

Programme Specification

Section 1: Basic Data

Awarding institution/body	UWE
Teaching institution	UWE
Faculty responsible for programme	Social Sciences and Humanities
Programme accredited by	Not Applicable
Highest award title	MA in European Business
Default award title	Not Applicable
Interim award title	Postgraduate Diploma/Postgraduate Certificate in European Business
Modular Scheme title (if different)	Postgraduate Modular Scheme
UCAS code (or other coding system if relevant)	
Relevant QAA subject benchmarking group(s)	
On-going/valid until* (*delete as appropriate/insert end date)	On-going
Valid from (insert date if appropriate)	Sept. 2008

Authorised by...Chair of VARC

Date:...03.07.08

Version Code: 3.1

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 2: Educational aims of the programme

The Diploma programme responds to the need felt by

a) many students who, while completing their first degree in a wide range of disciplines or while working in a relatively unchallenging job, recognise the importance of enhancing their career prospects with a combination of marketable business skills.

b) many employers who, while recognising the talent of many graduates, appreciate the business knowledge and skills that this post-graduate programme adds to those provided by many non-business undergraduate courses.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

A Knowledge and understanding

Learning outcomes

Teaching, Learning and Assessment Strategies

A Knowledge and understanding of:

On successful completion of this award the students will be able to demonstrate the following sets of knowledge and understanding:

1. The key concepts and theoretical approaches of European Business Cultures and its importance for companies dealing with partners from abroad.
2. The European Integration and its influence on economic decisions in companies both in the UK and abroad.
3. Theoretical and practical approaches in International Marketing.
4. The concepts and relevance of Intercultural Business Communication.
5. The relevance of foreign language/ communication skills in European business.
6. The importance of sound research designs and research methods in business related research.

Teaching/learning methods and strategies:

Acquisition of 1 - 6 is through teaching and learning on compulsory modules of the course. Some of modules are delivered in distance learning mode but most modules require attendance of the students.

Additional support is provided through workshops and tutorials on academic writing, the Consultancy project and research designs and methods.

Throughout, the learner is encouraged to undertake independent reading both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.

Assessment:

Testing of the knowledge base is through assessed coursework (1,2,3,4 and 6) through oral presentation (1-6) and a final dissertation for those students who go on to year two.

B Intellectual Skills

<p>B Intellectual Skills On successful completion of the award students will be able to demonstrate the following intellectual skills:</p> <ol style="list-style-type: none"> 1. The ability to understand complex theoretical approaches. 2. The ability to judge and evaluate critically different theories. 3. The ability to decide on the appropriateness of theoretical and practical approaches in different business contexts. 4. The ability to formulate and discuss complex ideas. 5. The ability to evaluate critically the work of others and their own work. 6. To reflect on their own learning and to identify own strengths and weaknesses. 	<p>Teaching/learning methods and strategies Intellectual skills are developed through critical and informed discussions in class, through presentations and group discussion and through tutorial work.</p> <p>Skills 1 to 6 are developed in all modules in the course of producing word-processed work and presentations and discussions.</p> <p>Assessment A variety of assessment methods are employed. Some/all test a learner's ability to demonstrate skills 1-5 etc through coursework and controlled exams. Skill 6 is not directly assessed but is promoted through tutorials and group discussions.</p>
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C Subject, Professional and Practical Skills

<p>C Subject/Professional/Practical Skills On successful completion of this award students will be able to demonstrate the following skills:</p> <ol style="list-style-type: none"> 1. Analyse and develop marketing strategies in a European context. 2. Analyse strengths and weaknesses of companies in a European context. 3. Develop strategies for companies when dealing with partners from abroad. 4. Advise companies in their European business activities. 5. Present and discuss complex problems in front of an audience. 6. Develop an understanding of research methods in Intercultural Communication, and be able to apply them in the consultancy project and/or the dissertation. 	<p>Teaching/learning methods and strategies All skills are developed through teaching and learning on all modules.</p> <p>Skill 1, 2, 3, 4 and 5 are developed especially through the modules <i>Principles and Practice of European Marketing</i>, <i>The Market Research Process in Europe</i>, <i>European Integration and Business Culture</i> and <i>the Business Option</i>.</p> <p>Skill 6 is developed through the module on <i>Research Methods in Intercultural Communication</i>.</p> <p>All skills together are relevant for <i>the Consultancy Project</i> and the <i>dissertation</i> and will be developed through the work on these modules.</p> <p>Assessment All skills are assessed in the relevant modules. A combination of all skills is assessed in the <i>consultancy project</i> and the <i>dissertation</i>.</p>
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D Transferable Skills and other attributes

<p>D Transferable skills and other attributes</p> <ol style="list-style-type: none">1. The ability to present problems and solutions in written and spoken form2. The ability to learn in groups and independent3. The ability to communicate effectively4. The ability to find solutions to complex problems5. The ability to use IT and communication technology	<p>Teaching/learning methods and strategies</p> <p>All skills are developed throughout the course through the use of relevant data bases, the Internet and information provided by partner companies (for the consultancy project)</p> <p>Assessment</p> <p>All skills are assessed throughout the programme through written work and presentations. Skill 2 and 4 are of particular importance in the <i>consultancy project</i> and the <i>dissertation</i>.</p>
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Section 4: Programme structure

