

PROGRAMME SPECIFICATION

for the award of

**MA in International Business and Intercultural
Communication**

**PG Diploma in International Business and Intercultural
Communication**

**PG Certificate in International Business and Intercultural
Communication**

Managed by the Faculty of Humanities and Social Sciences

delivered by Department of English and Modern Languages

Date approved:	February 2019
Applies to students commencing study in:	September 2019

RECORD OF UPDATES

Date amended	Nature of amendment	Reason for amendment
February 2019	Change of Title	The focus of the programme is on Intercultural Communication rather than languages per se.

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus, Oxford
Language of study:	English
Final award/s:	Master of Arts (MA)
Programme title:	MA in International Business and Intercultural Communication
Interim exit awards and award titles available:	PG Diploma (exit award only), PG Certificate (exit award only)
Brookes course code:	MA-IBC PGD-IBC PGC-IBC
UCAS code:	P020250
JACS code:	N120 International Business studies
HECoS code:	100329 (Languages)
Mode of delivery: (Mode of Study given in brackets)	Face to Face, Blended/Distance Learning
Duration of study:	Full-time (1 year) or Part-time (2 years)
Subject benchmark statement/s which apply to the programme:	Master's degrees in business and management 2007
Professional accreditation attached to the programme:	N/A
Apprenticeship Standard:	N/A
University Regulations:	The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/

SECTION 2: WHY STUDY THIS PROGRAMME?

The MA in International Business and Intercultural Communication (IBIC) is designed to further enhance the academic and professional competence of recent graduates preparing for careers in business and beyond. The course is ideal for anyone with ambitions to work for a multi-national company, a business support organisation, or an institution in the world.

The programme is divided into two parts – a one-semester intensive study of business concepts, combined with business communication, cultural awareness, specific study of either European institutions and policies or Globalisation in the 21st century followed by another semester and summer focusing on research skills while taking the opportunity for an integrated work experience in the UK or abroad and completing a substantial piece of research.

This is what a recent graduate has said about their experience:

“This course bridges the gap between language / communication skills and the business knowledge that employers are looking for. The information and support from tutors are invaluable from a business and academic perspective, and also in terms of job applications. During the internship element of the course, I gained valuable experience. This has enabled me to start working for a leading European communications agency following an internship with the European Commission: something I had never considered two years ago “.

This approach will enable students to develop a whole range of management skills and knowledge opening many possible career outcomes including Public Relations, Human Resources, Marketing, Recruitment, International Office Advisors, Government Office support, EU/UN internships.

Aims of the programme:

This course is aimed at recent graduates with no, or limited, prior knowledge of business. It provides an intensive introduction to business studies together with the development of intercultural communication skills and the study of the EU Institutions and policies or Globalisation issues. The aim is to increase the student's employability in business. Students also have the opportunity to undertake a work placement in a UK company or abroad.

SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

3.1 ACADEMIC LITERACY

- Demonstrate intense subject-specific knowledge in the main disciplines of business and management, cross-cultural communication, economic development (at European or International level), and strategic management.
- Analyse the frameworks within which business and management decisions are made under a range of different social, economic and political systems.

3.2 RESEARCH LITERACY

- Apply appropriate methods and techniques for analysing and solving project problems
- Develop and evaluate proposals and strategies at a near professional level
- Define, seek out and synthesise data to support decision-making
- Design and undertake a major piece of independent research relating to business and management or Economic development
- Explore research and other literature relating to a research question and critically evaluate it.

- In relation to a major research project, communicate the purpose, context, research undertaken, results and applicability of the research

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

- Provide leadership in a professional and international context
- Develop personal responsibility and professional effectiveness in complex situations
- Present and report information to a near professional level

3.4 DIGITAL AND INFORMATION LITERACY

- Apply information and management theory to business and management issues in a real or realistic context.
- Utilise a range of information systems and critically appraise their value to an organisation's activities and assets.

3.5 ACTIVE CITIZENSHIP

- Critically convey the complex and dynamic forces at work within development of the business environment both in the UK and internationally.
- Combine knowledge from different industry and business disciplines in order to solve multi-faceted problems of an international nature.

SECTION 4: CURRICULUM CONTENT & STRUCTURE

4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
MDES 7001	Intercultural Communication	20	7	Compulsory	100:0
MDES 7002	Principles of International Business	30	7	Compulsory	100:0
MDES 7003	EU Institutions and Policies	20	7	Alternative Compulsory	100:0
MDES 7004	The Content of Business Research	20	7	Compulsory	100:0
MDES 7005	International Management	30	7	Compulsory	100:0
MDES 7006	Work Placement & Business Research Project	60	7	Alternative Compulsory	100:0
MDES 7007	Dissertation	60	7	Alternative Compulsory	100:0
MDES 7008	Globalisation in the 21 st Century	20	7	Alternative Compulsory	100:0

4.2 PROGRESSION AND AWARD REQUIREMENTS

a. Conditions for the award of Postgraduate Certificate

To qualify for the award of the Postgraduate Certificate a part-time candidate must, within five years of starting the course, and a full-time candidate must, within three years of starting the course, have

- obtained at least 50% of the possible marks for each of two units out of MDES 7001 **and** MDES 7003 or 7008 **and**
- at least 50% of the possible marks for MDES 7002, **or**, at least 50% of the marks, or have been awarded credit, for MDES 7002.

