

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Master of Science - International Business and Management <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Postgraduate Diploma (Pg Dip) - International Business and Management • Postgraduate Certificate (Pg Cert) - International Business and Management
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Business and Management (Master's)
Professional statutory or regulatory body	N/A
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • MSc International Business and Management FT, Full-time, September or January start - 1 year standard length
Valid for cohorts	From 2025/6

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the programme

The MSc International Business and Management has been designed to advance participants' knowledge and develop the analytical skills needed in their future professional lives. The curriculum delves into various business and management disciplines to broaden knowledge and understanding. The course also helps learners develop their critical thinking, presentation and communication skills, sound decision-making, data analysis, and evidence-based problem-solving skills, all of which are essential for business professionals and leaders, as they navigate the current dynamic global landscape.

The course team is committed to delivering the best possible experience to learners during their studies. The learners will be exposed to crucial business themes such as branding, strategy and sustainability, marketing and digital technologies, responsible leadership and managing people. They will be able to enhance their analytical and data-handling skills and learn tools to investigate and devise solutions for specific business challenges while considering their implications on the UN Sustainable Development Goals. The course also aims to foster the development of employability skills through exposure to real-life business situations, live case studies, guest lectures given by leading business practitioners, and the Westminster Employability Award.

Studying in the heart of London, a culturally diverse and vibrant city, adds to the richness of experience.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

The MSc course team aims to develop student's knowledge and analytical skills through experiential learning that fosters an application-orientated approach.

Recent graduate destinations

Employability and career development are key aspects of this course. Our graduates have pursued careers globally in diverse organisations, including management consultancies, financial services, government institutions, and family businesses. Notable employers include KPMG UK, British Airways, and Samsung Electronics. Many graduates also join smaller UK organisations and SMEs, while others continue with PhD studies, expand their family businesses internationally and join international organisations.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 001 Critique approaches in responsible leadership and managing multi-cultural teams while navigating across organisational and national contexts. (KU KTS SS CS)
- 002 Critically review international trade policies and the functions of international economic institutions and their impact on global commerce. (KU SS)
- 003 Examine the impact of digital transformation on business functions including marketing, strategy, international trade, sustainability, and people management. (KU KTS)
- 004 Critically assess complex real-world business environments using analytical frameworks and propose practices and strategies in light of the UN sustainable development goals. (KTS SS CS)
- 005 Analyse data, make strategic decisions in dynamic business environments and contribute to the financial sustainability and success of the organisation. (KU KTS SS CS)
- 006 Critically evaluate entrepreneurial thinking and the process of new venture creation. This entrepreneurial thinking will be equally deployable within existing organisations or for new start-ups. (KU SS)
- 007 Assess key concepts and frameworks in marketing and their impact on institutions and stakeholders. (KU SS)
- 008 Develop competencies on Equality, Diversity and Inclusion through individual and/or group work and utilise the feedback for personal and professional development. (PPP KTS CS)
- 009 Conduct an in-depth research project in an area of international business and management, using a multi-disciplinary approach to problem-solving. (KU SS CS)
- 010 Communicate research findings, analysis and recommendations to a specialist and non-specialist audience through a variety of formats (KTS)

How will you learn?

Learning methods

The learning in this course is a collaboration between the learner, their peers and the teaching team. It is authentic in nature, i.e. provides opportunities to students to actively engage in exploration and inquiry of real life situations. It is a combination of timetabled activities involving contact time with the course team, and independent learning.

Broadly a learner's study activity will break down into:

- Scheduled contact/activity time (lectures, seminars, tutorials, supervisions and other directed activities)
- Structured independent study (such as preparing for scheduled learning activity)
- Module and course-based wider study (such as reading the business media, additional academic journals/research papers, employability activities, personal tutoring activity)
- Assessment (working on coursework and/or preparing for and taking tests)

The contact hours involve interaction with, or supervision from, teaching and associated staff and the activities they set up for students. It is there to help shape and guide students' studies. This is also where students may be introduced to new ideas and knowledge; shown practical skills they may practise independently; offered guidance on project work; or provided with personalised feedback. It may be face-to-face or mediated through other channels such as Blackboard.

The independent study time makes up a large part of the learners' studies and includes working independently or in groups on assessments. This is where students learn without direct supervision from, or contact with, a member of staff. Students can find the recommended activity schedule in each module syllabus. Generally speaking, a 20 credit taught module will require a total of 200 hours learning and study time.

EDI strategy

Both students and staff on the MSc International Business course come from diverse backgrounds, thus creating a vibrant and inclusive learning environment. The course is designed to be a safe space where diverse perspectives are not only welcomed but actively integrated into teaching and learning. We encourage students to draw on their unique experiences, fostering an atmosphere of respect and collaboration. By reflecting on their varied experiences, students contribute to a more equitable and diverse society while developing critical skills to navigate and lead in the diverse global business landscape.

The course team makes an ongoing effort to decolonise the curriculum. We are committed to including diverse voices, perspectives, and case studies in our course materials and reading lists. This approach ensures that our teaching and assessments are not only relevant to real-world challenges but also accessible and meaningful to students from all backgrounds. By incorporating authentic learning and assessment methods and guest lecturers we provide opportunities for our students to develop their knowledge and skills, regardless of their backgrounds.

