Programme Specification

<table>
<thead>
<tr>
<th>Programme award and title:</th>
<th>MSc in International Business (Marketing)</th>
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<tr>
<td>SCQF Level:</td>
<td>11</td>
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<td>SCQF Credit Value:</td>
<td>180</td>
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**Educational aims of the programme:**
Concise (e.g. a few sentences), general statement of aims and broad purposes of the programme

- It is becoming unusual for businesses, large or medium to operate solely within their own domestic market place. This course builds on the core MSc in IB by allowing students to specialise in International Marketing. Students who undertake this course will be well equipped to undertake careers in businesses that operate within the global market. Students selecting two electives in Marketing and undertaking a dissertation in the marketing field will be able to graduate with a MSc in IB (Marketing).
- The programme aims to provide an opportunity for students to learn and to understand the business opportunities of an increasingly interdependent yet diverse global business world where organisations operate in many national markets.
- The syllabus is designed to allow students to gain managerial and marketing skills to meet the challenges they will face in the global workplace.
- It aims to provide students with an overall understanding of the contexts and processes involved in managing within an international arena, highlighting the need to understand the different cultures and how it impacts on people behaviour.
- It is an international programme, with a flexible and professional approach, which attracts applicants from a worldwide base.
- By the end of the programme students will be equipped with the knowledge and skills to enable them to operate and exploit the international opportunities that arise as a result of globalisation.

<table>
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<th>Intended programme learning outcomes:</th>
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<td>Outline (e.g. one or two paragraphs) of what the student will know, understand and be able to do as a result of their learning, expressed in the categories below. Please consider the contribution made to the student’s personal development planning (PDP) and future employability.</td>
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**Knowledge and understanding**
- Based on the above principles the MSc IB (Marketing) aims to achieve the following learning outcomes:
  - To provide the students with a conceptual foundation for a future managerial career in an International Environment with special emphasis in the marketing discipline.
  - Promotion of the understanding of the global business environment and the resulting challenges and opportunities
  - Awareness of the emergence of new trading blocs and the pressures it inflicts on business and managers
  - And introduction to the cultural aspects and differences that characterise international markets.

**Subject-specific skills and other attributes**
- Students will have an understanding of how to manage the challenges caused by rapid changes in the volatile international business environment.
- The programme will educate future managers on the need for flexible approaches and strategies for managing business and marketing in the global environment.
- A conceptual understanding of different cultures and the impact it will have on managing International organisations

**Generic skills (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes**
- Encouragement of self-confidence and the ability to adapt to the challenges of new business and management problems.
- Development of transferable and communication skills through working in teams, debating and
Learning, teaching and assessment strategies:
Outline (e.g. one or two paragraphs) on overall approach taken to develop and assess learning outcomes, including any distinctive features

Teaching and Learning
- On the MSc IB programme the team of Academics and Teachers have the expertise and experience to allow them to meet the programme's learning outcomes:
- Formal teaching is initially used as a basis from which students can undertake case studies and interact in groups with greater confidence as the course progresses
- Group discussion, projects, and presentations are used to encourage strategic analysis, initiative, problem solving, and development of personal skills
- Primary course teaching and material is used to lay out a foundation from which students can then choose and move on to specialised modules
- Outside practitioners and guest lecturers are brought in to augment the regular team and provide an up-to-date input to the course
- Throughout the programme there is an emphasis on the practical application of skills and knowledge being developed
- A professional and disciplined attitude is both applied by the Division and required from the students

Assessment methods used
- Assessment is based on a mixture of coursework and formal examination. Assessment is normally related to the learning outcomes and the methods used to achieve them. The Division agrees the basis of assessment for each MSc IB module. The assessment procedure is that:
  - In each module outline there is an explanation of how the module would be assessed
  - All assessed work is marked anonymously
  - A sample of assessed work is double-marked
  - A sample of assessment papers and marks are moderated by an external examiner
  - To obtain a grade for a module, a candidate must submit all items of assessed work and attend any examination. In exceptional circumstances the Division may approve a deferral of the whole or part of the examination
  - All grades and degrees are confirmed only after the recommendation of the Board of External Examiners and the approval of the Division.

| Professional/statutory body accreditation or recognition: | N/A |

Further details:
- Entry requirements: [http://www.stir.ac.uk/postgraduate/how-to-apply](http://www.stir.ac.uk/postgraduate/how-to-apply)
- Programme structure: [http://www.calendar.stir.ac.uk/](http://www.calendar.stir.ac.uk/)
- Relevant Subject Benchmark statement (if applicable): [http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx](http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx)
- Introduction/revision date: October 2012