b. Conditions for the award of Postgraduate Diploma

To qualify for the award of the Postgraduate Diploma a part-time candidate must, within five years of starting the course, and a full-time candidate must, within three years of starting the course, have obtained at least 50% of the possible marks in each of Units MDES 7001, 7002, 7003 or 7009, 7004, and 7005, **or**, if the candidate has been granted prior Level M credit for MDES 7002, at least 50% of the marks for each of the other taught units (MDES 7001, 7003 or 7009, 7004, and 7005).

c. Conditions for the award of MA

To qualify for the award of the MA a part-time candidate must, within five years of starting the course, and a full-time candidate must, within three years of starting the course, have

- obtained at least 50% of the possible marks in each of Units MDES 7001, 7002, 7003 or 7009, 7004, and 7005, **or**, if the candidate has been granted prior Level M credit for MDES 7002, at least 50% of the marks for each of the other taught units (MDES 7001, 7003 or 7009, 7004, and 7005) **and either**
- obtained at least 50% of the marks for the Work Placement and Business Research Project (MDES 7006) **or**
- obtained at least 50% of the marks for a Dissertation (MDES 7007).

4.3 PROFESSIONAL REQUIREMENTS

N/A

SECTION 5: TEACHING AND ASSESSMENT

The aim of your programme team is to provide a learning environment where you are able to readily participate in the learning process. Our emphasis is on collaborative rather than competitive learning. We are concerned with your personal progress through the programme rather than where you are ranked in comparison with other students on the programme.

Teaching methods will be student-centred within a lecture/seminar or workshop approach to programme delivery. Classes could involve tutor input, analysis of case studies, problem-solving activities. You will be encouraged to contribute through both individual and group activities during classes with tutors. Equally important are activities outside the formal timetabled classes, where you and your peers will be expected to organise yourselves to undertake group or individual research activities, directed reading, prepare presentations and reports. You can expect to spend over two thirds of your study time in independent learning activities which will be informed by the formal timetabled classes.

The programme has an emphasis on the development and application of your research skills, reflecting the view that a successful career is likely to depend increasingly on your capacity for conducting and evaluating well-grounded empirical and literature-based research and analysis carried out by others.

The programme is also designed to facilitate student learning which develops five core Graduate Attributes. Students' **academic literacy** is enhanced through the study of the taught part of the programme and assessment and by encouraging a critical approach to the subject matter, but the programme also has substantial professional and practical elements, which enable students to begin to think and behave as a member of a professional community. **Research and information literacy** are important skills, which are introduced in the first semester within a specific module. However, because of the integrated work/research experience, research skills are applied to problems and are continually developed through distance learning. This culminates with the work project / dissertation at the end of the programme where students design and execute their own research project. Reflection helps develop self-knowledge and skills as self-directed learners. The use of online journals encourages a reflective practice approach to problem-based learning. Knowledge and understanding within the programme are explored in a **global context**.

The distance-learning element using a virtual learning environment (VLE) is the main delivery mechanism for the second semester still allows peer review and collaboration. The VLE is also central to the teaching and learning of some modules and is another means by which students develop their **digital information literacy**, particularly through the online assessment components.

The VLE is used to support students in a several ways. It is used to host discussion groups, which can be supported and monitored by Module Leaders. It is also used to provide additional teaching and learning material or tests, which provide regular assessment, rapid feedback and motivation to students. The VLE is also used to provide forms of feedback on work. The online journal facility is used in modules where students are asked to present drafts of their work prior to submission. The Research methods and the Project/Dissertation modules make extensive use of the journal facility.

Students, choosing the work project, are expected to have at least three months experience in the industry on which to base the research.

The assessment strategy aims for rigour, variety and support of learning. There are some examinations, but mostly coursework to help promote a deep learning approach. In some modules a largely summative approach is adopted, in the form of an extensive paper or report, although a formative element is usually included. Peer-reviews are also used to promote learning from each other and reflective learning.

The programme recognises that students and teaching staff have a joint responsibility for assessment and need to engage in a dialogue about all assessment practice, including feedback. This is central to the University's Assessment Compact.

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

Updated information about entry criteria is available at:

<https://www.brookes.ac.uk/studying-at-brookes/how-to-apply/entry-requirements/postgraduate-courses/>

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

Not normally required.

6.3 JOB ROLE/EMPLOYER PROFILE (DEGREE AND HIGHER APPRENTICESHIPS)

N/A

SECTION 7: PREPARATION FOR EMPLOYMENT

The programme has good links with the employers, both nationally and internationally. The teaching team provides a strong professional emphasis to the module subjects underpinned by a rigorous academic approach.

The Department of English and Modern Languages has a good relationship with the University's Careers Centre. Together they organise a Careers Fair each year, where students can approach a wide range of companies for work experience and specific careers advice. Students are encouraged to use the facilities offered by the Careers Centre, including CV workshops, and practice interviews and assessment-centre activities.

Internships secured by students include:

- Oxford Innovation Ltd
- Deutsche Post AG in Germany
- Euro RSCG in France and in Germany n European Commission in Belgium and in Luxembourg
- European Parliament in Belgium
- GmbH in France and in Germany
- MACH in Luxembourg

- OECD (Organisation for Economic Co-operation and Development) in France
- Oxfam in the UK
- Perfect relations in India
- Romanian Cultural Institute in the UK
- United Nations Development Programme in Austria
- University of Montevideo (Careers Office) in Uruguay

Meeting industry's requests for MA courses to involve more practical and interdisciplinary skills the programme is designed to provide graduates with the attributes employers seek. Graduate employability profile includes local and national government, SME and large multinational companies. Our graduates are employed throughout the World.