

Programme Specification

MA in International Business, Culture and Languages

PG Diploma in International Business, Culture and Languages

PG Certificate in International Business, Culture and Languages

Valid from: 1 September 2016

Faculty of Humanities and Social Sciences

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus, Oxford
Final award:	Master of Arts (MA)
Programme title:	MA in International Business, Culture and Languages
Interim exit awards and award titles:	PG Diploma (exit award only), PG Certificate (exit award only)
Brookes course code:	LA80
UCAS/UKPASS code:	P020250
JACS code:	N120 International Business studies
Mode of delivery:	Face to Face, Blended/Distance Learning
Mode/s of study:	Full-time (1 year) or Part-time (2 years)
Language of study:	English
Relevant QAA subject benchmark statement/s:	Master's degrees in business and management 2007
External accreditation/recognition: <i>(applicable to programmes with professional body approval)</i>	
Faculty managing the programme:	Faculty of Humanities and Social Sciences
Date of production (or most recent revision) of specification:	February 2016

SECTION 2: OVERVIEW AND PROGRAMME AIMS

2.1 Rationale for / distinctiveness of the programme

The MA in International Business, Culture and Languages (IBCL) is designed to further enhance the academic and professional competence of recent graduates preparing for careers in business and beyond. Applicants will need to be fluent in two languages – English as well as a second language (which can be their mother tongue) – in order to maximize their chances of an international career.

Thus 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 World development topics 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 skills and the business knowledge that employers are looking for. The information and support from tutors is 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.

2.2 Aim/s 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 the UN's world development goals. 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

Knowledge, understanding and skills:

On successful completion of the programme students will be able to:

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: PROGRAMME STRUCTURE AND CURRICULUM**4.1 Programme structure and requirements:****Full-time (1 year) Programme Structure**

LEVEL: 7					
Module Code	Module Title	Credits	Status	Semester of Delivery	Pre-requisites
P61002	Intercultural Communication	20	Compulsory	1	-
P61003	Principles of Business	30	Compulsory	1	-
P61004	EU Institutions and Policies	20	Alternative Compulsory	1	-
P61005	Business Research Methods	20	Compulsory	2	-
P61006	International Management	30	Compulsory	1	-
P61007	Dissertation	60	Alternative Compulsory	2 & Summer	-
P61008	Work Placement & Business Research Project	60	Alternative Compulsory	2 & Summer	-
P61009	Globalisation in the 21 st Century	20	Alternative Compulsory	1	-

Part-time (2 years) Programme Structure

LEVEL: 7					
Module Code	Module Title	Credits	Status	Semester of Delivery	Pre-requisites
P61002	Intercultural Communication	20	Compulsory	1 (Yr1)	-
P61003	Principles of Business	30	Compulsory	1 (Yr1)	-
P61004	EU Institutions and Policies	20	Alternative Compulsory	1 (Yr2)	-
P61005	Business Research Methods	20	Compulsory	2 (Yr2)	-
P61006	International Management	30	Compulsory	2 (Yr2)	-
P61007	Dissertation	60	Alternative Compulsory	2 & Summer (Yr2)	-
P61008	Work Placement & Business Research Project	60	Alternative Compulsory	2 & Summer (Yr2)	-
P61009	Globalisation in the 21 st Century	20	Alternative Compulsory	1 (Yr 2)	-

SECTION 5: PROGRAMME DELIVERY

5.1 Teaching, Learning 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.

5.2 Assessment regulations

The programme conforms to:

The University Postgraduate Taught Regulations. The full set of general regulations can be found at: <http://www.brookes.ac.uk/uniregulations/current>

The regulations relating specifically to Postgraduate Taught Programmes can be found at: <http://www.brookes.ac.uk/brookesnet/graduateoffice/current/taught/regulations>

SECTION 6: ADMISSIONS

6.1 Entry criteria

Applicants for FT/PT places will normally be expected to have:

A good honours degree or Prior (Experiential) Learning (AP(E)L) Evidence subject to accreditation in accordance with the University Procedures.

English as a mother tongue or minimum IELTS score 6.5, with 6.0 in reading and writing and 5.5 in listening and speaking.

6.2 DBS checks

Not normally required.

SECTION 7: STUDENT SUPPORT AND GUIDANCE

MA IBCL students are supported throughout their studies by a team of administrative and academic staff. Support, help and advice includes the following.

A pre-course reading pack, which is sent out to students prior to the induction week at the beginning of their studies. It contains an introduction to the programme and the modules and encourages them to familiarise themselves with the programme. At the beginning of their studies, students take part in a full induction programme to help them settle into academic life. The induction includes introduction to key support staff such as; Senior Administrator, who are able to act as a 'gateway' for advice to students if they have issues; and the Academic Advisor/Subject Coordinator for the programme, who can support students regarding choices about their programme; The induction week also includes an overview of the wide range of resources available to students at the University library.

Students are also directed to the universities central support services. There are dedicated support services both for specific groups of students such as Oxford Brookes International and the Disability Advisory Service and for all students via services such as Upgrade - our study skills development/support service. There is also financial and accommodation advice, counselling services and careers support and advice.

Students also receive a detailed Programme Handbook and individual Module Handbooks.

SECTION 8: GRADUATE EMPLOYABILITY

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.

SECTION 9: LINKS WITH EMPLOYERS

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.

Interships secured by students include:

- 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

SECTION 10: QUALITY MANAGEMENT

Indicators of quality/methods for evaluating the quality of provision

The **internal** indicators of quality for the programme come from many sources. The primary ones are those based on regular student feedback via focus groups and surveys on specific issues, annual module evaluation surveys, student representation at Subject Committee and Annual Programme Review meetings. The University also conducts an annual postgraduate taught experience survey. The External Examiner for the programme is present at Exam Committee meetings and see samples of students' coursework and feedback. Their annual report on the standards of the assessment and learning materials is considered at the Annual Review Meeting. Every five years, the programme undergoes a rigorous Periodic Review, where it is tested against a quality framework set by the University, again with feedback from students and external sources.

The **external** indicators of quality for the programme derive mainly from first-destination of our graduates.

First destinations of recent graduates include:

- Account Executive (Euro RSCG)
- Account Manager (fashion industry)
- Capacity allocation (oil and energy industry)
- Client Executive (Dunnhumby)
- Editor (OUP)
- Global Portfolio Analyst (Heineken International)
- HR Coordinator (Honeywell Inc)
- Market research (GfK NOP, Prime Research UK)
- Online Sales Executive (OUP)
- Operations Assistant (United Nations)
- Panel Engagement Manager (The Nielsen Company)
- Political Analyst (European Commission)
- PR and Communications (Perfect Relations Ltd)
- Researcher (Cyrus Capital Partners)