Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Institution</td>
<td>n/a</td>
</tr>
<tr>
<td>Programme Name</td>
<td>MSc International Business</td>
</tr>
<tr>
<td>Award</td>
<td>e.g. BSc (Hons), MA etc.</td>
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<tr>
<td>Faculty</td>
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<td>Division (if applicable)</td>
<td>Management, Work and Organisation</td>
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<td>UCAS Code (UG only)</td>
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<td>Programme Code</td>
<td>TXX44-IBU</td>
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<td>Mode of Study</td>
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<tr>
<td>Location/Method of Study</td>
<td>On Campus – UK</td>
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<tr>
<td>Admission Points</td>
<td>September</td>
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<td>Length of Programme</td>
<td>12 months</td>
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<td>SCQF Level</td>
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<td>Total Credit Value</td>
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<tr>
<td>ECTS Credit Value</td>
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<td>Relevant QAA Subject Benchmark</td>
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<td>Professional Body Accreditation</td>
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<tr>
<td>Programme Director</td>
<td>Ms Jenoah Joseph</td>
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<tr>
<td>Advisor of Studies</td>
<td>Ms Jenoah Joseph</td>
</tr>
<tr>
<td>Programme Approved</td>
<td>1997</td>
</tr>
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Section 2 Overview

PROGRAMME SUMMARY

Our Masters course will help you to understand how international business is conducted, with a focus on developing the managerial skill needed to succeed in the global business world.

Throughout this Masters in International Business you’ll develop problem-solving and critical-thinking skills within the context of trading across national boundaries. By the end of the course, you’ll have an expansive knowledge of how organisations operate across economies, currencies and regulatory frameworks. You’ll also become an expert in engaging with stakeholders from different cultures and
working effectively in a multi-location team.

Our international business Masters course will increase your awareness of existing and new trading blocs and their impact on businesses and managers.

The course covers core business subjects, such as accounting, finance and strategy, in the context of international regulatory frameworks and business practices. It also emphasises ethical and environmental issues, which are increasingly important within the global business environment.

The Programme aims to equip you with the knowledge

**Key Features of the Programme (including what makes it distinctive)**
1. You’ll have the opportunity to work on a real life consultancy-style project within a business.
2. As part of the course our innovative Flying Start Leadership Programme boosts your personal development and gives you new career skills.
3. You’re taught by expect academic staff who have extensive business and consultancy experience.

**PROGRAMME AIMS**

On successful completion of this programme, you should have:
1. Developed a critical awareness of the relevance and complexity of International Business (IB) activities;
2. An understanding and analysing the external environmental contexts of contemporary international organisations;
3. Appreciate the impact of culture on IB and understanding different approaches to managing across cultures;
4. The ability to apply or adopt key IB theories, concepts and practices;
5. An understanding basics of Accounting and Finance at an international level;
6. The ability to develop an understanding of how to manage HRM and Marketing in an international arena;
7. Developed an in-depth understanding of challenges and opportunities that exist in the developed and emerging markets;
8. An understanding the importance of sustainability, ethics and risk management in the international context;
9. Developed the skill to analyse data, understand its relevance and use it for evidence-based decision making;
10. The ability to Develop, present and communicate arguments logically in written and verbal form and understand the basic principles of research;
11. The ability to work effectively as an individual as well as part of a team;
12. The ability to take responsibility for continuous personal development and lifelong learning.

**WHAT WILL I BE EXPECTED TO ACHIEVE?**

*Detailed Learning Outcomes*

On successful completion of this programme, you should be able to:

**Knowledge and Understanding:**
1. Developing a critical awareness of the relevance and complexity of International Business (IB) activities.
2. Understanding and analysing the external environmental contexts of contemporary international organisations.
3. Appreciating the impact of culture on IB and understanding different approaches to managing across cultures.
4. Being able to apply or adopt key IB theories, concepts and practices.
5. Understanding basics of Accounting and Finance at an international level.
6. The ability to develop an understanding of how to manage HRM and Marketing in an international arena.
7. Developing an in-depth understanding of challenges and opportunities that exist in the developed and emerging markets.
8. Understanding the importance of sustainability, ethics and risk management in the international context.
9. Developing the skill to analyse data, understand its relevance and use it for evidence-based decision making.
10. Developing, presenting and communicating arguments logically in written and verbal form and understanding basic principles of research.
11. Working effectively as an individual as well as part of a team.
12. Taking responsibility for continuous personal development and lifelong learning.

(Delete and add rows as needed)

Intellectual, Practical and Transferable Skills and other graduate attributes:
1. Develop analytical skills based on a critical approach to the study of managing International Organisations.
2. Acquire interpersonal, learning and discursive skills while working with individuals from various cultures.
3. Social responsibility awareness on global issues impacting on the environment.
4. Develop communication and presentation skills while presenting case study material in a coherent fashion.
5. Independent research skills, methodical work plan and prioritisation for assignment preparation and presentation.
6. Understanding and application of the correct strategies in emerging economies while minimizing the risks when operating in these markets.

