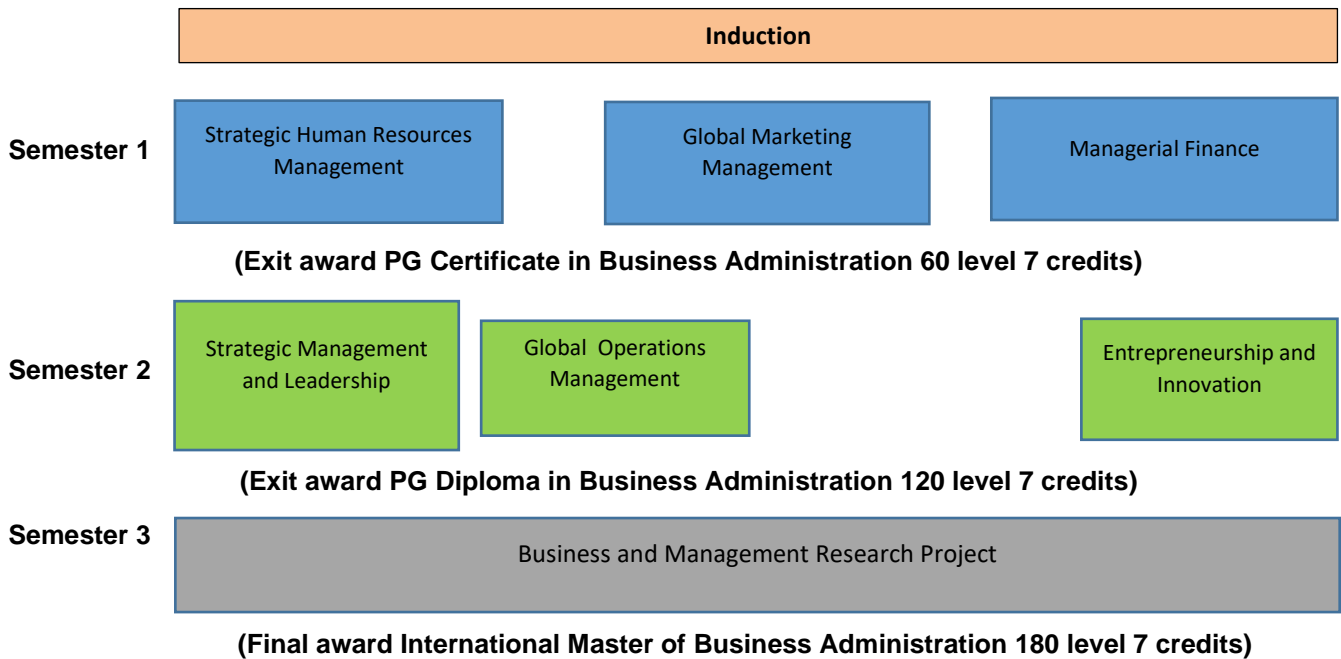


Table 2: INTERNATIONAL MBA FT (Sept -18 months) PT1601

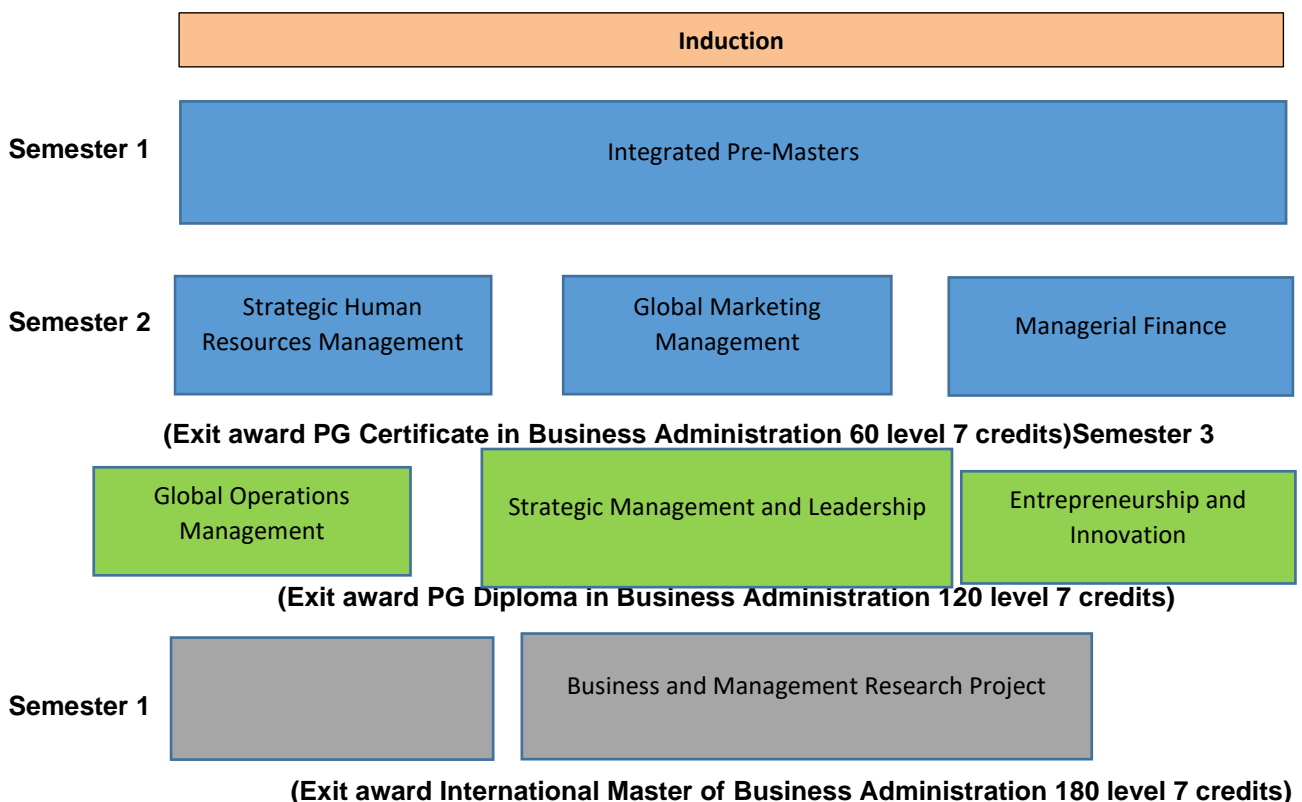


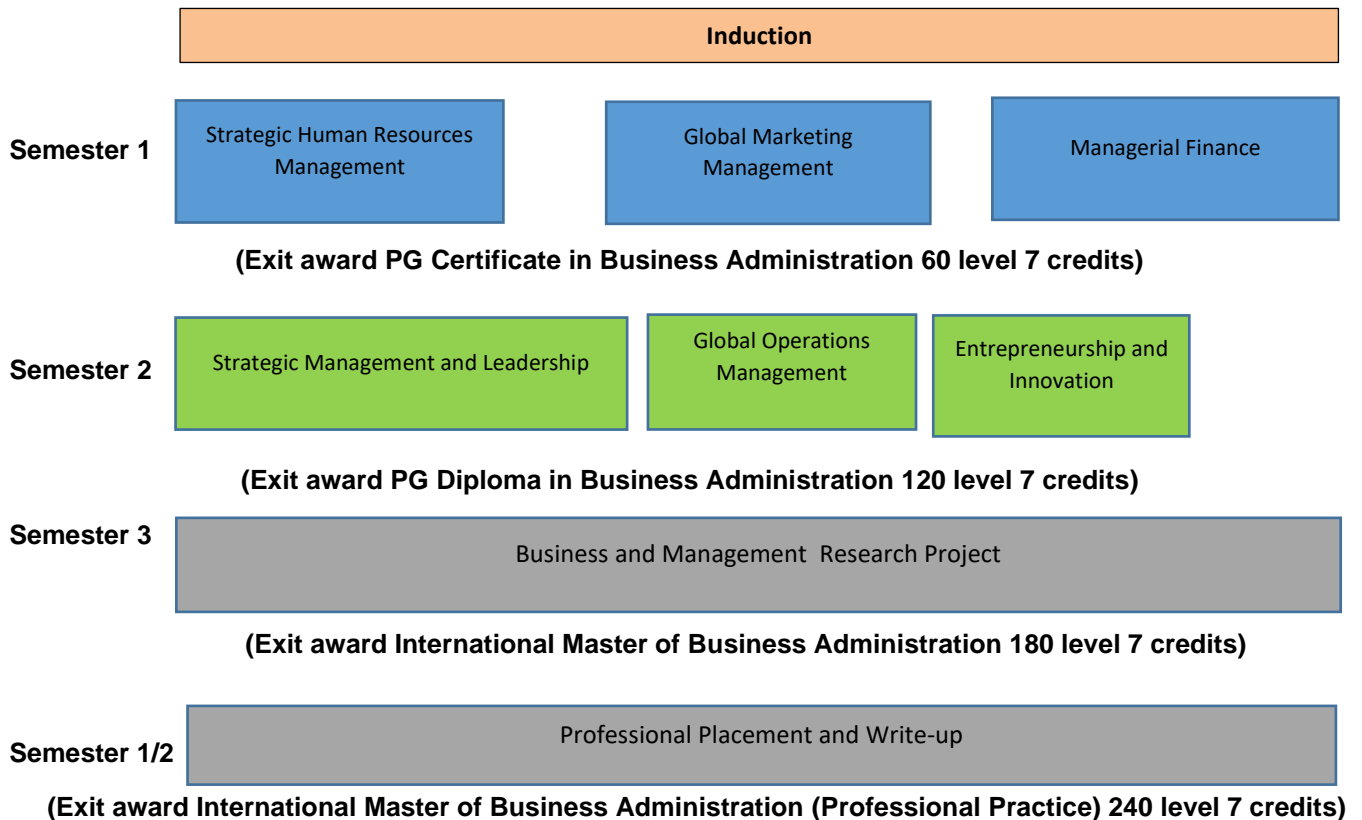
