Course Information Form

This Course Information Form provides the definitive record of the designated course23]TJ94TQq0.(M)153 158

General Course Information

Course Title	International Business with Data Analytics
Qualification	MSc
FHEQ Level	7
Intermediate Qualification(s)	None
Awarding Institution	University of Bedfordshire
Location of Delivery	AA University Square Campus
Mode(s) of Study and Duration	Block delivery Full Time over 24 Months
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Not Applicable
UCAS Course Code	
External Benchmarking	Degrees in Business and Management http://www.qaa.ac.uk/en/Publications/Documents/SBS-Business-and%20Management-15.pdf (Level 7) http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf http://www.qaa.ac.uk/en/Publications/Documents/Masters-Degrees-Characteristics.pdf
Entry Month(s)	October, November, February, April, June or August

Why study this course
As the business world morphs to accommodate the dynamic economic environment of today, this course introduces non-specialists to a range of business functional areas so that you become

management and computer networking , giving you both the underpinning theory and the ability to apply it to complex real world problems as well as an awareness of emerging technologies and developments .

The Data Analytics Units are designed for non computing graduates who are looking to apply information technology to their careers, or who are looking to change their career direction . These Units cover a wide range of topics including programming, databases , project management , and computer networks . During the units you will learn the underpinning theory of these topics and you will apply these theories to practical scenarios.

Educational Aims

This course offers you the opportunity to develop a particular strength in the management of international business issues.

You will focus on strategic areas of management, international business, intercultural competencies, brand management, data analytics and financial management, all framed by the lens of developing patterns of world trade and the global marketplace.

You will develop the skills required to adopt appropriate strategic responses to different market environments through the study of organisations. You will also understand the impact of contextual forces on international organisations, including the management functions of business such as corporate and brand reputation, corporate governance and ethical, economic and environmental change issues.

You will develop your knowledge of the financing of organisations including the sources, uses and management of finance and the use of accounting for managerial and financial reporting.

You will also study the management and development of people in organisations within a cross-cultural context, the use of relevant communications within the global economy. You will appn tn oreconomic

time for individual reading and preparation for assessment. That will take place in weeks 3 and 6 of each block. By the end of this course, you will appreciate the importance of developing a deep understanding regarding International Issues.

International Business as a study area is distinctive in that it is interdisciplinary and draws upon a wide range of soft and hard sciences. Thus, at postgraduate level the study must be integrative, blending human behaviour with analytical approaches to solve problems and implement solutions through and with people especially from a global perspective for organisations of all sizes.

Underpinning this course is the recognition that international business environments are culturally diversified and there is no single culturally-defined approach to doing international business or working with others. To ensure relevance in the global economy, you will be able to draw on a range of methods and tools for managing cultural diversity and develop strategies to predict and handle situations that occur in a cross-cultural context.

The teaching on the applied computing units uses everyday experiences as a starting point to embark on a more systematic analysis and interpretation of key technologies and their application through a series of lectures and practical demonstrations and exercises.

Being active participants in the learning process, instead of members of a passive audience, improves your learning experience and increases your knowledge. At the same time, and throughout the course, you will be working on building up a number of transferable skills. You will

Assessment

A number of different assessment methods will contribute to your development and will enhance your employability. We consider it essential that comprehensive feedback is provided in due time so it is integrated in your learning process. When group work is required, the marks given

different kinds of assessment may be used in combination, making sure however that there are no hidden tasks.

knowledge fast and are able to express the outcome of this process in a way that is meaningful and comprehensive. After Induction, a week of intensive direct contact time followed by your own contribution through individual learning, which will take you to your first assessment point. At the end of your six-week block, your final assessment will be due. The end-of-unit examinations focus primarily on critical discussion of theory and current practice and provide the reassurance of guaranteed student authorship, and a true measure of your own ability and understanding.

This will be a demanding but very rewarding experience.

The overall underpinning assessment strategy on this course tests the intended learning outcomes through exposing students to a range of assessment types. The aim is to develop both knowledge and skills to   .The units on this course therefore use varied combination of types of assessments for both formative and summative purposes to enrich the learning experience. The range of assessments used for this course includes:

Written Examination or Class Test: Questions in these exams always promote critical thinking and help you gradually develop your ability to apply, analyse, synthesize and evaluate.

Individual Written Report or Essays: Your knowledge and skills are developed when you undertake the task of writing an individual report and the whole process contributes to your improvement when it comes to conducting postgraduate level research and developing your enterprise. The ability to perform literature informed research, to review and evaluate the relevant sources and to use an appropriate methodology in order to analyze and evaluate the relevant concepts is being assessed.

Case Study Examination: You will apply your knowledge in the context of a specific case

Oral Presentation: A number of transferable skills will be developed including the ability to present your findings in a professional, clear and concise manner.

Reflective Report: Evaluating your own contribution to a team is essential in the context of this course but in the workplace as well

Dissertation / Professional Practice / Live Project:
experience you opt for, you will have to produce an individual, independent piece of work. You will be asked to identify the research question or problem under investigation, review the relevant literature, and develop a sound methodology in order to explore the problem, proceed with the analysis, discuss your findings and make recommendations. It is the capstone of this course and builds on the knowledge and skills acquired in all Units. It will be one of the most challenging but yet enjoyable and rewarding experiences you will encounter.
The use of a wide range of sources, both academic and other is a requirement for a postgraduate degree. The notions of accountability and academic integrity will be an integral part of your course. You will be supported in developing an understanding of academic integrity

follow up to check that everything is well. There is also time in each block of delivery to help you catch up if you unavoidably miss a session due to illness, for example.

	Name	Date
Form completed by		
Signature of Chair of Faculty TQSC		

Course Updates	ensure that the revised CIF is given a new version number each time a change is made
Date	

Annex A: Course mapping of unit learning outcomes to course learning outcomes

Section 3: Course structure and learning outcomes

One table to be used for each intermediate qualification

Intermediate qualification and title														
The Units which make up this course are:					**Contributing towards the learning outcomes** *Insert LO1 and/or LO2 for each unit into cell corresponding to the course learning outcome*									
Unit Code	**Level**	**Credits**	**Unit Name**		**Core or option**	1	2	3	4	5	6	7	8	9	10

appropriate, to propose new hypotheses											

Graduates should be able to:

Communicate effectively, with colleagues and a wider audience, in a variety of media	LO3, LO4, LO5, LO6 ,LO11

Professional body or other external reference points	*(insert title and year)*	Evidence

Annex D: Diet Templex D: Diet

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MSc International Business with Data Analytics

Academic Year	Diet Sheet in Use
2016/2017	A
2017/2018	B
2018/2019	A
2019/2020	B
2020/2021	A
2021/2022	B

Diet Sheets A

Academic Years
2019/20….
Etc for proceeding alternate years

MAR038-6	Intercultural Business Competencies		C	BLK1	30
MAR036-6	Brand Communication and Reputation Management		C	BLK2	30
BSS050-6	Strategic Management		C	BLK3	30
AAF044-6	Accounting and Finance		C	BLK4	30

For Masters courses please specify the length : 24 months

Units for April intake: Academic Year 2016/17 and alternate years thereafter

Year 1

Code	Unit Name	Occurrence*	Core/ Option	Sem	Credits
AAF044-6	Accounting and Finance		C	BLK4	30
MAR038-6	Intercultural Business Competencies		C	BLK5	30

Year 2

Code	Unit Name	Occurrence*	Core/ Option	Sem	Credits
MAR036-6	Brand Communication and Reputation Management		C	BLK 6	30
BSS050-6	Strategic Management		C	BLK1	30
	Vacation			BLK 2	

ROUTE CODE: MSIBBAAF   **MODE:** Block (6 intakes per year)

Location: Luton AA   **Start: 06AA (June Luton)**

For Masters courses please specify the length: 24 months

Units for June intake: Academic Year 2016/17 and alternate years thereafter

Year 1

Code	Unit Name	Occurrence*	Core/ Option	Sem	Credits
MAR038-6	Intercultural Business Competencies		C	BLK5	30

Year 2

Code	Unit Name	Occurrence*	Core/ Option	Sem	Credits

	Vacation			BLK 2	
MAR042-6	Business Dissertation		O	SEM2	60
MAR041-6	Business Live Project		O	SEM2	60
MAR040-6	Professional Practice		O	SEM2	60

CIS132-6   Developing Independent Research

Year 2

Code	Unit Name	Occurrence*	Core/ Option	Sem	Credits
MAR042-6	Business Dissertation		O	BLK 6/1	60
MAR041-6	Business Live Project		O	BLK 6/1	60
MAR040-6	Professional Practice		O	BLK 6/1	

Diet Sheets B

Academic Years
2017/18
2019/2020….
Etc – for all proceeding alternate years

MAR041-6

CIS132-6	Developing Independent Research		C	BLK 5	10
	Vacation			BLK 6	
MAR042-6	Business Dissertation		O	BLK 1/2	60
MAR041-6	Business Live Project		O	BLK 1/2	60
MAR040-6	Professional Practice		O	BLK 1/2	60

ROUTE CODE: MSIBBAAF   **MODE:** Block (6 intakes per year)

Location: Luton AA   **Start: 04AA (April Luton)**

For Masters courses please specify the length : 24 months

Units for April intake: Academic Year 2017/18 and alternate years

	Vacation			BLK 3	
CIS108-6	Data Modelling , Management & Governance		C	BLK 4	30
CIS109-6	Computer Networks and Security		C	BLK 5	30
BSS074-6	Personal Professional Development		C	BLK 6	10
CIS132-6	Developing Independent Research		C	BLK 1	10
	Vacation			BLK 2	

MAR042-6