PROGRAMME SPECIFICATION: MSc International Management with Entrepreneurship and Innovation (12 month)

1 Awarding Institution: University of Exeter
2 School(s)/Teaching Institution: Business School
3 Programme accredited/validated by: MSc
4 Final Award(s): MSc
5 Programme Title: International Management with Entrepreneurship and Innovation (12 months)
6 UCAS Code (if relevant):
7 FHEQ Level of Final Award(s): M
8 QAA Subject Benchmarking Group: Master’s level Business and Management
9 Date of Production/Revision: July 2009

10 Programme Structures and Requirements, Levels, Modules, Credits and Awards

The programme is studied over twelve months and is University-based throughout that time, sited at the Streatham Campus in Exeter. Students take 180 credits at Level M as defined by the University. The taught component of the programme is taught over two semesters with a period of assessment at the end of each. The dissertation is undertaken July-September.

Programme of Study

Semester 1:
BEAM045*, BEMM114, BEMM116, BEMM112, BEMM363
*May be replaced by BEAM024 for suitably-qualified students.

Semester 2:
BEMM121, BEMM119, Choose three from the list below

Semester 3:
BEMM251 on a topic relating to Entrepreneurship and/or Innovation

Full list of modules. All modules are 15 credits, except BEMM251, which is 30 credits.

BEAM045 Accounting for International Managers (15cr)
BEMM112 Macroeconomics for International Business (15cr)
BEMM114 Managing Operations (15cr)
BEMM116 Principles of International Business (15cr)
BEMM121 People and Organisations (15cr)
BEMM363 Marketing Management and Planning (15cr)
BEMM119 Strategy (15cr)
BEMM108 Entrepreneurship: New Venture Development (15cr)
BEMM107 Crisis, Change & Creativity in Organisations (15cr)
BEMM118 Strategic Innovation Management (15cr)
BEMM251 Dissertation (30 credit compulsory module)

The choice of modules available in any one year may be limited by timetable considerations. Note that some modules may have co-requisites. Students may, with the express permission of the Programme Director, take 15 credits of optional modules outside the School. Further information is available on the School’s website, [www.exeter.ac.uk/business-school](http://www.exeter.ac.uk/business-school)

Students passing the programme according to the University’s Postgraduate Assessment Criteria are awarded the MSc. Students who are unsuccessful at achieving the standard requirements for the MSc may be eligible for the award of Diploma or Certificate in International Marketing with Entrepreneurship and Innovation.
11 Educational Aims of the Programme

- To provide an education in fundamental areas of business and management from an international perspective.
- To enable students to critically evaluate appropriate models and techniques for diverse competitive arenas in the global economy.
- To provide training in applicable techniques and methods for international business management.
- To enable students to identify, analyse, and adapt to different cultural environments.
- To equip students with the knowledge for continuous competitive appraisal, continuous improvement and development, and new venture enactment in a variety of public, private, and international organisational situations.

12 Programme Outcomes

On successful completion of the programme, the student will be able:

a) Subject knowledge and skills:
   - to understand and critically evaluate fundamental theories in business and management from a global perspective.
   - to identify and analyse appropriate frameworks and models for the core management disciplines.
   - to synthesise and apply appropriate conceptual models and frameworks to a variety of organisational problems faced by international business.

b) Core academic skills:
   - to identify, evaluate and use appropriate theory found in learned academic works.
   - to conceptually locate international management theory and practice.
   - to synthesise and construct conceptual frameworks from multiple managerial perspectives.
   - to reflect on practical case experiences from the international business arena.
   - to conduct independent research and present in a dissertation.

c) Personal and key skills:
   - to develop presentation and debating skills
   - to effectively identify and use both primary and secondary sources of evidential information.
   - to obtain skills for critical analysis and decision making
   - to develop cultural sensitivity and awareness
   - to effectively work in groups and project teams

13 Teaching, Learning and Assessment Methods

Teaching and learning methods include lectures, practitioner-led sessions, tutorials, case studies, workshops, simulations, presentations and private study/research.

(a) Subject-specific skills will be assessed through assignments and written examinations.
(b) Core academic skills will be assessed through assignments, examinations, tutorials, group work and simulation exercises and dissertation.
(c) Personal and key skills will be assessed through work on case studies, individual and group presentations.
The University Library maintains its principal collections in the main library buildings on the Streatham and St Luke’s campuses, together with a large library at Camborne School of Mines and a number of specialist collections in certain Schools. The total Library collection comprises over a million volumes and 3000 current periodical subscriptions.

Information Technology (IT) Services provide a wide range of services throughout the University including open access computer rooms, some of which are available 24 hours, 7 days a week. Additionally, some Schools have their own dedicated facilities. Helpdesks are maintained on the Streatham, St Luke’s and CMS campuses, while most study bedrooms in halls and flats are linked to the University’s campus network.

It is University policy that all Schools should have in place a system of academic and personal tutors for their students. A University-wide statement on such provision is included in the University's TQA Manual.

The University provides a wide range of student support services including:
- Student Counselling Service
- Study Skills Service
- Student Advice Centre (Guild of Students)
- International Office
- Student Health Centres
- Nursery (Streatham Campus)
- Chaplaincy
- English and Foreign Language Centres

In addition, the School provides

- One-week induction programme
- Dedicated programme director and programme administrator
- Dissertation supervisor
- Programme-dedicated student handbook
- Personal and academic tutors
- Dedicated IT facilities and computing staff
- Dedicated in-sessional language and study skills classes
- Referral service to English Language Centre
- Departmental staff-postgraduate seminar programme (visiting speakers)
- Representation on the Student Council
- Representation on the Student-Staff Liaison Committee
- Café Society – a regular gathering for international postgraduate students to meet employers.

15 Admission Criteria

A good first degree from a recognised university.

For international students, requirements for English Language proficiency are IELTS overall score of 6.5 or TOEFL score of 570.

16 Regulation of Assessment and Academic Standards

Each academic programme in the University is subject to an agreed School assessment marking strategy, underpinned by institution-wide assessment procedures. The security of assessment and academic standards is further supported through the external examiners appointed for each programme. Their responsibilities are described in the University’s code for external examiners and include access to draft papers, course work and examination scripts. Attendance at the Board of Examiners and the provision of an annual report are both required. Clear procedures are also in place for the monitoring of these annual reports at both School and University level. See the University’s TQA Manual for details of these processes (http://www.ex.ac.uk/).
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<th>Indicators of Quality and Standards</th>
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<td>The University and its constituent Schools draw on a range of data in their regular review of the quality of provision. The annual produced Performance Indicator Dataset details admission, progression, completion and first career destination data, including comparisons over a five year period.</td>
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<th>18</th>
<th>Methods for Evaluating and Improving Quality and Standards</th>
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<td>The University has procedures in place for the regular review of its educational provision, including the annual review of both modules and programmes which draw on feedback from such sources as external examiners’ reports, student evaluation, student achievement and progression data. In addition, subject areas are reviewed every three years through a subject and programme quality review scheme that includes external input. These procedures are recorded in codes of practice contained in the TQA Manual.</td>
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<td>Nearly all subject areas are reviewed from time to time by the national Quality Assurance Agency for HE; see the QAA web site for review reports on subjects at Exeter. Business and Management was reviewed by the QAA in January/February 2001 and was awarded a score of 22 (Excellent).</td>
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Revised January 2007