(Delete and add rows as needed)

Values and Attitudes:

1. Being able to take an objective view
2. Recognising their social responsibility
3. Consistent and fair decision making
4. Tolerance and being mindful of other cultures
5. Being aware of their legal and fiduciary obligation

(Delete and add rows as needed)

HOW WILL I LEARN?

This is a one-year full-time course of two semesters, followed by a three-month independent study period on a dissertation or consultancy case study.

You will be taught in lectures, seminars, workshops, presentations and through practical case study exercises.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria
The course uses a variety of assessment methods ranging from individual assignments, group assignments, business reports, class tests, examinations, individual and group presentations, literature review and research design.

Assignments and essays are used to test research skills with a strong emphasis on critical analysis and reflective insights. The assignments also provide the opportunity to develop and assess your problem-solving skills and critical thinking abilities.

ARO 034a August 2017 v1.4
definition and management communication skills, and capability with key software packages; presentations provide a test of oral communication skills, as well as providing another mechanism for assessing case study analysis.

Exams are used to evaluate student learning; measure your understanding of specific content; evaluate skills level growth and academic achievement.

**Feedback on Assessment**

You will receive feedback on coursework within 3 weeks of completion of the assessment. Feedback is usually provided electronically on formal coursework. Feedback and Guidance sessions with teaching staff are available on all modules. These provide regular opportunities to discuss feedback further. More information about feedback on assessment can be found here:


**Assessment Regulations**

There are no exceptions to the assessment regulations for this programme.

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:

[https://www.stir.ac.uk/about/faculties-and-services/academic-registry/regulations/](https://www.stir.ac.uk/about/faculties-and-services/academic-registry/regulations/)

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**WHAT WILL I STUDY?**

Total year 1 credit value = **180**
Compulsory credits = **160**
Option credits = **20**

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<tr>
<th>Module Title</th>
<th>Module Code</th>
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<th>Semester</th>
<th>SCQF Level</th>
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<tr>
<td>Introduction to Managing an International Business</td>
<td>IBUP002</td>
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<tr>
<td>Managing Multinationals</td>
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<td>Autumn</td>
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<td>Accounting &amp; Finance</td>
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<td>Autumn</td>
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<tr>
<td>Responsible Business in Society</td>
<td>BUSP006</td>
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<td>Autumn</td>
<td>11</td>
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<tr>
<td>Personal &amp; Profession Development for IB</td>
<td>IBUP009</td>
<td>20</td>
<td>Autumn / Spring</td>
<td>11</td>
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<tr>
<td>Doing Business Globally</td>
<td>IBUP003</td>
<td>20</td>
<td>Spring</td>
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<tr>
<td>International Strategy</td>
<td>IBUP010</td>
<td>10</td>
<td>Spring</td>
<td>11</td>
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<tr>
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<td></td>
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<tr>
<td>Dissertation</td>
<td>IBUP099</td>
<td>60</td>
<td>Spring / Summer</td>
<td>11</td>
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<td><strong>Or</strong></td>
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<td></td>
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<tr>
<td>Consultancy Project</td>
<td>IBUP098</td>
<td>60</td>
<td>Spring / Summer</td>
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<table>
<thead>
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<th>Module Code</th>
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<th>Semester</th>
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<td></td>
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<tr>
<td>Project Management</td>
<td>BUSP012</td>
<td>10</td>
<td>Spring</td>
<td>11</td>
</tr>
<tr>
<td>Managing Change</td>
<td>BUSP021</td>
<td>10</td>
<td>Spring</td>
<td>11</td>
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<tr>
<td>Corporate Finance</td>
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<td>10</td>
<td>Spring</td>
<td>11</td>
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<tr>
<td><strong>AND one from:</strong></td>
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<td></td>
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<tr>
<td>Innovation Management</td>
<td>BUSP016</td>
<td>10</td>
<td>Spring</td>
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### READING LIST

Required and Recommended Reading for the Programme

**IBUP002**  

**IBUP005**  

**IBUP009**  

**BUSP002**  

**BUSP006**  

**IBUP003**  

**IBUP006**  
The SAGE handbook of family business, edited by Leif Melin, Mattias Nordqvist, Pramodita Sharma (2012)

**IBUP010**  

**FINP015**  

**BUSP012**  

**BUSP021**  

**BUSP016**  

**BUSP020**  

**IBUP098**  
### Section 3 Student Support

#### SUPPORT FOR STUDENT LEARNING

#### Induction

You will receive an induction during the first days of your programme. This includes a range of social events, information sessions and activities to help you orientate yourself at Stirling and access the services available to you. These are opportunities to meet staff and other students from across the university, in the Faculty and on the programme.

#### Flying Start Leadership Programme

The programme takes part in the wider SMS Flying Start Leadership programme. It’s exclusively for new students about to start one of our postgraduate courses. You take part in a wide range of group and individual activities, workshops and information sessions to help you prepare for the year ahead, and make the most of your time at the University of Stirling Management School.

The programme ensures that you:

- Discover more about the exciting period of learning ahead;
- Understand what is expected of you in your course;
- Get to know the teaching and support staff;
- Learn more about a diverse range of approaches to learning;
- Work as part of a successful team;
- Develop your personal goals for the year ahead;
- Activities range from practical skills – such as effective public speaking – to developing ways to work in groups with other students.

