

# **University of Plymouth**

Faculty of Arts, Humanities and Business

Plymouth Business School

## **Programme Specification**

### **MSc/Postgraduate Diploma/Postgraduate Certificate Business and Management**

September intake: 1433 / 4878 (Venlo)

January intake: 7019

Approved Final Version

December 2020

**1. Final award titles:**

- MSc Business and Management
- MSc Business and Management (Finance)
- MSc Business and Management (International Business)
- MSc Business and Management (Marketing)
- MSc Business and Management (Operations and Global Supply Chains)

**Level 7 Intermediate award title(s)**

- Postgraduate Diploma in Business and Management
- Postgraduate Certificate in Business and Management

**HECoS:** 100079

**2. Awarding Institution:** University of Plymouth

**Teaching institution(s):** University of Plymouth  
Fontys International Business School, Venlo  
(Sem 1 and supervision of projects)

**3. Accrediting body(ies)** N/A

**4. Distinctive Features of the Programme and the Student Experience**

The MSc Business and Management enables graduates from any discipline to engage with current business processes and techniques to develop career options in business and management. It also allows students with a business background to build upon their extant knowledge and develop core Master's level business and management skills to further their career prospects and stand out from the crowd.

The MSc Business and Management offers a flexible route for students to shape their programme of study to suit their future career aspirations as it gives students the option to specialise by choosing a relevant elective and a research project in the area of Business and Management of their choice. Students may thus graduate with an MBM with a choice of four specialist routes.

The course has been designed to develop graduates who are able to:

- Solve problems for clients and show strong interpersonal skills, such as leadership, communications and teamwork, and who are skilled and confident in stakeholder analysis and management;
- Be entrepreneurial, be fast learners who can multi-task and who are comfortable with change and who can adapt and use different approaches depending on the contextual situation.
- Be able to operate in a digital environment and show leadership in sustainability
- Continuously reflect on their experiences and be reflective practitioners.

## **5. Relevant QAA Subject Benchmark Group(s)**

QAA Subject Benchmark Statements for Master's Degrees in Business and Management (2015).

[https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681\\_16](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16)

## 6. Programme Structure\*

(\*Modules are to run in parallel with semester 1 modules also taught in Venlo at our Fontys University partner institution by Fontys tutors).

### 6.1 September Entry

<b>Semester 1 (60 credits)</b>	
<b>HRL7005 / HRL7005V (Venlo)</b> Leading, Managing and Developing People  (30 credits)	<b>MKT7001 / MKT7001V (Venlo)</b> Marketing & Strategy  (30 credits)
<b>Semester 2 (60 credits)</b>	
<b>STO7006</b> Operations and Project Management  (30 credits)	Elective Module *
<b>All Year (Semesters 1 &amp; 2 &amp; Summer) (60 Credits)</b>	
<b>PBS7000</b> Capstone Project	

#### **Elective Modules (Semester 2)\*:**

ACF7003 / International Finance (30 credits)

MAR7005 / International Procurement Management (30 credits)

MKT7004 / Social Media Theory and Practice (30 credits)

STO7003 / International Business Strategy for Competitive Advantage (30 credits)

STO7007 / Data Analytics and Finance (30 credits)

To graduate with a specialism, students must select a relevant elective module and write their dissertation on a related topic:

#### **MSc Business and Management (Finance) elective choice:**

ACF7003 / International Finance (30 credits)

#### **MSc Business and Management (International Business) elective choice:**

STO7003 / International Business Strategy for Competitive Advantage (30 credits)

#### **MSc Business and Management (Marketing) elective choice:**

MKT7004 / Social Media Theory and Practice (30 credits)

#### **MSc Business and Management (Operations and Global Supply Chains) elective choice:**

MAR7005 / International Procurement Management (30 credits)

## 6.2 January Entry 2021-22

<b>Semester 1 (Semester 2 21/22)</b> (60 credits)	
<b>STO7006</b> Operations and Project Management  (30 credits)	<b>Elective***</b>  (30 credits)
<b>Semester 2 (Semester 1 22/23)</b> (60 credits)	
<b>HRL7005</b> Leading, Managing and Developing People  (30 credits)	<b>MKT7001</b> Marketing & Strategy  (30 credits)
<b>All Year</b> (Semester 2 & Summer 21/22 and Semester 1 22/23) (60 Credits)	
<b>PBS7000J</b> Capstone Project	