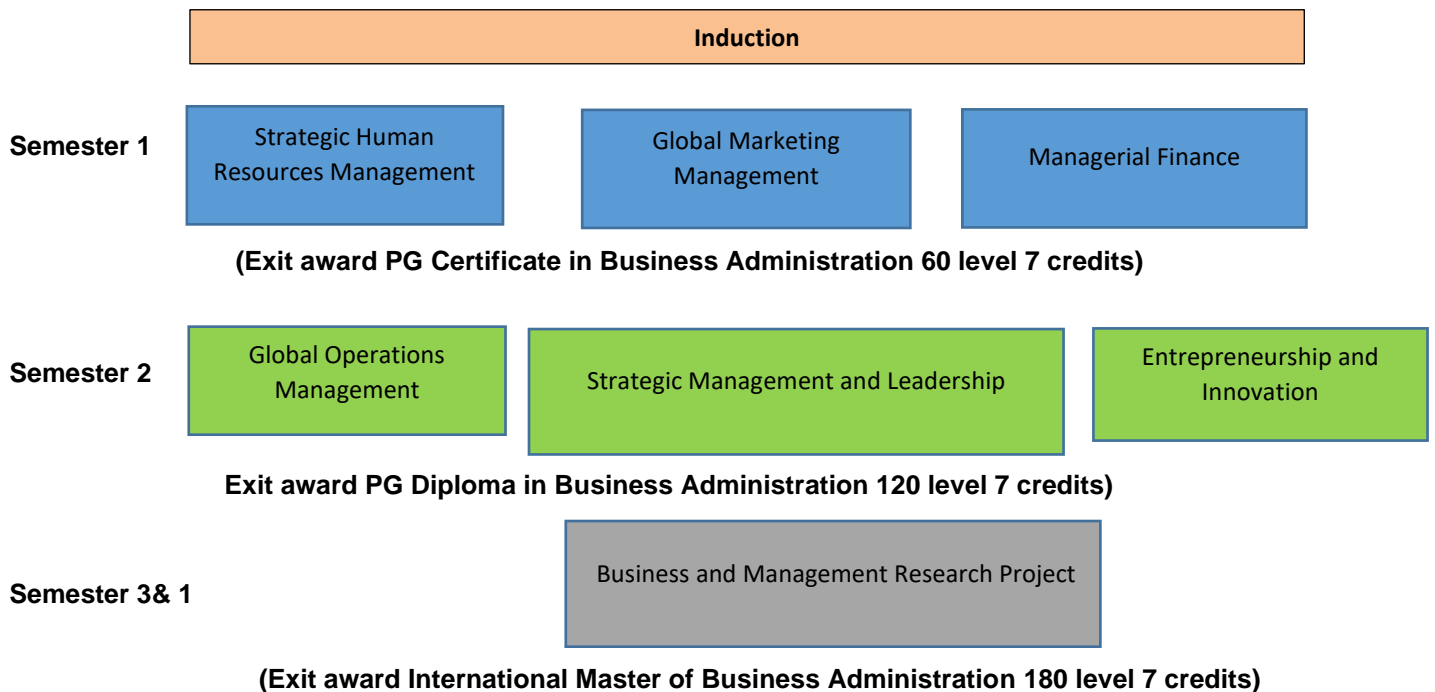
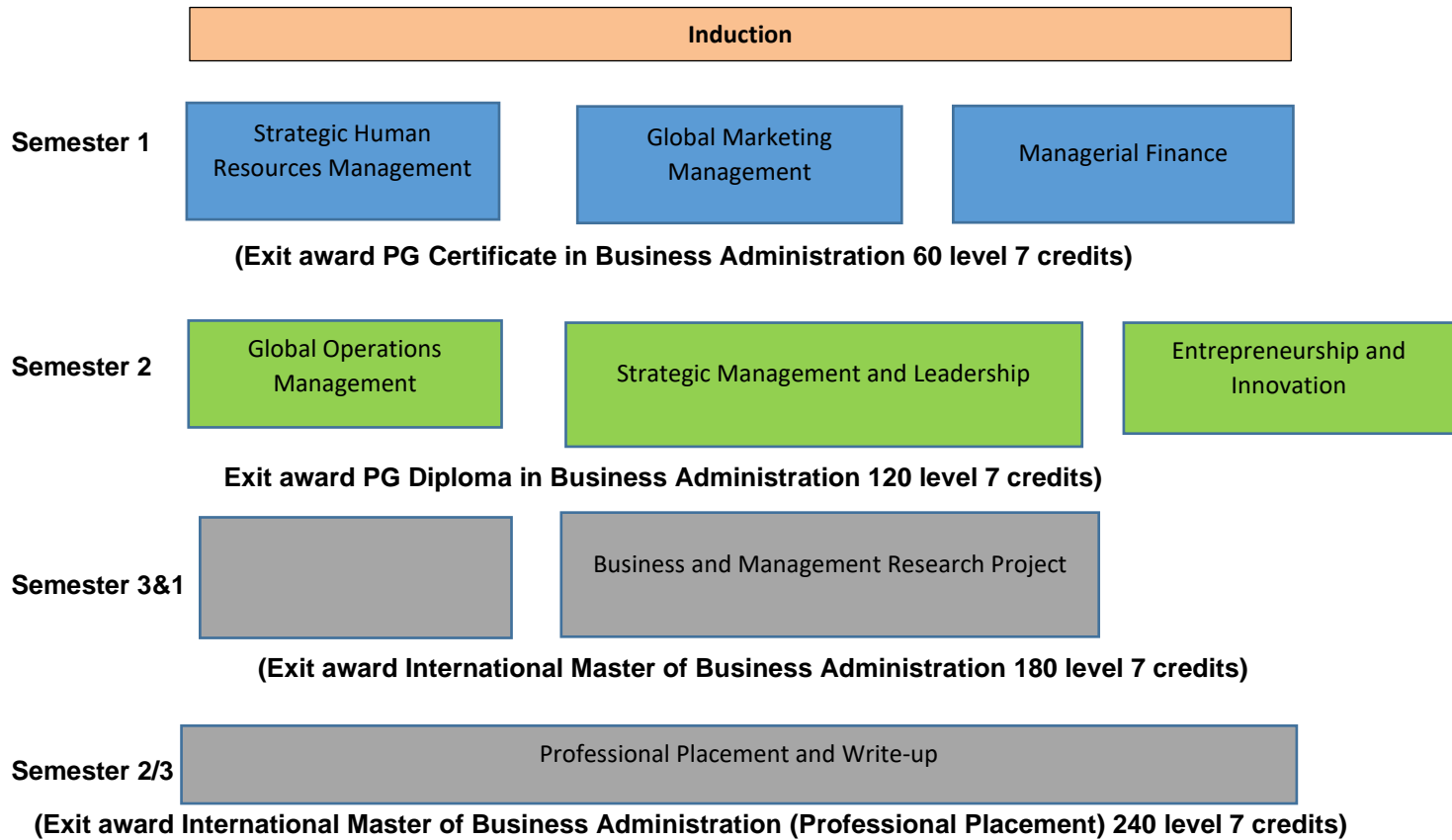
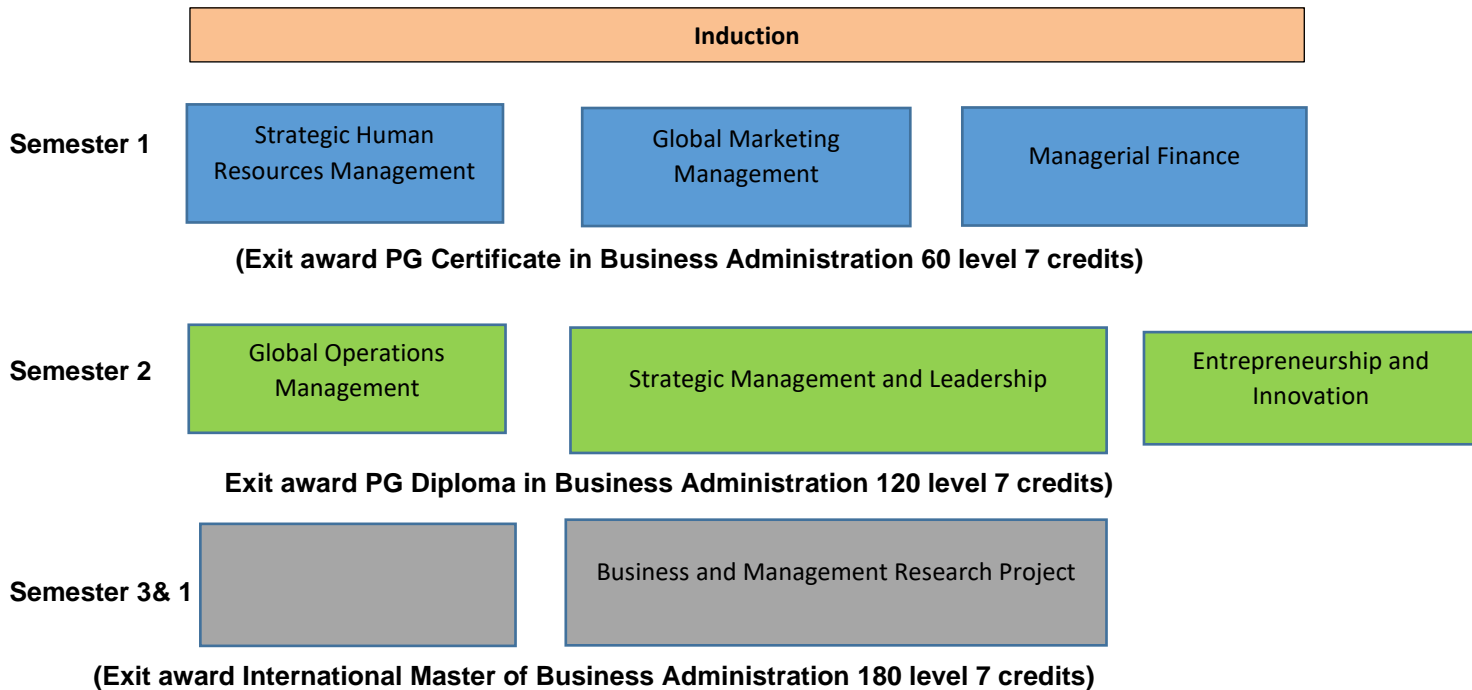
Table 3: INTERNATIONAL MBA with Professional Placement FT (Sept -18 month) PT1603

Table 4: INTERNATIONAL MBA FT (January 15 months) PT1602


Table 5: INTERNATIONAL MBA FT with Professional Placement (January 21 months) PT1604



UAE Campus

Table 4: INTERNATIONAL MBA FT (January 12 months) PT1526



13 Overall Student Workload and Balance of Assessment

Level 7

Workload

37% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	264
Directed Learning	384
Private Study	1152
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	89%
Exam	0%
In-Person	11%