Teaching methods

The taught modules adhere to fixed teaching schedules throughout the semester, with lectures and seminars serving as the primary teaching methods. During lectures, module leaders deliver structured and current content aimed at achieving the module's objectives, covering both theories and applications. Some modules may feature guest speakers from industry to discuss relevant topics or participate in student presentations. Other learning tools, such as computer software and simulations, are used during lectures, as relevant. Seminars, led by module leaders or seminar tutors, involve individual or group activities, discussions, practical exercises and formative assessment and feedback. Case studies may be incorporated into seminar sessions. Some modules may include workshops to enhance students' research or practical skills. Learning may also be delivered intensively or in block sessions, as may be relevant.

The underlying philosophy of the course is integration of theory and practice within an international environment and this is reflected in the teaching and learning strategies. The course employs a diverse range of teaching methods, including lectures, seminars, case studies, guest speakers from industry, workshops, and the use of computer software and simulations. This multifaceted approach caters to different learning styles and enhances the learning experience. Learners are encouraged to work collaboratively, but equally, expected to spend an appropriate amount of time in undertaking independent research and study.

Throughout their learning, the course team actively encourages students to consider and engage with Sustainable Development Goals (SDGs) and become responsible and socially conscious business leaders so that they are equipped to address global challenges and contribute positively to society.

Assessment methods

Assessment strategy for the course

The overall assessment strategy for this course is designed to address key Course Learning Outcomes (CLOs) by employing a diverse range of assessments that both support student learning and enhance academic performance. These assessments include formative elements that provide ongoing feedback, helping students to refine their skills and improve outcomes in summative assignments. Through this approach, students develop critical skills such as advanced critical thinking, problem-solving, communication, and collaboration, particularly in the context of complex and uncertain environments.

This strategy draws from WBS assessment tariffs for postgraduate modules and aligns with the University's Education Strategy, ensuring that assessments emphasise authenticity, allowing students to demonstrate their ability to apply knowledge and skills in real-world scenarios through simulations, reflective exercises, group work, and projects. Through this strategy the course team aims to motivate students and encourage an independent and reflective approach to learning. The diverse assessment methods include the following

- Formative assessments
- Simulations
- Presentations (individual / group)
- Group and team working
- Written assignments (essay, report, reflection, project proposal and project)

Formative assessment does not contribute directly to the final mark for the module. All modules will contain arrangements for formative assessment and feedback. Formative assessment and feedback provides students with developmental support in a timely manner so that they have a real opportunity to improve their performance. It helps students to take greater responsibility for their own learning, to understand what constitutes good performance, and to foster a shared understanding between staff and students as to how academic judgements are made. Formative feedback can take various forms, including tutor-provided feedback, tutor-guided self-assessment, peer assessment and whole-class feedback.

Simulations require students to apply theoretical knowledge to real-world scenarios, enhancing their understanding of complex global markets. It allows them to test strategies, make decisions, and see the consequences in a risk-free environment, fostering critical thinking and adaptability. This hands-on approach bridges the gap between theory and practice, preparing students for strategic challenges in international business.

Presentations usually require students to make a presentation to their peers. This provides an opportunity for honing research skills and synthesising information and frequently requires a group or an individual to justify the stance they have taken in relation to problem-solving or decision-making.

Group and team working help the development of transferable skills such as co-operation and negotiation, time management and leadership. Work of this type is realistic in relation to everyday situations in organisations that require implementation of skills associated with the management of people, skills that are much favoured by employers. It also requires students to work with people from different backgrounds.

Written assignments are usually investigative in nature, requiring the application of theory in a particular context. These develop analytical, critical and evaluative faculties by linking theory and knowledge to 'real life' situations. They require some form of literature search and encourage the development of argument and persuasion skills. A project requires students to demonstrate their ability to research a specific issue in depth, at a strategic level, and to make practical recommendations for management action and to place this research in an academic framework. Research methods workshops will ensure that students devise objectives and a realistic proposal.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 002, 003, 005, 007, 009, 010
Literate and effective communicator	009, 010
Entrepreneurial	006
Global in outlook and engaged in communities	001, 002, 004, 007, 008, 009
Socially, ethically and environmentally aware	001, 004, 008

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

7MNST004W MSc Project is a long module. For September cohorts, it begins in the 2nd semester of study and ends in the 3rd semester of study; whilst for January cohorts, the module begins in the 2nd semester of study and ends the following January.

Module Code	Module Title	Status	UK credit	ECTS
7BUSS002W	Business Research Methods	Core	20	10
7ENTP004W	Creativity and Innovation Management	Core	20	10
7MARK042W	Cross-Cultural Marketing and Communications	Core	20	10
7SUEV001W	Global Business Sustainability	Core	20	10
7BUSS008W	International Business Strategy	Core	20	10
7ECON021W	International Economy and Financial Markets	Core	20	10
7BUSS027W	International Trade Policy	Core	20	10
7LEAD027W	Leading and Managing in a Global Context	Core	20	10
7MNST004W	Project (MSc IBM)	Core	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

Management and co-ordination of the MSc International Business and Management programme is the responsibility of the course leader.

At the module level, the academic, teaching and learning related management are the responsibilities of the module leaders.

The course team comprises the course leader and the module leaders. The team meets regularly to discuss course development and delivery.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.

- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©