

## PROGRAMME AIMS AND LEARNING OUTCOMES

### GENERAL INFORMATION

Award	Programme Title	Duration	Mode of study
MSc	International Business and Management	1 year	Full-time, taught and examination

School	Manchester Business School
Faculty	Humanities
Awarding Institution	The University of Manchester
Programme Accreditation	ESRC Recognised
Relevant QAA benchmark(s)	

### AIMS OF THE PROGRAMME

#### GENERAL AIMS OF THE PROGRAMME

<b>01.</b> To equip students to investigate and synthesise a wide range of issues in the field of International Business and Management, with the main emphasis being on a combination of theoretical and empirical analysis; preparing them for employment in management, research or public policymaking.
<b>02.</b> To give students a thorough grounding in and critical appreciation of social science research issues and methods, including techniques of quantitative and qualitative data collection, analysis and interpretation.
<b>03.</b> To require students to demonstrate their understanding of the principles of research design and strategy by completing a substantial empirically based dissertation which involves designing, executing and writing up a research project.

#### Specific aims of the Management Pathway

<b>01.</b> To examine specialist areas of International Business and Management in depth, including economic, financial, technological, marketing and managerial issues in the multinational enterprise
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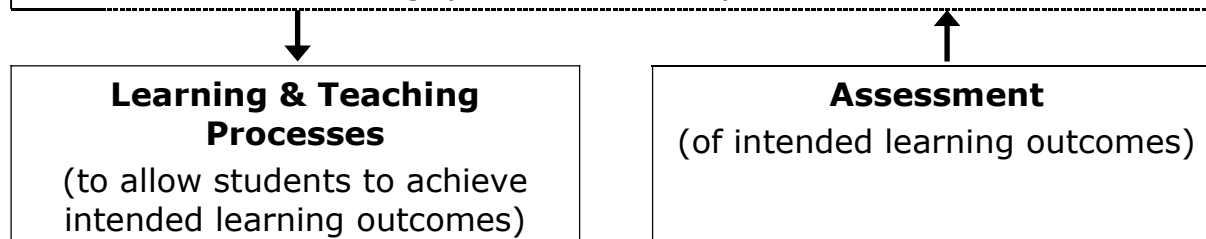
(MNE).
<b>02.</b> To prepare students for managerial career paths in multinational enterprises and/or small and medium sized enterprises with an international orientation.

#### Specific aims of the Research Pathway

<b>01.</b> To equip students with advanced knowledge and understanding of social science research issues and methods, including advanced techniques of quantitative and qualitative data collection, analysis and interpretation.
<b>02.</b> To prepare students for the demands of research-oriented career paths and/or doctoral training programmes.
<b>03.</b> Link to the School's efforts to improve student performance at the PG research level by providing thorough foundations in research methodology and topic choice, thereby also creating a direct pipeline from MSc IBM to PhD/research training.

### **INTENDED LEARNING OUTCOMES OF THE PROGRAMME(S)**

<b>A. Knowledge &amp; Understanding</b>
Students should be able to:
<b>A1.</b> Understand theoretical and conceptual basis of scholarship in the broad area of International Business;
<b>A2.</b> Evaluate and apply different types of research methods that can be employed in International Business research, including quantitative and qualitative methods;
<b>A3.</b> Learn to use IT (including sources of information on the internet) in International Business research and management processes.
<b>A4.</b> Research Pathway: Identify research issues and topics in the field of International Business which address critical and timely issues, both in terms of academic knowledge generation but also in terms of impact and relevance.
<b>A5.</b> Research Pathway: Evaluate and apply different types of advanced research methods that can be employed in International Business research, including quantitative and qualitative methods.



A mixture of lectures, seminars and problem-solving classes are used, with coursework marked and feedback given in writing and orally.	<b>Assessment</b> is by written examinations and coursework.
International Business skills are developed and assessed through lectures, seminars and appropriate practical work in problem-based computer laboratory exercises.	Problem-solving exercises are prepared and evaluated in groups.
Research Pathway: Research skills are developed and assessed through the design of small specific research projects and subsequently implement the research.	Research Pathway: Research skills are assessed as part of the coursework assignments.

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<b>B. Intellectual Skills</b>
Students should be able to:
<b>B1.</b> Apply the analytical skills needed in International Business and Management research and practice;
<b>B2.</b> Identify appropriate models, techniques, and software for the analysis of problems within International Business and Management;
<b>B3.</b> Undertake the study of international business issues in a logical, precise and rigorous fashion;
<b>B4.</b> Critically evaluate published international business research.
<b>B5.</b> Research Pathway: Contribute to the debates around the boundaries of IB and critically evaluate current IB papers in terms of their basic assumptions, logic, limitations, contribution and relevance for further research.



<b>Learning &amp; Teaching Processes</b>
Most course units include research elements where students need to analyse problems and draw conclusions and basis for decision making.



<b>Assessment</b>
All these research assignments and the dissertation are discussed and graded enabling a progressive development between the semesters.

Research Pathway: Two core course units (RMDA2 and Current Research Issues) are specifically designed to familiarize students with and have them analyse and discuss the current frontier of International Business research.

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A major part of the assessment of outcomes is conducted through the dissertation project, which reports on an extensive research project spanning almost six months.

### C. Practical Skills

Students should be able to:

- C1.** Use major word processing, research and related software packages;
- C2.** Employ resources on the Internet that are useful for International Business;
- C3.** Plan and implement a research strategy;
- C4.** Prepare well-justified, research-based reports and business plans.
- C5.** Design and implement an empirical research project involving the collection, use and analysis of primary and/or secondary data.



#### Learning & Teaching Processes

Students are required to work in groups where they learn group dynamics and the importance of team work. Most course units include presentations and report writing exercises.

Research Pathway: The Research Methods and Data Analysis II (RMDA II) course unit will emphasize the analysis of primary and secondary data.

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#### Assessment

IT based exercises are evaluated and graded. Team work and presentation skills are encouraged and assessed in most course units.

Research Pathway: The coursework on RMDA II will involve a small research project.



### D. Transferable Skills and Personal Qualities

Students should be able to:

- D1.** Communicate effectively by oral presentations, with the use of appropriate audio-visual aids, and in written reports;
- D2.** Manage time effectively and prioritise learning and research

activities;
<b>D3.</b> Use library and internet resources for research and other problem solving assignments;
<b>D4.</b> Understand cultural differences and effectively communicate with people with different backgrounds as well as manage teamwork and team objectives.



<b>Learning &amp; Teaching Processes</b>
Multicultural groups are formed for different exercises. Students are encouraged to participate in seminars and in discussion groups.



<b>Assessment</b>
Seminar participation and group work is assessed, discussed and evaluated. Some exercises are to be done on computers and are evaluated.

