

PROGRAMME SPECIFICATION

KEY FACTS

Programme name	MSc in International Business
Award	MSc
School	Cass Business School
Department or equivalent	Specialist Masters Programme
Programme code	PSINBU
Type of study	Full time
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

The MSc International Business degree offered by Cass will leverage Cass Business School's reputation and the City University's top subject ranking in business and management to offer a distinct specialisation in international business in terms of the content (module offers) and delivery.

With one of the most diverse faculty globally that has world class international business expertise/research and thought leadership, the delivery of the program will exploit Cass's excellent facilities and our uniquely close links in a London location to offer a programme that is experiential, practical by involving companies in the city, city based guest speakers and projects, and international electives and study tours.

The Cass MSc in International Business provides a top level academic theory and professionally relevant education for students with a desire to break into a valuable career in international business. The curriculum is built to enable you to face the challenges of a complex global and interconnected world. Differences between countries and their markets have remained a major stumbling block for employees and managers venturing abroad. Local operations function in radically different ways and internationalising risks increase uncertainty - all of these challenges are examples of 'liability of foreignness', which has been identified as the leading killer of international management ambitions. Success abroad requires tools to reduce this key threat and our curriculum will provide you with these tools.

The aim of the degree is to equip you with the skills and knowledge required to develop a career in international business i.e. be able to do business in a global context. You will master essential skills and knowledge and develop an appreciation of what it takes to undertake business across national boundaries. This is especially pertinent in light of the backdrop of the current globalization or anti-globalization drivers and the accelerating digital transformation of business.

Although we are committed to developing excellent careers in international business, graduates of this programme will also appreciate the positive (and negative) social impact business can do in society – especially for companies such as multinational companies that operate across national boundaries and have disproportionate influence and resources.

The MSc in International Business is designed and structured to allow for intellectual progression through core modules taught in terms one and two. Modules taught in term two normally build on the knowledge and skill acquired in term one. Term three allows for further progression by choosing specialist elective modules and a project, where students can apply knowledge and skills acquired earlier in the programme.

Term 1 provides foundations of international business and management. Four core integrated modules will focus on the activities, strategies, structures and decision-making processes of multinational enterprises as well as interactions between multinational enterprises and other actors.

In Term 2 your own intellectual journey will start as you will have an opportunity to build a customized selection of elective courses. The core modules in Term 2 will focus on global strategy and leadership. You will have a set of four electives in different specialisation areas (International marketing, Global Supply Chain Management, Multinational Financial Management and Entrepreneurship) to choose your specialisation from.

Term 3 will offer a core module Global Issues of Corporate Social Responsibility (CSR) where you have an opportunity to reflect on the role of global business in society covering pertinent global issues such as climate change or social impact. You will also have an opportunity to apply learning from throughout the course by a compulsory project and a choice of specialist electives from the Cass Masters Portfolio. The project will have a mandatory international focus which you will independently plan, initiate and successfully conduct. The project is intended to enable you to develop key leadership qualities, competencies and skills.

Please note that the postgraduate certificate and postgraduate diploma are Exit Awards only and are awarded to students who do not meet the standard for the award of an MSc, but do meet the standard for the award of credit required for the lesser award.

Postgraduate Certificate

Following the award of a Postgraduate Certificate in International Business you will be able to examine the theories related to all aspects of International Business and apply your learning in the appropriate context. You will possess the skills and knowledge required to develop a career in international business i.e. be able to do business in a global context. You will have mastered essential skills and knowledge and developed an appreciation of what it takes to undertake business across national boundaries. The assessments you undertake to achieve this qualification will focus on the skills, knowledge and attributes that you will need to facilitate your career development and will support you in developing your practical abilities. The postgraduate certificate will enable you to gain confidence in your role and skills.

Postgraduate Diploma

Following the award of a Postgraduate Diploma International Business in addition to the above you will gain a more advanced knowledge and in-depth understanding of these

subject areas, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current issues in international business together with the ability to evaluate a range of different approaches to them.

MSc

Following successful completion of the MSc in International Business, in addition to the above, you will have the ability to plan and evaluate all aspects of International Business and apply your learning in the appropriate context. You will also have demonstrated the capacity to undertake business research from an international perspective and present an original, independently researched International Business Research Project.

WHAT WILL I BE EXPECTED TO ACHIEVE?