### **Elective Modules (Semester 1) \*\*\*:**

ACF7003 / International Finance (30 credits)

MAR7005 / International Procurement Management (30 credits)

MKT7004 / Social Media Theory and Practice (30 credits)

STO7003 / International Business Strategy for Competitive Advantage (30 credits)

STO7007 / Data Analytics and Finance (30 credits)

**Specialisms are the same as for September start students.**

### 6.3 Postgraduate Diploma Business and Management (120 credits)

<b>Semester 1 (60 credits)</b>	
<b>HRL7005 / HRL7005V (Venlo)</b> Leading, Managing and Developing People  (30 credits)	<b>MKT7001 / MKT7001V (Venlo)</b> Marketing & Strategy  (30 credits)
<b>Semester 2 (60 credits)</b>	
<b>STO7006</b> Operations and Project Management  (30 credits)	<b>Elective *</b>  (30 credits)

#### Elective Modules (Semester 2)\*:

ACF7003 / International Finance (30 credits)

MAR7005 / International Procurement Management (30 credits)

MKT7004 / Social Media Theory and Practice (30 credits)

STO7003 / International Business Strategy for Competitive Advantage (30 credits)

STO7007 / Data Analytics and Finance (30 credits)

### 6.4 Postgraduate Certificate Business and Management (60 credits)

<b>Semester 1 (30 credits)</b>	
<b>ONE OF:</b>	
<b>HRL7005 / HRL7005V (Venlo)</b> Leading, Managing and Developing People  (30 credits)	<b>MKT7001 / MKT7001V (Venlo)</b> Marketing & Strategy  (30 credits)
<b>Semester 2 (30 credits)</b>	
<b>STO7006</b> Operations and Project Management  (30 credits)	

## **7. Programme Aims**

The broad aim of the MBM programme is to develop students' management potential by developing their knowledge and understanding of the functional areas of business with a strategic management perspective, and an enterprising approach to leading and managing organisations in a complex and changing environment.

### *MSc Business and Management (1-5)*

1. detailed knowledge and understanding of organisations, the dynamic external environments in which they operate, and their management, and leadership;
2. the ability to apply knowledge and understanding of business and management to complex situations to enhance decision making and management practice in general;
3. critical awareness of current trends and issues in business and management, which is informed by contemporary research and practice;

### *Postgraduate Diploma in Business and Management (4-5)*

4. the ability to learn and work autonomously in the pursuit of creative strategies and business solutions;

### *Postgraduate Certificate in Business and Management*

5. a range of transferable skills relevant to a career in business and management including leadership, analytical, critical thinking, research and communications skills.

## **8. Programme Intended Learning Outcomes**

### **8.1. Knowledge and understanding**

On successful completion graduates should have developed knowledge and understanding of:

#### *MSc Business and Management (8.1.1 – 8.1.4)*

- 8.1.1 the diverse nature and purpose of organisations together with their internal aspects, functions, characteristics, culture, and processes
- 8.1.2 the complexities of the external environments that affect organisations at different levels in terms of their strategies, behaviours, management and sustainability.

*Postgraduate Diploma in Business and Management (8.1.3 – 8.1.4)*

- 8.1.3 the various processes, procedures and practices that influence effective management and leadership of organisations.

*Postgraduate Certificate in Business and Management (8.1.4)*

- 8.1.4 the key disciplines and functional areas of business and management

**8.2. Cognitive and intellectual skills**

On successful completion graduates should have developed an ability to:

*MSc Business and Management (8.2.1 – 8.2.6)*

- 8.2.1 undertake a sustained business research project.
- 8.2.2 undertake research using appropriate methods and techniques to investigate business and management scenarios and propose recommendations in a various organisational contexts
- 8.2.3 develop an awareness of key contemporary trends and issues and their impact on the future of organisations
- 8.2.4 critically evaluate and apply business and management theory to specific situations leading to new and enhanced approaches to management practice

*Postgraduate Diploma in Business Management (8.2.5 – 8.2.6)*

- 8.2.5 think critically and be creative through a process of analysis and synthesis of evidence, ideas, theory and concepts to facilitate the solution of complex problems

*Postgraduate Certificate in Business Management (8.2.6)*

- 8.2.6 analyse and synthesise acquired knowledge and understanding of business and management to enable effective decision making within different organisational settings

**8.3. Key and transferable skills**

On successful completion graduates should have developed:

*MSc Business and Management (8.3.1 – 8.3.4)*



- 8.3.1 effective management of their own time, and demonstrate the motivation and initiative needed to work independently in an ethical and responsible way
- 8.3.2 personal managerial capabilities in preparation for employment in a management role.

*Postgraduate Diploma in Business Management (8.3.3 – 8.3.4)*

- 8.3.3 familiarity with academic and practitioner literature sources as resources for effective management

*Postgraduate Certificate in Business Management (8.3.4)*

- 8.3.4 effective professional communication skills

#### **8.4. Employment related skills**

On successful completion graduates should have developed:

*MSc Business and Management (8.4.1 – 8.4.3)*

- 8.4.1 the ability to be adaptable and demonstrate originality, insight and critical and reflective skills so as to make informed decisions in complex and unpredictable situations;

*Postgraduate Diploma in Business Management (8.4.2 – 8.4.3)*

- 8.4.2 recognition of the need to keep developing their knowledge and skills through continued professional development, leading to a high level of personal effectiveness, critical self-awareness, and the ability to learn through reflection on practice;

*Postgraduate Certificate in Business Management (8.4.3)*

- 8.4.3 awareness of the need for change and the ability to manage it;

#### **8.5. Practical skills**

On successful completion graduates should have developed:

*MSc Business and Management (8.5.1 – 8.5.4)*

- 8.5.1 competence in writing reports for both practitioner and academic audiences;
- 8.5.2 independent research, project and time management skills;

*Postgraduate Diploma in Business Management (8.5.3 – 8.5.4)*

- 8.5.3 effectiveness in the utilisation of listening, negotiation and persuasion skills, and professional communication skills in general;

*Postgraduate Certificate in Business Management (8.5.4)*

- 8.5.4 an ability to make effective use of communication and information technology.

**9. Admissions Criteria, including APCL and APEL arrangements**

<b>Entry Requirements: MSc Business and Management</b>	
BA / BSc Degree	Normal minimum entry requirements are a Lower Second / 2:2 class honours degree or equivalent.  Other qualifications and relevant experience will be considered on an individual basis.
APEL	Applications for the accreditation of prior experience and/or learning will be considered by the Programme Leader on a case-by-case basis in accordance with published University of Plymouth regulations.
Language Requirements	Candidates whose first language is not English require IELTS 6.5 (with a minimum of 5.5 in each element) or equivalent. If the applicant's English language does not meet the above standard at point of application there may be an opportunity to complete one of the University's pre-sessional English language courses.

**10. Progression criteria for Final and Intermediate Awards**

Postgraduate Diploma in Business and Management - 120 credits from the taught programme components (excluding Capstone Project)

Postgraduate Certificate in Business and Management - 60 credits from the taught programme components (excluding Capstone Project)

**11. Exceptions to Regulations**

No exceptions.

**12. Transitional Arrangements**

Repeating or other students will be treated on a case by case basis as required.

