



PROGRAMME SPECIFICATION

KEY FACTS

Programme name	MSc in International Business
Award	MSc
Exit Awards	PG Dip
Exit Awards	PG Cert
School	Bayes Business School
Department or equivalent	Specialist Masters Programme
Programme code	PSINBU
Type of study	Full time
Total UK credits	180
Total ECTS	90
Mode of learning	In person

PROGRAMME SUMMARY

The MSc International Business degree offered by Bayes will leverage Bayes Business School's reputation and the City St George's University's top subject ranking in business and management to offer a distinct specialisation in international business in terms of the content (module offers) and delivery.

With one of the most diverse faculty globally that has world class international business expertise/research and thought leadership, the delivery of the program will exploit Bayes's excellent facilities and our uniquely close links in a London location to offer a programme that is experiential, practical by involving companies in the city, city based guest speakers and projects, and international electives and study tours.

The Bayes MSc in International Business provides a top level academic theory and professionally relevant education for students with a desire to break into a valuable career in international business. The curriculum is built to enable you to face the challenges of a complex global and interconnected world. Differences between countries and their markets have remained a major stumbling block for employees and managers venturing abroad. Local operations function in radically different ways and internationalising risks increase uncertainty - all of these challenges are examples of 'liability of foreignness', which has been identified as the leading killer of international management ambitions. Success abroad requires tools to reduce this key threat and our curriculum will provide you with these tools.

The aim of the degree is to equip you with the skills and knowledge required to develop a career in international business i.e. be able to do business in a global context. You will master essential skills and knowledge and develop an appreciation of what it takes to undertake business across national boundaries. This is especially pertinent in light of the backdrop of the current globalisation or anti-globalisation drivers and the accelerating digital transformation of business.

Although we are committed to developing excellent careers in international business, graduates of this programme will also appreciate the positive (and negative) social impact business can do in society – especially for companies such as multinational companies that operate across national boundaries and have disproportionate influence and resources.

The MSc in International Business is designed and structured to allow for intellectual progression through modules taught in terms one and two. Modules taught in term two normally build on the knowledge and skill acquired in term one. Term three allows for further progression by choosing specialist elective modules and a project, where students can apply knowledge and skills acquired earlier in the programme.

Term 1 provides foundations of international business and management. Four compulsory integrated modules will focus on the activities, strategies, structures and decision-making processes of multinational enterprises as well as interactions between multinational enterprises and other actors.

In Term 2 your own intellectual journey will start as you will have an opportunity to build a customised selection of elective courses. The compulsory modules in Term 2 will focus on global strategy and leadership. You will have a set of four electives in different specialisation areas (International marketing, Global Supply Chain Management, Multinational Financial Management and Entrepreneurship) to choose your specialisation from.

Term 3 will offer an opportunity to apply learning from throughout the course by a compulsory project and a choice of specialist electives from the Bayes Masters Portfolio. The project will have a mandatory international focus which you will independently plan, initiate and successfully conduct. The project is intended to enable you to develop key leadership qualities, competencies and skills.

Throughout your degree, you will integrate your learning across a range of professional skills, delivered in a highly targeted and applied format. These skills are aimed at helping you develop your aspirations, plan your approach to your job search and help you create a strong base from which to manage your career long term. You will also be able to use the skills you learn to support your wider study, substantiate your arguments and make informed assessments about the material you are covering.

Registration Period

It is expected that you will complete this degree within 12 months. The maximum period of registration for the degree is three years full time.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge and understanding

- Explain core functional areas of management as they relate to international business so as to make a valuable contribution to areas of international business in your chosen employment sector.
- Evaluate international business issues and challenges and how they differ across different international business contexts such as MNCs, SMEs or emerging markets.
- Judge the potential impact of relevant macro level influences and drivers and technology changes to international business practices.
- Assess how cultural synergies can be created and leveraged in areas such as cross-border alliances and M&A; knowledge transfer and learning across cultural boundaries; culturally diverse teams and organisations; corporate responsibility, sustainability, and ethics across different cultural contexts.
- Discuss and evaluate the activities, strategies, structures and decision-making processes of multinational enterprises as well as the cross-border activities of firms (e.g., intrafirm trade, finance, investment, technology transfers, offshore services).

Skills

- Apply relevant tools, techniques and frameworks to investigate and solve complex problems in international business thereby converting theory to practice.
- Communicate effectively to a range of audiences using a wide range of delivery methods and channels and effectively working in cross-cultural teams.
- Identify problematic issues in international business context and apply creative problem solving and decision making techniques, including establishing criteria, identifying, formulating and solving business problems identifying and evaluating options and implementing and evaluating the effectiveness of solutions.
- Gather, interpret, and act upon different cultural signals in order to successfully adapt to new cultural settings.
- Undertake relevant investigations that include data collection, analysis and to produce reliable conclusions and disseminate findings.
- Develop an enhanced personal skillset to include persistence, problem solving, creativity, team-working, communication skills, leadership, initiative and business focus.

Values and attitudes

- Appreciate the need to balance ethical and economic objectives in evaluating international business decisions.
- Become conscious of your personal values, vision, and choices that affect your performance, relationships, and commitments.
- Demonstrate tolerance, cultural sensitivity and control of one's own stereotypes and prejudices.