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

Knowledge and understanding:

- Explain core functional areas of management as they relate to international business so as to make a valuable contribution to areas of international business in your chosen employment sector
- Evaluate international business issues and challenges and how they differ across different international business contexts such as MNCs, SMEs or emerging markets
- Judge the potential impact of relevant macro level influences and drivers and technology changes to international business practices
- Assess how cultural synergies can be created and leveraged in areas such as cross-border alliances and M&A; knowledge transfer and learning across cultural boundaries; culturally diverse teams and organizations; corporate responsibility, sustainability, and ethics across different cultural contexts;
- Discuss and evaluate the activities, strategies, structures and decision-making processes of multinational enterprises as well as the cross-border activities of firms (e.g., intrafirm trade, finance, investment, technology transfers, offshore services);

Skills:

- Apply relevant tools, techniques and frameworks to investigate and solve complex problems in international business thereby converting theory to practice
- Communicate effectively to a range of audiences using a wide range of delivery methods and channels and effectively working in cross-cultural teams
- Identify problematic issues in international business context and apply creative problem solving and decision making techniques, including establishing criteria, identifying, formulating and solving business problems identifying and evaluating options and implementing and evaluating the effectiveness of solutions
- Gather, interpret, and act upon different cultural signals in order to successfully adapt to new cultural settings.

- Undertake relevant investigations that include data collection, analysis and to produce reliable conclusions and disseminate findings
- Develop an enhanced personal skillset to include persistence, problem solving, creativity, team-working, communication skills, leadership, initiative and business focus

Values and attitudes:

- Appreciate the need to balance ethical and economic objectives in evaluating international business decisions
- Become conscious of your personal values, vision, and choices that affect your performance, relationships, and commitments
- Demonstrate tolerance, cultural sensitivity and control of one's own stereotypes and prejudices.
- Develop self-orientation - self-esteem, self-confidence and mental well-being
- Develop others-orientation and the ability to develop relationships and communicate effectively
- Demonstrate perceptiveness in understanding why people from other cultures behave in different ways.
- Thrive in cross-cultural environments, and know how to make meaningful connections across different values and practices.
- Build a supportive learning community through positive engagement with your cohort.

HOW WILL I LEARN?

The MSc in International Business reflects the pedagogic philosophy of Cass Business School: to deliver an advanced, technically challenging education, preparing business professionals and leaders to operate at decision-making levels. Teaching and learning are delivered and achieved through a range of methods including lectures, case studies, group work presentations, seminars, consultancy projects for organisations and the opportunity to study in international locations. You will also make extensive use of Moodle our Virtual Learning Environment (VLE) which is used to support all teaching and learning on the course.

As a future leader and team player our modules via their coursework assignments help you to develop such abilities as: demonstrating reliability, communicating constructively, listening actively, functioning as an active participant, sharing openly and willingly, cooperating, exhibiting flexibility, showing commitment to the team, working as a problem-solver and treating others in a respectful and supportive manner.

Modules which employ group coursework as part of the assessment will also include peer assessment. You should note that the grades you are given for peer assessment

will impact on your overall coursework grade for the module. It is therefore in your interest to fully engage with all group working elements within your course.

We emphasise the specific acquisition of a sound theoretical foundation and develop your ability to apply this knowledge in practical, real-world contexts through the study of current and future international management theories. Student presentations - delivered to lecturers, visitors from the City, business clients and other members of the class are used to give invaluable practice in using, applying and expressing complex subject matter clearly and concisely to a business audience. Group work, such as preparation of case studies or business plans, consolidates the acquired knowledge and also builds interpersonal and communication skills which are essential for any future career. You will complete your course with an internationally focussed Business Research Project, enabling you to demonstrate the results of your learning; any reasonable proposal is acceptable providing that it is agreed with the project supervisor and the course director.

The MSc in International Business is designed and structured to allow for intellectual progression through the core and option modules taught in terms 1 and 2. Modules taught in term 2 normally build on the knowledge and skills acquired in term 1. Term three allows for further progression by choosing specialist elective modules and a dissertation/project, where you can apply knowledge and skills acquired earlier in the programme.

The Cass MSc in International Business is worth 180 credits at HE Level 7. One credit is worth 10 teaching and learning hours. Therefore the overall teaching and learning hours required for successful completion of the programme is approximately 1800 hours. This is made up of contact time (e.g. time spent in class) and non-contact time outside of class.

Non-contact hours are for self-directed, independent study and account for the **minimum** amount of time you should spend studying independently. For example, carrying out subject research, practising and reflecting on techniques learned in class, reading widely around the subject to develop a deeper understanding, carrying out activities using the VLE, attending induction and career development workshops, working in groups to complete assignments and presentations, and completing individual assignments and other homework.

Overall teaching and learning hours: approx 1800 hours

Contact hours: approx. 306 hours

(The number of hours per module is available in the module specification which is published in your course handbook.)

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

This course is assessed by coursework and examinations and applies standard MSc grade related criteria.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in course and programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy and will be provided in a variety of ways throughout your course, both formally and informally, in order to support your learning.

You will normally be provided with coursework feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final projects or dissertations may be longer. Examination grades will be provided once they have been agreed by an Assessment Board.

More details about the feedback you can expect from individual modules and assessments will be provided by your lecturers.

The full policy can be found at:

https://www.city.ac.uk/_data/assets/pdf_file/0008/68921/assessment_and_feedback_policy.pdf

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The programme is weighted according to the number of credits awarded for each module. Pass / Fail modules are excluded from this calculation.

