

**Programme Title:** Master in Business Administration Global  
**Awarding Institution:** University of Bedfordshire, UK  
**Level:** 7 (Masters)  
**Mode of Study:** Full time (12 months); Part time (18 months)

### **Why study this course?**

The MBA Global is a generalist management qualification designed to meet the needs of early career individuals and is structured to support your aspirations for fast track career progression through the development of strategic management skills and a contemporary understanding of global business. The course combines core MBA disciplines with the opportunity for further development of knowledge and skills in Marketing, Finance or International Business, through option units. The subject areas are supported by the latest research to develop business competence and strengthen confidence and credibility, providing you with the practical and theoretical capabilities to master the complexities of a competitive and changing business environment.

### **Entry Criteria**

Students wishing to apply for this programme should have the following:

- A good Honours degree in any discipline from a recognised university or higher education institution and
  - For international students English competence of IELTS 6.0 or equivalent is required.
- or
- For mature students: Other relevant qualifications will be considered as will individuals with appropriate work experience.

### **Intending learning outcomes for the programme**

Upon successful completion of this course, students should be able to:

1. Demonstrate a systematic understanding of and critically assess the external context in which modern organisations operate including economic, political, social and environmental change and the regulatory and governance trends impacting on different organisations.
2. Assess and apply relevant knowledge to a range of complex situations taking account of the development and progression of the relationship and expectations between markets and customers and other stakeholders.
3. Understand and synthesise the financing of the business enterprise, the sources, uses and management of finance and the use of accounting for managerial and financial reporting applications
4. Demonstrate critical understanding of the range of theory related to the development of people in organisations
5. Demonstrate sensitivity to the complexity of implementing plans and of achieving change in organisations both because of individual and organisational obstacles and critically appraise the methods available to managers to handle this complexity.
6. Effectively manage relevant communication and information technologies for application in business and management in a global knowledge-based economy.

7. Demonstrate independent planning, initiative and enterprise in order to meet the demands of a Master's degree in Business Administration, while taking responsibility for personal learning and continuous professional development.
8. Critically reflect on an understanding of appropriate research techniques sufficient to allow detailed investigation integrating relevant business and management issues and to show expertise in the interpretation of such material. Acquire and analyse data, evaluate relevance and validity, and synthesise a range of information. Deal with a range of complex and pervasive issues in a systematic and creative manner appropriate to a Master's degree in Business Administration, in so doing form sound judgements in the absence of complete data in the context of new situations and communicate conclusions and recommendations appropriate to both a specialist and non-specialist audience.

### Course Structure

Credits ECTS	Unit Name
Students must take all of the following core modules	
10	Managing Human Capital and Entrepreneurship
10	Marketing Management
10	Financial Analysis and Management
10	Strategic Management
10	Research Methodologies (MBA)
Students should take two of the following optional modules	
5	Corporate Finance
5	Financial Markets and Investment Analysis
5	International Business
5	International Marketing Management
5	Strategic Marketing
Students should take two of the following optional modules	
30	Dissertation (Major Project Module)
30	Integrated Case Study (Major Project Module)
30	Business Development Proposal (Major Project Module)

### Learning and Teaching

The MBA Global adopts a student-centred approach combining scheduled teaching and learning with support for independent study through the virtual learning environment.

For Full-Time students, the course is delivered in a traditional, sequential linear based, weekly pattern of teaching and learning (Monday to Friday), composed of lectures, seminars,

tutorials and workshops. The full-time course is delivered within a three-trimester calendar year over 48 weeks.

For Part-Time students the course is delivered one unit at a time, with each unit block running over 6 weeks, until the final Project. The course is completed in approximately 18 months.

Students attend a 3-day induction at the start of their course, to ensure they are fully prepared for masters level study.

Within the course all students are expected to take increasing responsibility for their individual learning and for their development of approaches to learning, this is supported by mentoring and academic guidance sessions which are take place throughout the course.

The teaching team includes staff with a specialist research base and tutors with a depth of practical experience in management and leadership.

### **Assessment**

Assessment of knowledge and understanding is achieved using a range of assessments which include assignments; the analysis and critical use of evidence, which may be drawn from a variety of sources; critical reviews, practical and applied assessment, formative presentations (individual and group), case study analysis and reports, business reports, project reports and examinations. Assessment philosophy utilises mechanisms that allow and encourage in each student a high degree of critical analysis, problem solving, decision-making and reflection. The assessment of cognitive skills is incorporated within and integral to the assessment strategy of the course and modules.

Students are encouraged to use a wide range of evidential sources and information references as the basis for the production of work submitted for assessment. The use of individual skills of critique, analysis, evaluation and synthesis are a requirement of unit assessment outcomes.

Assessments and the mode of assessment are designed to relate directly to learning outcomes and the nature of the assessment task set within the Module. Individual modes of assessment may cover a range of learning outcomes depending on the Module requirements.