### 13. Programme Specification Mapping (PGT): module contribution to the meeting of Award Learning Outcomes

#### 13.1 MSc

Module	Credits	C core E elective	Award Learning Outcomes contributed to (for more information see Section 8)																				Compen sation Y/N	Assessment element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical	
			Knowledge & understanding				Cognitive & intellectual skills						Key & transferable skills				Employment related skills			Practical skills					
			1	2	3	4	1	2	3	4	5	6	1	2	3	4	1	2	3	1	2	3			4
HRL7005 / HRL7005V	30	C	X		X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	Y	C1 (100%)	
MKT7001 / MKT7001V	30	C	X	X	X	X		X	X	X	X	X		X	X		X	X	X			X	Y	C1 (100%)	
<b>Learning Outcomes 60 credits</b>			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
STO7006	30	C	X	X	X	X		X		X	X	X		X	X	X	X	X	X	X	X	X	Y	C1 (50%), P1 (50%)	
One of:																									
ACF7003 <sup>a</sup>	30	E											X				X		X				Y	C1 (60%), T (40%)	
MKT7004 <sup>b</sup>	30	E						X					X		X	X	X	X	X		X	X	Y	C1 (100%)	
STO7003	30	E	X					X			X	X			X	X	X		X			X	Y	C1 (100%)	
MAR7005 <sup>c</sup>	30	E								X	X	X			X			X			X		Y	C1 (100%)	
STO7007	30	E	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	Y	C1 (80%), P1 (20%)
<b>Learning Outcomes 120 credits</b>			X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
PBS7000/ PBS7000J	60	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X				X	X		X	N	C1 (90%), P1 (10%)
<b>Learning Outcomes 180 credits</b>			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
<b>Confirmed Award Los</b>																									

The pathway modules ACF7003, MKT7004 and MAR7005 have significantly different learning outcomes to the MSc Business and Management programme learning outcomes. The few instances where the learning outcomes for the module **do** map to the MBM PLOs are reflected in the mapping table above; the notes below provide details of where the MLOs are better covered in the relevant programme specification, e.g. MSc Finance (ACF7003), MSc Digital and Social Media Marketing (MKT7004), MSc International Procurement and Supply Chain Management (MAR7005).

**a: In addition to the MBM LOs, the ACF7003 Financial elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. a deep and systematic understanding within the Finance field of study and its interrelationship with other relevant disciplines such as Economics and Accounting;
2. the ability to apply valuation principles to company accounts, capital investment decisions, mergers/acquisitions and equities/bonds;
3. the ability to apply econometric/quantitative skills and techniques to financial data.
4. an understanding of current theoretical and methodological approaches to topics in Finance and how these affect the way the knowledge base is interpreted;
5. demonstrate high-level quantitative and technical skills.
6. critical appraisal of challenges and opportunities faced by the financial sector;

**b: In addition to the MBM LOs, the MKT7004 Marketing elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. significant relevant knowledge of digital and social media marketing, the associated technologies, its management and the environment in which it is applied and managed;
2. a critical awareness of current issues in digital and social media marketing which is informed by leading edge research and practice in the field;
3. an understanding of appropriate techniques which is sufficient to allow detailed investigation into relevant digital and social media marketing related issues.
4. creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to interpret knowledge in digital and social media marketing;
5. conceptual understanding which enables the evaluation of published research to determine both its validity and relevance to new situations, and to extrapolate from it to inform and develop new theories and practices;
6. conduct research into branding and marketing issues using appropriate sources and methodologies;

**c: In addition to the MBM LOs, the MAR7005 Operations and Global Supply Chain elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. demonstrate knowledge and understanding of current theoretical developments and methodological issues in procurement and supply chain management;
2. apply appropriate methods and technologies to support planning and operational management in procurement and supply chain management;
3. Use analytical skills to solve complex problems by synthesising procurement and supply chain management concepts, processes and applications, which the contemporary international business world is facing;
4. understand the need for embedding sustainability systemically in various aspects of decision-making.
5. critically analyse the relevance and appropriateness of various theories and methodologies adopted in procurement and supply chain management;
6. critically discuss a range of solutions for real or imagined management problems in procurement and supply chain management.
7. work as part of a team in multicultural and multinational environment;
8. apply numerical and problem-solving skills relevant to procurement and supply chain management;
9. identify situations which require interventions.