The pass mark for each module is 50% and there are no minimum qualifying marks for individual components.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to a total of 20 credits at first or resit attempt (15 for a postgraduate certificate), you may be allowed compensation if:
 - Compensation is permitted for the module involved (see the “What will I Study” section of the programme specification), and
 - It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
 - A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
 - An aggregate mark of 50% has been achieved overall.

Where you are eligible for compensation at the first attempt, this will be applied in the first instance rather than offering a resit opportunity.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original mark shall be used for the purpose of your award calculation.

2. Re-Sit: where you are not eligible for compensation at the first attempt you will normally be offered one re-sit attempt.

If you are successful in the re-sit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a re-sit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the component(s) that you passed at first attempt.

If you do not meet the pass requirements for a module and do not complete your re-sit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

http://www.city.ac.uk/_data/assets/word_doc/0003/69249/s19.doc

WHAT AWARD CAN I GET?

Master's Degree:

	HE Level	Credits	Weighting (%)	Class	% required
Taught	7	180	100	With Distinction	70
				With Merit	65
				With Pass	50

Postgraduate Diploma:

You must achieve 120 credits with a minimum mark of 50%.

	HE Level	Credits	Weighting (%)	Class	% required
Taught	7	120	100	With Distinction	70
				With Merit	65
				With Pass	50

Postgraduate Certificate:

You must achieve 60 credits with a minimum mark of 50%.

	HE Level	Credits	Weighting (%)	Class	% required
Taught	7	60	100	With Distinction	70
				With Merit	65
				With Pass	50

WHAT WILL I STUDY?

Term one: Four core modules worth 15 credits each for a total of 60 credits.

Term two: Two core modules worth 15 credits each, plus two out of four core elective modules each worth 15 credits each for a total of 60 credits

Term three: You will complete one core module looking at the global issues of CSR, worth 10 credits and two specialist electives, each worth 10 credits and chosen from a list of available options. You will also complete an international focussed project worth 30 credits.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Term one					
International Business and Economics	SMM642	15	C	Y	7
Managerial Finance and Accounting	SMM643	15	C	Y	7
Managing People in a Global Context	SMM644	15	C	Y	7
Research Methods and Business Analytics	SMM645	15	C	Y	7
Term two					
Strategy in a Globalised World	SMM646	15	C	Y	7
Global Leadership	SMM647	15	C	Y	7
International Marketing	SMM648	15	E	Y	7
Multinational Financial Management	SMM649	15	E	Y	7

Global Supply Chain Management	SMM650	15	E	Y	7
Entrepreneurship and Managing Growth in a Global Context	SMM687	15	E	Y	7
Term three					
Global Issues of CSR	SMM688	10	C	Y	7
International Business Research Project	SMM689	30	C	N	7
Global Real Estate Markets (International)	SMM545	10	E	Y	7
Project Finance and Infrastructure Investment (International)	SMM953	10	E	Y	7
Family Business	SMM400	10	E	Y	7
Driving Supply Chain Innovation through Technology	SMM287	10	E	Y	7
New Market Creation	SMM317	10	E	Y	7
Political Risk Management	SMM343	10	E	Y	7
Retail Supply Chain Management	SMM956	10	E	Y	7
Strategy Consulting Skills	SMM279	10	E	Y	7
Storytelling for Business	SMM143	10	E	Y	7
Procurement (International)	SMM543	10	E	Y	7
Monetary Policy in a Global Context (International)	SMM969	10	E	Y	7

During term three you will be able to choose from a range of electives to personalise your experience.

This list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

There may also be pre-requisites for joining a module, and space and timetable

availability restrictions may also apply.

The list of electives offered in a given year will be confirmed by February 1st.

TO WHAT KIND OF CAREER MIGHT I GO ON?

If you would like more information on the Careers support available at City, please go to: <http://www.city.ac.uk/careers/for-students-and-recent-graduates>.

Examples of potential job roles are:

- Business development
- Account executive/manager
- International HRM manager
- Brand manager
- Product manager
- Junior or Senior Planner
- Project manager
- International entrepreneurship

You may also decide to continue your studies and move on to complete a PhD.

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

A number of international electives are on offer across the MSc Programme and in the past have included modules run in Dubai, Madrid and Singapore. Further information will be made available as part of the elective decision process.

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

- Placements are not part of the programme.

HOW DO I ENTER THE PROGRAMME?

To be accepted on to a Cass MSc degree you will need a good Bachelor's degree. This usually means a classification of 2.1 or above (in the UK), or the equivalent from an overseas institution. Some level of previous study in the specific subject area may be required.

Applicants will need to submit two references, one of which must be an academic reference if the candidate does not have previous work experience. Previous work experience is not a requirement of our full time MSc courses.

We require all students who have not previously studied at in English to take an IELTS exam. The IELTS requirement is 7.0 with a minimum of 6.5 in writing.

GMAT

The GMAT is highly recommended for students wishing to apply for this course.

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