- Develop self-orientation - self-esteem, self-confidence and mental well-being.
- Develop others-orientation and the ability to develop relationships and communicate effectively.
- Demonstrate perceptiveness in understanding why people from other cultures behave in different ways.
- Thrive in cross-cultural environments, and know how to make meaningful connections across different values and practices.
- Build a supportive learning community through positive engagement with your cohort.

Graduate Attributes

The graduate attributes you can demonstrate on completion of your programme are key to your future employment. It is therefore central to every programme that there will be opportunities in the learning, teaching and assessment activities for you to engage with these on all modules. Further detail of this will be provided for you by your module leader. The graduate attributes are:

- Always learning
- Engaged in the world
- Technical and digital
- Connected Professional
- Creating Impact

HOW WILL I LEARN?

The MSc in International Business reflects the pedagogic philosophy of Bayes Business School: to deliver an advanced, technically challenging education, preparing business professionals and leaders to operate at decision-making levels. Teaching and learning are delivered and achieved through a range of methods including lectures, case studies, group work presentations, seminars, consultancy projects for organisations and the opportunity to study in international locations. You will also make extensive use of Moodle our Virtual Learning Environment (VLE) which is used to support all teaching and learning on the course.

As a future leader and team player our modules via their coursework assignments help you to develop such abilities as: demonstrating reliability, communicating constructively, listening actively, functioning as an active participant, sharing openly and willingly, cooperating, exhibiting flexibility, showing commitment to the team, working as a problem-solver and treating others in a respectful and supportive manner.

Modules which employ group coursework as part of the assessment will also include peer assessment. You should note that the grades you are given for peer assessment will impact on your overall coursework grade for the module. It is therefore in your interest to fully engage with all group working elements within your course.

We emphasise the specific acquisition of a sound theoretical foundation and develop your ability to apply this knowledge in practical, real-world contexts through the study of current and future international management theories. Student presentations-delivered to lecturers, visitors from the City, business clients and other members of the class are used to give invaluable practice in using, applying and expressing complex subject matter clearly and concisely to a business audience. Group work, such as preparation of case studies or business plans, consolidates the acquired knowledge and also builds interpersonal and communication skills which are essential for any future career. You will complete your course with an internationally focussed Business Research Project, enabling you to demonstrate the results of your learning; any reasonable proposal is acceptable providing that it is agreed with the project supervisor and the course director.

The MSc in International Business is designed and structured to allow for intellectual progression through the option modules taught in terms 1 and 2. Modules taught in term 2 normally build on the knowledge and skills acquired in term 1. Term three allows for further progression by choosing specialist elective modules and a dissertation/project, where you can apply knowledge and skills acquired earlier in the programme.

The Bayes MSc in International Business is worth 180 credits at HE Level 7. One credit is worth 10 learning and teaching hours. Therefore the overall learning and teaching hours required for successful completion of the programme is approximately 1800 hours. This is made up of contact time (e.g. time spent in class) and non-contact time outside of class.

Non-contact hours are for self-directed, independent study and account for the **indicative** amount of time you should spend studying independently. For example, carrying out subject research, practising and reflecting on techniques learned in class, reading widely around the subject to develop a deeper understanding, carrying out activities using the VLE, attending induction and career development workshops, working in groups to complete assignments and presentations, and completing individual assignments and other homework.

Overall teaching and learning hours: approx 1800 hours

Contact hours: approx. 306 hours

(The number of hours per module is available in the module specification which is published in your course handbook.)

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

This course is assessed by coursework and examinations and applies standard MSc grade related criteria.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in course and programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy and will be provided in a variety of ways throughout your course, both formally and informally, in order to support your learning.

You will normally be provided with coursework feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. The timescale for feedback on final projects or dissertations may be longer. Examination grades will be provided once they have been agreed by an Assessment Board.

More details about the feedback you can expect from individual modules and assessments will be provided by your lecturers.

The full policy can be found at: [assessment regulations and policy](#).

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits. The programme is weighted according to the number of credits awarded for each module. Pass / Fail modules are excluded from this calculation.

The pass mark for each module is 50% and there are no minimum qualifying marks for individual components.

If you fail an assessment component or a module, the following will apply:

1. Re-Sit:

You will normally be offered one re-sit attempt.

If you are successful in the re-sit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a re-sit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the component(s) that you passed at first attempt.

2. Compensation:

Compensation can only be awarded by the Final Assessment Board and must be applied within the following limits and conditions:

Where you fail up to a total of 30 credits (15 for a postgraduate certificate), you may be eligible for compensation if:

- Compensation is permitted for the module involved (see the “What will I Study” section of the programme specification), and
- It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
- A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
- An aggregate mark of 50% has been achieved overall.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original mark shall be used for the purpose of your award calculation.

If, at the point where you have results for all taught modules:

- You have no more than 30 credits outstanding (15 for a PG Certificate), and
- The grade for this module(s) is 40% or above, and
- Your overall degree average is at least 50%, and
- If the module(s) is eligible for compensation.