## Postgraduate Diploma Business and Management

Module	Credits	C core E elective	Award Learning Outcomes contributed to (for more information see Section 8)																				Compen sation Y/N	Assessment element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical	
			Knowledge & understanding				Cognitive & intellectual skills						Key & transferable skills				Employment related skills			Practical skills					
			1	2	3	4	1	2	3	4	5	6	1	2	3	4	1	2	3	1	2	3			4
HRL7005 / HRL7005V	30	C			X	X					X	X	X			X		X	X			X	X	Y	C1 (100%)
MKT7001 / MKT7001V	30	C			X	X					X	X	X			X		X	X				X	Y	C1 (100%)
<b>Learning Outcomes 60 credits</b>					X	X					X	X	X			X		X	X			X	X		
STO7006	30	C			X	X					X	X				X		X	X			X	X	Y	C1 (50%), P1 (50%)
One of:																									
ACF7003 <sup>a</sup>	30	E																						Y	C1 (60%), T (40%)
MKT7004 <sup>b</sup>	30	E																						Y	C1 (100%)
STO7003	30	E																						Y	C1 (100%)
MAR7005 <sup>c</sup>	30	E																						Y	C1 (100%)
STO7007	30	E			X	X					X	X	X			X		X	X			X	X	Y	C1 (80%), P1 (20%)
<b>Learning Outcomes 120 credits</b>					X	X					X	X	X			X		X	X			X	X		
<b>Confirmed Award Los</b>																									

The pathway modules ACF7003, MKT7004 and MAR7005 have significantly different learning outcomes to the MSc Business and Management programme learning outcomes. The notes below provide details of where the MLOs are better covered in the relevant programme specification, e.g. MSc Finance (ACF7003), MSc Digital and Social Media Marketing

(MKT7004), MSc International Procurement and Supply Chain Management (MAR7005).

**a: In addition to the MBM LOs, the ACF7003 Financial elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. a deep and systematic understanding within the Finance field of study and its interrelationship with other relevant disciplines such as Economics and Accounting;
2. the ability to apply valuation principles to company accounts, capital investment decisions, mergers/acquisitions and equities/bonds;
3. the ability to apply econometric/quantitative skills and techniques to financial data.
4. an understanding of current theoretical and methodological approaches to topics in Finance and how these affect the way the knowledge base is interpreted;
5. demonstrate high-level quantitative and technical skills.
6. critical appraisal of challenges and opportunities faced by the financial sector;

**b: In addition to the MBM LOs, the MKT7004 Marketing elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. significant relevant knowledge of digital and social media marketing, the associated technologies, its management and the environment in which it is applied and managed;
2. a critical awareness of current issues in digital and social media marketing which is informed by leading edge research and practice in the field;
3. an understanding of appropriate techniques which is sufficient to allow detailed investigation into relevant digital and social media marketing related issues.
4. creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to interpret knowledge in digital and social media marketing;
5. conceptual understanding which enables the evaluation of published research to determine both its validity and relevance to new situations, and to extrapolate from it to inform and develop new theories and practices;
6. conduct research into branding and marketing issues using appropriate sources and methodologies;

**c: In addition to the MBM LOs, the MAR7005 Operations and Global Supply Chain elective offers additional specialism learning outcomes - On successful completion graduates should have developed:**

1. demonstrate knowledge and understanding of current theoretical developments and methodological issues in procurement and supply chain management;
2. apply appropriate methods and technologies to support planning and operational management in procurement and supply chain management;
3. Use analytical skills to solve complex problems by synthesising procurement and supply chain management concepts, processes and applications, which the contemporary international business world is facing;
4. understand the need for embedding sustainability systemically in various aspects of decision-making.
5. critically analyse the relevance and appropriateness of various theories and methodologies adopted in procurement and supply chain management;
6. critically discuss a range of solutions for real or imagined management problems in procurement and supply chain management.
7. work as part of a team in multicultural and multinational environment;
8. apply numerical and problem-solving skills relevant to procurement and supply chain management;
9. identify situations which require interventions

### 13.3 Postgraduate Certificate Business and Management

Module	Credits	C core E elective	Award Learning Outcomes contributed to (for more information see Section 8)																				Compen sation Y/N	Assessment element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical	
			Knowledge & understanding				Cognitive & intellectual skills						Key & transferable skills				Employment related skills			Practical skills					
			1	2	3	4	1	2	3	4	5	6	1	2	3	4	1	2	3	1	2	3			4
STO7006	30	C				X						X				X			X				X	N	C1 (50%), T1 (50%)
One of:																									
HRL7005 / HRL7005V	30	E				X						X				X			X				X	N	C1 (100%)
MKT7001 / MKT7001V	30	E				X						X				X			X				X	N	C1 (100%)
<b>Learning Outcomes 60 credits</b>						X						X				X			X				X		
<b>Confirmed Award Los</b>																									