The course assessment philosophy has taken account of the practical nature of business and management skill sets but also recognises the need to demonstrate sufficient relationship between theory and practice, and theory into practice. Cognitive, professional and transferable skills are appropriately assessed by assignment or applied tasks. A range of strategies such as case study analysis, essay type assignments, critical literature review, formative and summative presentations/presentation papers - both group and individual, are also employed to enable students to demonstrate the skills required of a business and academic professional. All written work is submitted electronically and passed through Turnitin as an aid to detecting potential plagiarism. The issue of plagiarism, and the consequences of engaging in the act of plagiarism, is explained to students at their induction and also in unit lectures to ensure that instances of academic malpractice are minimised and where these are identified they are subject to the appropriate disciplinary action.

***Details of the assessment for each module are included in the module information below:***

## **Curriculum Content/Module information**

### **Core Modules**

#### **Marketing Management (10 ECTS)**

##### ***Aims:***

Develop an integrated understanding of the key marketing concepts, theories, perspectives, policies and strategies and their use in marketing management, decision making, and planning in business sectors.

Provide a disciplined analysis of the needs, wants, perceptions and preferences of differentiated markets and their identity as the basis for effective product design, pricing, communication, and distribution

##### ***Assessment:***

Written Assignment (40% weighting) (1600 words)

Accompanying Professional Presentation Paper Executive Summary and PP + notes (60% weighting) (2400 words)

#### **Managing Human Capital and Entrepreneurship (10 ECTS)**

##### ***Aims:***

Enable the student to examine, reflect on and critically analyse theories and practices relevant to management, entrepreneurship, HRM and managing people in a variety of settings and cultural contexts.

Provide a critical introduction to business concepts, personal development, and process skills which are needed to be successful in an entrepreneurship/small business venture.

##### ***Assessment:***

Written Assignment (40% weighting) (1600 words)

Accompanying Professional Presentation Paper Executive Summary and PP + notes (60% weighting) (2400 words)

#### **Financial Analysis and Management (10 ECTS)**

##### ***Aims***

Provide students with a detailed integrative framework for understanding the role and functions of Strategic Management within contemporary business organisations.

Enable students to comprehend how organisations formulate, implement, and evaluate strategies and how they consider the strategic alternatives available to them.

##### ***Assessment***

Written Assignment (40% weighting) (1600 words)

Written Assignment (60% weighting) (2400 words)

## **Strategic Management**

### ***Aims***

Provide students with a detailed integrative framework for understanding the role and functions of Strategic Management within contemporary business organisations.

Enable students to comprehend how organisations formulate, implement, and evaluate strategies and how they consider the strategic alternatives available to them.

### ***Assessment***

Written Assignment (40% Weighting) (1600 words)

Accompanying Professional Presentation Paper Executive Summary and PP + notes) (60 % Weighting) (2400 words)

## **Research Methodologies (10 ECTS)**

### ***Aims***

Introduce students to the principles, theories, practices, contexts, sources and processes related to the rigorous selection, design, carrying out, analysis, evaluation and completion of a major piece of academic and/or business and management - discipline related research

Develop the students' knowledge and understanding of research methods and the selection and use of appropriate research methods in carrying out a piece of sustained research

### ***Assessment***

Literature-Evidence Review (40% Weighting) (1600 words)

Research Design Proposal (60% Weighting)

## **Optional Modules**

**Students are required to take two of the following modules:**

### **Strategic Marketing (5 ECTS)**

#### ***Aims***

Provide students with a framework for understanding and analysing strategic marketing processes in diverse organisational types and in differing contexts and frameworks of operation,

Provide students with the opportunity to critically discuss, comprehend, compare and contrast the marketing functions in different organisational or environmental contexts including in a range of industry sectors, and in international and national/regional contexts

#### ***Assessment***

Written assignment (100% weighting) 2000 words

### **International Marketing Management (5 ECTS)**

#### ***Aims***

Discuss, analyse, evaluate, and critically examine the contexts, research requirements, and operational requirements which exist in International Marketing environments

Discuss, analyse, and critically evaluate the differences and distinctions which apply in multi-cultural and international marketing contexts, environments, sectors and circumstances.

**Assessment**

Written assignment (100% weighting) (2000 words)

**International Business (5 ECTS)**

**Aims**

Provide students with a critical analysis and overview of the field of international business and the contexts, concepts, and interpretation of globalisation and its environmental identities

**Assessment**

100% Weighting written assignment – (2000 words)

**Corporate Finance (5 ECTS)**

**Aims**

Provide a comprehensive understanding of the environment and contexts of corporate finance in organisations, and the key concepts and techniques which are used by contemporary financial managers in making financial decisions.

Enhance the theoretical, analytic, evaluative decision making skills and capabilities of students related to financial evaluation of evidence sources, organisational investment, financing and dividend policy contexts

**Assessment**

Written assignment (100% Weighting) (2000 words)

**Financial Markets and Investment Analysis (5 ECTS)**

**Aims**

Provide students with an understanding of the critical importance of how capital markets and financial institutions work

Provide students with a critical understanding of the impact which wider economic, contextual and environmental changes, have on both markets and financial institutions and on individual companies capital budgeting decisions and finance decisions.

**Assessments**

Written assignment (100% weighting) (2000 words)

**In addition students are required to take one of the following modules**

**Dissertation (50 ECTS)**

**Aims**

Provide students with the opportunity to independently review and reflect upon the general principles of research methods, research objectives, and research contexts; and to demonstrate;-

Their ability to put these into practice, through the independent planning, development, and execution to completion, of a significant body of independent research undertaken under supervision and presented in the form of a Dissertation on an approved subject area.

Create a platform and framework for the student in which they may demonstrate their ability to analyse and synthesise the theories, knowledge and skills which they have developed throughout the course, and, through the use of appropriate research and interpretive methodologies, use these to independently examine a defined and approved subject area.

Enable the student to demonstrate their intellectual and practical capacities to potential employers and/or as a contribution to the development of a future post graduate academic career or to private professional practice.

Provide students with a research framework which allows them to demonstrate their intellectual capacities in analysis, synthesis, evaluation, interpretation, the formation of informed judgments, and the presentation of conclusions.

### **Assessments**

Research Reflective Report (2000 words)

Dissertation (80% weighting) (10000 words)

### **Business Development Proposal (50 ECTS)**

#### **Aims**

- Provide a critical overview of scenario planning contexts and Case Study Analysis and their application in the development of a viable Business Development Proposal to a “live”, presentational, and business launch stage.
- Provide the student with specific opportunities to reflect upon and integrate the knowledge acquired in the units forming the early stages of the course within an employability and career development focused learning framework
- Provide the student with the opportunity to develop the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors, peers, business professionals, and academic mentors;
- Provide a formal experience in the preparation and delivery of a business venture and development proposal and presentation which is suitable for formal presentation to business investors and for submission for financial investment support.

#### **Assessment**

Research Reflective Report (20% weighting) (2000 words) (In Formal Template Presentation Format)

Business Development Proposal (80% weighting) (10000 words)

### **Integrated Case Study (10 ECTS)**

#### **Aims**

- Provide a learning experience through which the learning outcomes from the course can be brought together, reflected upon in a formal report, and consolidated from a management perspective into a substantial body of work focused upon a case study approach to research, the critical evaluation of contemporary scenarios, and applied outcomes  
Provide a discussion and learning framework within which the cross-functional contexts and interdisciplinary skill sets of the modern manager operating in a

contemporary business environment are able to be explored and demonstrated within a sustained piece of applied research within a case study approach

- Provide students with an introduction to the learning opportunities offered within retrospective, contemporary, and prognostic case study analysis and the management evaluation which may be drawn from differing examples.

### **Assessment**

Research Reflective Report (Weighting 20%) (2000 words)

Integrated case study report (Weighting **80%**) (**10000 words**)

### **Developing employability**

The course aims and objectives, which are in turn underpinned by module learning outcomes and the learning and teaching strategy of the course, are designed to address the UK Graduate Attributes and characteristics descriptors as well as the relevant QAA Subject Benchmark Statements.

The course is designed to develop in its students those graduate attributes which have been identified by employers as being the skills and competencies which a graduate should have upon completion of their course. In focussing on these attributes the course is aimed at supporting students in the development of their career, their career objectives and aspirations, and their continuing professional development in their chosen area of employment.

The course philosophy is therefore concerned with the sustainability of the relationship between theory and practice, with theory into practice, and with the application of theory and practice within the wider development of personal employability attributes, career development and continuing professional development.

The design, responsiveness and sensitivity to market targets, and the career enhancement, employability and student development objectives for the course have meant that curricula, learning and teaching strategy, module syllabi and assessments strategy have taken into account the requirements for supporting the development in the student of:

- Problem identification, solving and reflective, analytic and application abilities in the student;
- The development of inter-personal skills and networking by the student;
- The concepts of international citizenship and international role – including the concepts of diversity, sustainability, interdisciplinary, multiple perspectives, critical thinking and reflection;
- Flexibility and adaptability
- Effective communications
- Creativity and innovation

LSC Group courses have an established market reputation for the development of a wide range of management and business professionals drawn from a variety of employment sectors.



## **After Graduation**

Career opportunities and employment opportunities for successful MBA Global graduates are expected to continue to be found in both the private and public sectors in all areas of management, business development, organisational development, entrepreneurial development and similar general employment areas.

The course structure is also designed to support students in the development of their own businesses or to gain employment in the general business and management sectors or in specific areas of marketing, financial management, strategic development, research, human resources management, international business sectors and similar areas.

Students who complete the course are expected to seek employment in their local region or area or to use the international nature of the learning experience and the final qualification to seek employment in the wider international and/or national region.

Students may also decide to continue to progress to doctoral studies on completion of the MBA Global.

## **Completion rates:**

This is a new programme and as yet students have not reached graduation. However completion rates for our previous MBA programme are high.

## **Further Learning Opportunities**

Upon completion of the MBA students may wish to consider taking a research degree such as a DBA or PhD. LSCM does not currently offer these programmes but hopes to do so in the future.