Use next page to provide a structural chart of the programme showing:

- Level and credit requirements
- Interim award requirements
- Module diet, including compulsory/core/optional modules

ENTRY
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TB 1	<p>Compulsory modules</p> <ul style="list-style-type: none"> • UPUQTM-15-M + Research Methods In Intercultural Communication • UMKC8D-15-M Principles and Practice of European Marketing <p>* to be validated +jointly taught on the MaEB and the MaIC</p>	<p>Business Option</p> <p>One 30 credit option from the following:</p> <ul style="list-style-type: none"> • A business-related foreign language (level 3 or M level), • UPUQTP-30-M English for Economics, Finance and Business • UPUQTQ-15-M* Leadership and Culture1 • UPUQTR-15-M* Leadership and Culture2 • UPUQTE-15 M + Intercultural Communication • UPUQTF-15-M + Trading and transacting across borders. 	<p>Interim Awards:</p> <ul style="list-style-type: none"> • Credit requirements Postgraduate Certificate - 60 credits • Other requirements : None
TB 2	<p>Compulsory modules (each 15 credits)</p> <ul style="list-style-type: none"> ▪ UMKC8E-15-M The Market Research Process in Europe ▪ UPUQTN-15-M * European Integration and Business Culture 	<p>Optional modules</p> <ul style="list-style-type: none"> • Business Option continued. <p>Plus:</p> <ul style="list-style-type: none"> • UPUQT3-30-M The European Consultancy Project (30 credits) or • UPUQTD-30-M European Business Placement (30 credits) 	<p>Interim Awards:</p> <ul style="list-style-type: none"> • Credit requirements Postgraduate Diploma - 120 credits • Other requirements : None
Year2¹	<p>Compulsory module</p> <ul style="list-style-type: none"> • UPUQT4-60-M Dissertation (60 credits) 	<p>Optional modules</p> <p>There are no optional modules at this stage of the award</p>	<p>Awards:</p> <ul style="list-style-type: none"> • Target/highest MA European Business • Default title - None <p>Credit requirements</p> <ul style="list-style-type: none"> • 180 credits

→ GRADUATION

¹ Students are allowed to submit their MA dissertation to the February board in year 2.
 Revision to module provision – Section 4: Programme structure approved by Chair's action on behalf of VARC 03.07.08.

Section 5: Entry requirements

The normal entry requirement is an honours degree or a professional qualification recognised as being equivalent to an honours degree. However, other qualifications or experiences that demonstrate that the candidate possesses appropriate knowledge and skills at honours degree level may be accepted. For example, entry to the course and all awards is possible on the basis of assessed prior experiential learning. Such applicants will be individually interviewed, and normally a demonstration of such experiential learning and/or an essay or written report will be required.

Section 6: Assessment Regulations

- a) MAR
- b) Approved MAR variant (insert variant)
- c) Non MAR

Section 7: Student learning: distinctive features and support

Business Studies

All business courses, where appropriate, have a European focus and include European material. All students acquire from the core courses an understanding of business culture, strategic management, marketing and European Union issues.

Languages

All students can study a business option. This can be a business-related foreign language at level 3 or above or English as a foreign language/ Business English for non-native speakers of English. Alternatively students can take a business option as listed under section 4 (taught in English). Whenever possible, these language skills are used in the programme, especially in the consultancy project where the focus is on one European country as possible export market, and in the dissertation where sources in foreign languages play an important role.

European Consultancy Project/ The Placement Module

Students find a company on whose behalf they undertake a consultancy exercise. This normally takes the form of exploring the possibilities of marketing the company's products or services in another European country. Students bring to bear on this exercise the skills they have acquired elsewhere in the course, including financial information, IT, business culture, linguistic competence, marketing, etc, etc. The students produce a written report, which they present to the company with their findings and recommendations. They also make a formal presentation of their investigation to tutors and company representatives. The placement module will have a similar content with the additional feature that the student will apply their skills acquired in the first taught part of the course during their placement at a European Institution or a company with a European focus either abroad or in the UK.

Section 8 Reference points

The University's Mission Statement includes the declaration that it will '*create a markedly international environment of scholarship, postgraduate work, research and consultancy*'. The Masters in European Business recruits international students from Europe and overseas. The research profile of the teaching staff on this award reflects the international orientation of the teaching programme. The Mission Statement also intends to '*emphasise the importance of values, the pursuit and utility of knowledge and the advancement of culture*'. The analysis of national business cultures and their values and the exchange of knowledge across national borders are at the centre of the teaching and learning on this award. The fact that the course is located in the Faculty of Humanities, Languages and Social Sciences is an indication of the centrality of intercultural communication across boarder in the course.

Feedback from former students has made it clear that the programme has considerably enhanced their employability. Students find employment in a wide range of companies; in many cases the focus

of their position is on the European market. The companies for the consultancy project appreciate the student's contribution and in some cases have offered employment to the students after their graduation.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.