#### Study Skills Support

Student Learning Services (SLS) are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

**What SLS are able to do:**

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)
STEER
STEER is a University-wide peer support scheme linking in returning student "Captains" with new undergraduate or taught post-graduate "Crew" during their first year at Stirling.

The scheme aims to help you make the most of your time at the University, help new students - the Crew - settle in and realise the opportunities available to them. You can find out more information here: https://www.stirlingstudentsunion.com/representation/studentsupport/steer/

Stirling Graduate School
For Research Postgraduate Students the Stirling Graduate School as well as your own faculty will provide support. More information can be found here: http://www.stir.ac.uk/graduateschool/current-pg-students/skills-development/

Academic and Pastoral Support
Adviser of Studies: Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: http://www.stir.ac.uk/registry/advisers/

Personal Tutor: The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support. More information can be found here: http://www.stir.ac.uk/tse/personal-tutor/

Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: http://www.stir.ac.uk/campus-life/support-and-wellbeing/

Student Union: you can also access support through the Students’ Union, more information can be found here: https://www.stirlingstudentsunion.com/representation/studentsupport/

Accessibility and Inclusion (A&I)
A&I are committed to offering a service which is welcoming and supportive of the needs of all students. Our service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. A&I can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: http://www.stir.ac.uk/student-support/accessibility-&-inclusion-service/

Learning Resources
You can find out more about the resources available to support your learning here: http://www.stir.ac.uk/campus-life/learning-support/

Section 4 Programme Evaluation and Enhancement

METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING

Module Evaluation
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: [http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/](http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/)

**Student/Staff Consultative Committees (SSCC)**
Student/Staff Consultative Committees will meet twice per semester, and shall routinely address issues arising from student feedback on modules, the programme, as well as broader issues on academic policy.

**Module Review**
At the end of each semester, each Module Co-ordinator will complete a Module Review Form, which will highlight issue, how these were resolved, and areas of good practice.

**Annual Programme Monitoring Review**
Annual Programme Monitoring Review Forms will be completed at the end of each academic cycle. This is an opportunity for the Programme Director and the wider teaching team to review the programme. This includes a review of SSCCs minutes; feedback from the External Examiner; a review of all modules (strengths and areas of good practice, issues, responses); the range of assessment in the programme; the continuing appropriateness of the curriculum; adequacy of learning resources; quantity and quality of professional placements (if applicable); professional accreditation (if applicable); the effectiveness of changes implemented since the previous report; and outline any proposed changes for future cohorts.

**Programme Review**
Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: [http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/](http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/)

**External Examiner(s) (To be added following Stage 2 approval)**
Name of External Examiner: Prof. Pavlos Dimitratos
Institution: University of Glasgow

**Section 5 My Future**

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

*What career avenues does this qualification open up to the student?*

The MSc in International Business Programme prepares students to engage and work in different disciplines.

The current Alumni are employed in private and public sectors. They include KPMG, ExxonMobil, Blackrock, United Nations, Bloomberg, Ministry of Finance, Pfizer, National Bank of Malaysia, Universities, Sky News, Formula One as well as other Multinationals and Government agencies.

*How does this programme facilitate your development of the Graduate Attributes?*

**Connected**
- Through interaction with the public and private sector to develop their employability skills
- Engaging with Alumni to inform the students of opportunities that exists
- External speakers are brought in to discuss their experiences and to provide a more global perspective of how business is conducted in the different countries.

**Innovative**
- through the use of new technologies to develop better understanding a
and come up with creative solutions

- Through current and ethical research
- Use of Social Media to stay in touch with the wider community

**Transformative**

- Equipping them with the skills and confidence to meet the challenges of the real world.
- Encouraging a passion for excellence
- Being global citizens who are socially and culturally aware.
- Be mindful of working in harmony with nature

**WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?**

N/A

**WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?**

The students have the opportunity to undertake a consultancy project instead of doing a traditional dissertation.

**WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?**

What programmes of study could the student go on to after successfully completing this one?

Doctor Of Business Administration

**WHAT OTHER INFORMATION DO I NEED TO KNOW?**

Information that should be displayed at module registration and/or on the Degree Programme Table webpages to help students understand any programme specific requirements or agreed exceptions to regulations. This could also include useful information that will enable a student to decide to take this programme, prepare for the programme, or that will be useful to them on completion of the programme e.g. professional recognition/accreditations etc.

N/A

Section 6 Admissions

**HOW DO I ENTER THE PROGRAMME?**

You’ll need a minimum of a second class Honours degree, or equivalent. Applicants without these formal qualifications, but with significant appropriate/relevant work/life experience are encouraged to apply.

**English Language Requirements**

If English is not your first language you must have one of the following qualifications as evidence of your
English language skills:

- IELTS: 6.0 with 5.5 minimum in each skill
- Cambridge Certificate of Proficiency in English (CPE): Grade C or above
- Cambridge Certificate of Advanced English (CAE): Grade C or above
- Pearson Test of English (Academic): 54 with 51 in each component
- IBT TOEFL: 80 with no subtext less than 17