Then you will **not** be required to undertake the re-sit for that module, as this will be eligible for compensation.

Please note:

- **If you fail more than 30 credits (excluding project modules), then you must retake all outstanding assessments with no exceptions.**

If you do not meet the pass requirements for a module and do not complete your re-sit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below.

If you would like to know more about the way in which assessment works at City St George's, please see the full version of the [Assessment Regulations](#).

WHAT AWARD CAN I GET?

Master's Degree:

Following successful completion of the MSc in International Business, in addition to the below, you will have the ability to plan and evaluate all aspects of International Business and apply your learning in the appropriate context. You will also have demonstrated the capacity to undertake business research from an international perspective and present an original, independently researched International Business Research Project.

	HE Level	Credits	Weighting (%)
Taught	7	180	100

Class	% required
With Distinction	70
With Merit	65
With Pass	50

Postgraduate Diploma:

Following the award of a Postgraduate Diploma International Business in addition to the below you will gain a more advanced knowledge and in-depth understanding of these subject areas, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current issues in international business together with the ability to evaluate a range of different approaches to them

You must achieve 120 credits with a minimum mark of 50%.

	HE Level	Credits	Weighting (%)
Taught	7	120	100

Class	% required
With Distinction	70
With Merit	65
With Pass	50

Postgraduate Certificate:

Following the award of a Postgraduate Certificate in International Business you will be able to examine the theories related to all aspects of International Business and apply your learning in the appropriate context. You will possess the skills and knowledge required to develop a career in international business i.e. be able to do business in a global context. You will have mastered essential skills and knowledge and developed an appreciation of what it takes to undertake business across national boundaries. The assessments you undertake to achieve this qualification will focus on the skills, knowledge and attributes that you will need to facilitate your career development and will support you in developing your practical abilities. The postgraduate certificate will enable you to gain confidence in your role and skills.

You must achieve 60 credits with a minimum mark of 50%.

	HE Level	Credits	Weighting (%)	Class	% required
Taught	7	60	100	With Distinction	70
				With Merit	65
				With Pass	50

WHAT WILL I STUDY?

Term one: Four modules worth 15 credits each for a total of 60 credits.

Term two: Two compulsory modules worth 15 credits each, plus two out of four option modules each worth 15 credits each for a total of 60 credits

Term three: You will complete three specialist electives, each worth 10 credits and chosen from a list of available options. You will also complete a general research project worth 30 credits.

Module Title	SITS Code	Module Credits	Compulsory / Elective	Compensation Yes/No	Level
Term one					
International Business and Economics	SMM642	15	Co	Y	7
Managerial Finance and Accounting	SMM643	15	Co	Y	7
Managing People in a Global Context	SMM644	15	Co	Y	7
Global Issues of CSR	BBM113	15	Co	Y	7
Term two					
Strategy in a Globalised World	SMM646	15	Co	Y	7

Global Leadership	SMM647	15	Co	Y	7
International Marketing	SMM648	15	CoE	Y	7
Multinational Financial Management	SMM649	15	CoE	Y	7
Global Supply Chain Management	SMM650	15	CoE	Y	7
Entrepreneurship in a Global Context	SMM687	15	CoE	Y	7
Term three					
General Research Project	BBM110	30	C	N	7
Global Real Estate Markets (International)	SMM545	10	E	Y	7
Project Finance and Infrastructure Investment (International)	SMM953	10	E	Y	7
Family Business	SMM400	10	E	Y	7
Driving Supply Chain Innovation through Technology	SMM287	10	E	Y	7
New Market Creation	SMM317	10	E	Y	7
Country and Geopolitical Risk Management	SMM343	10	E	Y	7
Retail Supply Chain Management	SMM956	10	E	Y	7
Storytelling for Business	SMM143	10	E	Y	7

During term three you will be able to choose from a range of electives to personalise your experience.

This list of electives is an indication of the range of modules that can be on offer and is subject to change due to circumstances such as: enhancing or updating the quality and content of educational provision; responding to student feedback; academic staffing changes; the number of students in each programme; a lack of student demand for certain modules; or factors beyond the institution's reasonable control, such as meeting the latest requirements of a commissioning or accrediting body. For these reasons, not all the electives listed will be offered every year. New (additional or replacement) modules may also be added for these reasons.

There may also be pre-requisites for joining a module, and space and timetable availability restrictions may also apply.

The list of electives offered in a given year will be confirmed by February 1st.

TO WHAT KIND OF CAREER MIGHT I GO ON?

If you would like more information on the Careers support available at City St George's, please go to: [Careers services | Bayes Business School](#)

Examples of potential job roles are:

- Business development
- Account executive/manager
- International HRM manager
- Brand manager
- Product manager
- Junior or Senior Planner
- Project manager
- International entrepreneurship

You may also decide to continue your studies and move on to complete a PhD.

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

A number of international electives are on offer across the MSc Programme and in the past have included modules run in Dubai, Madrid and Singapore. Further information will be made available as part of the elective decision process.

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

- Placements are not part of the programme.

Version: 4.0

Version date: February 2024

For use from: 2025/26

Information is provided subject to Terms and Conditions for study at City St George's, University of London.