



UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

INTERNATIONAL MBA

PROGRAMME SPECIFICATION 2019/20

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended 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 teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Business Administration		
Course Title	International		
Course Location and Length	Campus: Epsom	Length: Full-time – 1 year	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2018/19 – 2021/22		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>A good Honours degree or equivalent qualification in the subject or a related discipline</p> <p>&</p> <p>Two years' relevant work experience, demonstrating your ability to study at postgraduate level.</p> <p>Applicants to this course should apply directly to the University. The International MBA welcomes applications from graduates in the arts, humanities, social sciences and business, as well as creative practitioners who wish to develop their careers as business professionals within the creative industries. Applicants will have had at least two years' experience working in a creative or other business environment. Applicants without business experience may be considered on their academic merit.</p> <p>Average IELTS score of 6.5 for applicants whose first language is not English. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>Applicants who have non-standard qualifications or who wish work or life experience to be taken into account as part of their application, will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Experience/Learning (AP(E)L) Policy.</p>			
Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	Course	0%	22.2%	77.8%
Overall Learning & Teaching hours ⁴		Scheduled:	Independent:	Placement:
	Course	32.2%	67.8%	0%
		580 hours	1220 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.			
Language of Study	English			
Subject/Qualification Benchmark Statement: QAA SBS Business and Management February 2015				
Framework for Higher Education Qualifications (FHEQ)				

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
EINT7003 International Corporate Financial Management	7	20	Core	
EINT7002 Global Business Management	7	20	Core	
EINT7001 Entrepreneurship and Innovation	7	20	Core	
EINT7005 Project Management	7	40	Core	
EINT7004 International Business Strategy	7	20	Core	

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

EINT7006 Research Practice	7	20	Core	
EINT7007 International Business Project	7	40	Core	

Section B - Course Overview

The international MBA is designed to accelerate the careers of those who are either looking to start in, or already have, careers in the Creative Industries. It provides vocational and academic challenges, presenting you with a holistic approach to your business practice. It is designed to prepare graduates with the key attributes expected of senior managers and executive staff, whilst also providing the necessary skills to support your creative entrepreneurial ventures.

Throughout your time on the the International MBA you can expect to dissect case studies and learn from real life experiences from the creative industries, as well form a strong foundation of theoretical knowledge. This is designed to differentiate graduates from other MBA courses, allowing you to stand out and be exceptional in industry.

- We want you to refine ideas, arguments and proposals in a real world setting.
- A breadth of management tools and responsibilities are deployed, which are designed to crossover in to the learning of other units.
- The international Business project allows you to develop global experience by working on a consulting project or investigating your own business idea home or abroad.

Significant value within the International MBA relies upon students engaging and learning from each other. Students are encouraged to establish study groups comprised of people with different experiences and backgrounds. This is because the programme is designed to challenge your views and expose you to new ideas. It is expected that International MBA graduates will find opportunities to manage and lead within global brands or develop entrepreneurial ventures within the creative sector.

Section C - Course Aims

- A1 Develop a comprehensive working knowledge of business and management suitable for the demands of senior positions in the creative industries and entrepreneurship
- A2 Create positive and forward thinking leaders whose skills and knowledge allow them to make strategic decisions and present well considered ideas in the modern world of business
- A3 Provide opportunities for your personal development, ensuring that you can implement skills in creative and critical thinking; project and people management; in a highly competitive industry
- A4 Apply theory to practice so that you have confidence in their experience to integrate their knowledge within industry immediately
- A5 Focus on developing respected and in demand international competencies in a globalised world.

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| A6 | To develop a framework within which you can plan and begin to implement project development |
| A7 | To develop confidence in decision making, leadership and a continued commitment to self-development |
| A8 | To identify opportunities for the application of creative thinking and problem solving within an immediate and future business context |

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

- LO1 Present well considered and evidence-based arguments to allow decision making in a professional industry setting
- LO2 Demonstrate the knowledge expected of senior managers in a corporate and creative setting; being able to identify when and where to deploy expertise effectively
- LO3 Evaluate professional implications of independent research and theory in order to advance innovative and creative strategic thinking.

Understanding

- LO4 Interpret and apply theory and practice of research in order to advance the formulation of original and creative solutions to complex problems through the development of critical and reflective thinking
- LO5 Understand the roles of management in SME and multinational businesses.

Application

- LO6 Work effectively in a professional context in group environments and demonstrate professional working skills
- LO7 Present advanced skills in a range of business and management areas, whilst ensuring awareness of targets
- LO8 Develop your skills and business acumen and relate your study to an individual project related to your professional area of interest and career aspirations.

Section E - Learning, Teaching and Assessment

Learning and Teaching

The International MBA is supported by seminars, tutorials, workshops and critiques. The course is supported through a series of core interconnected units within the School of Business which allow the student to collaborate and work alongside fellow creative business practitioners.

At postgraduate level, the student is expected to identify, develop and manage their own MBA project and further develop the skills needed for autonomy of research. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff and engagement with professional industry links.

Autonomous learning is an integral part of the structure of the Business school for the Creative Industries. The collaborative teaching and learning practices encourage students to not only develop the abilities of independent learning as thoroughly as possible but also collaborate with creative practitioners within a professional business context.

It is the course aim to develop in MBA students a high level of competence in practical, visual, oral and written expression and to equip students with the confidence to communicate their ideas effectively

Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Business Administration degrees will be awarded on the basis of meeting the credit requirements

Assessment Strategies

The assessment strategy for the MBA course is concerned with the student's development through understanding of bodies of knowledge and the application of a range of advanced skills in the deployment of this knowledge.

The individual units have integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. In order to make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.

The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignments, presentations, research proposals etc allows for diversity of assessment methodology.

We use Turnitin for all written and visual submissions. This allows students to identify if there are any mistakes or weaknesses in citations so as to improve their academic writing skills and further support them. It allows the assessors to provide constructive feedback which is always on personal and professional development. The MA course will use Level 7 Grading descriptors.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives