

## Royal Holloway, University of London

### Course specification for a postgraduate award

#### MSc International Business Management (Marketing) – (January entry) - Banner Code 3687

##### Section 1 – Introduction to your course

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

The MSc in International Business Management (Marketing) degree course aims to provide a broadly based, postgraduate level education in general management to pre-experience graduates. The course, which assume students had read management as part of a first (undergraduate) degree, provide core knowledge of management functions, specific knowledge of marketing communication and supplement courses for personal development.

The course is delivered over one year of full-time study (52 weeks) or up to five years of part-time study (260 weeks). Teaching takes place during the day over two terms from January to April and from September to December. An independent business report is submitted in September. Whilst being a self-contained degree in its own right, each course provides suitable and recognised qualifications for entry to PhD study in the same or a closely related field.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree course* – Also referred to as 'course', this term refers to the qualification you will be awarded upon successful completion of your studies. 'Courses' were formerly known as 'programmes' at Royal Holloway.

*Module* – This refers to the credits you will study each year to complete your degree course. Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
Date of specification update	May 2022	Location of study	Egham
Course award and title	MSc International Business Management (Marketing) (J)	Level of study	Postgraduate
Course code	3687	Year of entry	2022/23
Awarding body	Royal Holloway, University of London		
Department/ School	School of Business and Management	Other departments or schools involved in teaching the course	N/A
Mode(s) of attendance	On campus	Duration of the course	One year (52 weeks) full-time Two to five years (104 - 260 weeks) part-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A	For queries on admissions:	<a href="https://royalholloway.ac.uk/applicationquery">https://royalholloway.ac.uk/applicationquery</a>
Link to Coursefinder for further information:	<a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a>		

**Section 3 – Degree course structure**

**3.1 Mandatory module information**  
**The following table summarises the mandatory modules which students must take in each year of study**

Module code	Module title	Credits	FHEQ level	Module status (see section 6)
MN5331J	Economics, Finance & Accounting	30	7	MC
MN5333J	Strategy & Ethics in International Business Management	30	7	MC
MN5334J	People & Organisation	15	7	MC
MN5336J	Digital Business & Marketing	30	7	MC
MN5341J	Professional Business & Research Skills	15	7	MC
MN5347J	Marketing Communications	15	7	MC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module to successfully graduate with a particular degree title, or before you can proceed to the next year of your course where studying part-time. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them (see [Academic Regulations](#) on condonable fails). Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

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<b>3.2 Optional modules</b>			
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In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered, or existing ones may be withdrawn. For example, where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary based on student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, please contact [the department](#) for further information.

<b>Optional modules.</b>			
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Module Title	Credits	Module Title	Credits
MN5345J Independent Business Project (Marketing)	45	MN5431 International Study Fieldwork Project	45

<b>3.3 Optional module requirements</b>			
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The costs of travel for students choose to conduct International Study Fieldwork Project is estimated to be £1,500. Number of students to choose this option is capped at 20.

#### Section 4 - Progressing through each year of your degree course

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#).

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the [College's Postgraduate Taught Regulations](#) (Section 15: Consideration and classification of candidates for the award) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

#### Section 5 – Educational aims of the course

The aims of this course are to:

- Equip students with an advanced understanding of core management disciplines and subject specific knowledge
- Enable students to evaluate professional and ethical issues of international business management
- Support students acquiring skills in investigating, analysing, and communicating challenges and solutions concerning international business management
- Provide a combination of modules informed by the distinctive values and research expertise of the School of Business and Management
- Equip students with conceptual tools for analysing and evaluating complex problems in international business management and marketing

Section 6 – Course learning outcomes	
<p>In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (<i>Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (*)</i>)</p>	
<ol style="list-style-type: none"> <li>1. a strong understanding of international business management (K);</li> <li>2. a highly analytical approach to problem solving (S); *</li> </ol>	<ol style="list-style-type: none"> <li>3. effective communications of evidence-based analysis (S)*;</li> <li>4. values of sustainable and ethical business management practices (K);</li> </ol>

Section 7 - Teaching, learning and assessment
<p>Teaching and learning in the courses are closely informed by the active research of staff, particularly in the areas of accounting and finance, international business strategy, sustainability and business ethics, human resource management, organisational behaviour, digital business, and marketing. In general terms, the courses provide opportunities for students to develop and demonstrate knowledge of both core subject material and specialised research areas, and for students to develop and demonstrate the following learning outcomes. Teaching and learning is mostly by means of lectures, workshops, coursework assignments, a supervised individual project, and guided independent study. Each module provides guided reading and indicative bibliography. Considerable emphasis is placed on independent study and library work, often in preparation for the sessions. Consolidating and supplementing sessions enables students to practise and develop their analytical and problem-solving skills. Assessment of knowledge and understanding is typically by coursework assignments, examinations, and a dissertation. Details of the assessments for individual courses can be obtained from the <a href="#">Module Catalogue</a>.</p>

Section 8 – Additional costs
<p>There are no single associated costs greater than £50 per item on this degree course.</p> <p>Students choose the option of MN5431 International Study Fieldwork Project will cover the costs of international travel and accommodation</p>
<p><b>These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our <a href="#">website</a>.</b></p>

Section 9 – Indicators of quality and standards	
<b>QAA Framework for Higher Education Qualifications (FHEQ) Level</b>	7
<p>Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent courses of study.</p>	
<b>QAA Characteristics Statement (Master's Degrees) – September 2015</b>	<a href="https://www.qaa.ac.uk/en/quality-code/supporting-resources">https://www.qaa.ac.uk/en/quality-code/supporting-resources</a>
<p>Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of courses in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.</p>	

**Section 10 – Further information**

This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online module catalogue. The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

**Section 11 – Intermediate exit awards (where available)**

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	Royal Holloway and Bedford New College
PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College

**Section 12 - Associated award(s) with Banner Codes**

MSc International Business Management – (September entry) - Banner Code 3680 MSc International Business Management – (January entry) - Banner Code 3683	
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<p>MSc International Business Management (Marketing) – (September entry) - Banner Code 3684</p> <p>MSc International Business Management (Strategy and Leadership) – (September entry) - Banner Code 3688</p> <p>MSc International Business Management (Strategy and Leadership) – (January entry) - Banner Code 3691</p>	
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