



Course Specification

MSc Management (Full-time and Part-time) LONT049

And

MSc Management with Extended Professional Experience LONT050

Coventry University London

September 2020

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification (Published Document)

MSc Management

1. Introduction

MSc Management is an intensive course designed to prepare graduates from diverse academic backgrounds for a wide range of careers in management and leadership. No matter they aim to be self-employed, an entrepreneur, head of their own company; or to work for private business, not-for-profit organisations or government agencies, management can always give them the tools for success.

The course content reflects latest trends in the ever-changing global market. i.e. modules reflecting new trends in the business environment, such as Digital Marketing Communication and Finance for Modern Managers. The modules provide awareness of the nature of the challenges and opportunities within the business environment and outline the skills and tools required to support and enhance business activities. This course has been designed to meet the needs of business and industry, offering unique insights into contemporary issues in the global economy through varied modules that cover the most relevant and current issues relating to management. This course provides students with an academically rigorous and professionally relevant education that meets their career needs throughout personal and professional development.

By choosing this course students can benefit from:

- Internship opportunities in the UK and Overseas
- Option of extended professional experience route offering additional 6 months for the final term internship project
- A curriculum reflecting the latest development in management theory and practice and preparing students towards professional qualifications for a wide range of careers in management
- A university in the City of London, one of the world's premier business locations
- Career relevant teaching and learning maximizes students' exposure to the business world through live projects, business simulations, employer workshops and periods of work experience
- Guest speakers from academia and the City of London
- Opportunities for travel to, and collaboration with, overseas universities through international field trips and Collaborative Online International Learning (COIL) projects
- Modules adopts innovative teaching methods and advanced learning technologies to support students' learning
- A course taught by experienced, industry-trained academics
- Business start-up advice and support during the course

Why choose this course?

This course helps students to gain a broad, analytical and integrative understanding of business and international management to meet the challenges posed by technology, diversity, globalisation, and sustainability. It not only offers a way to advance students' business and management knowledge for a great career start, but also emphasizes the application of knowledge and the development of skills to the more complex international environment both systematically and creatively to improve business and management practices.

This course enables students to gain a well-rounded and holistic understanding of business and management. It offers a combination of solid theoretical frameworks underpinned by industry-based experience. This full time MSc is offered as a standard 3-term course or as a 5-term course with Extended Professional Practice. Professional experience consists of the potential of undertaking an internship in the UK or overseas. Action-based practical activities include providing consultancy services to clients, SMEs and social ventures in live projects across different modules. The London location therefore offers a great opportunity for students to work with employers.

The course focuses on international perspective, from specialised international modules, collaborative online international learning (COIL), and international internship to international diverse cohort. It is offered to graduates of any academic discipline, including students who have not previously studied business and management and non-graduates who have appropriate work experience and hold a professional qualification. Students could benefit from multi-cultural learning environment and networking with peers from a wide range of background and experience. This course equips students with the necessary tools, techniques, and concepts to understand how business is conducted internationally and the various challenges facing managers from an operational and strategic perspective.

Consistent with the knowledge and skills development and to enhance student-learning experience, the course

arranges built-in opportunities for students to engage with employers and companies. Guest speakers are arranged throughout the duration of the course to discuss the best work practices and careers development with students. Coventry University London has a number of exciting partnerships with a wide range of industries, consultants, and government agencies both home and abroad to provide students with internship, live project, and domestic and international field trip opportunities. The course provides students with interaction across a wide range of business and industries, gaining advice from the key decision makers as well as valuable insight into the practice, an opportunity to work on the live projects with employers.

This course delivers a strong academic and practical grounding in core subjects such as strategy, marketing, finance, and people management, as well as other management modules. The breadth embeds students with high transferable skills relevant to the current work environment and allows students to gain analytical and practical tools to analyse complex strategic and operational management issues within a global context. It also develops students' leadership skills in relation to decision-making, problem solving, team working, negotiation and employee performance management.

Modules comprise a sound theoretical base (supported by market research, frameworks, quantification and critical analysis) and are practical and engaging. Students completing the 3-term course have the opportunity for a single term internship in their final term amongst other final term options. Students choosing the 5-term course have access to an extended professional placement. Students apply to join the 3 or 5 term option. No transfer between options is permitted.

MSc Management with Extended Professional Practice provides an innovative course structure for graduates to evidence their preparedness for future career options. The Professional Practice aspect involves two terms (term 3 and 4 of the course) in a professional business environment, followed by a final term in which a research investigation, carried out as part of the Professional Practice, is reported in a formal report. Whilst all students are assured a Professional Practice placement, the range of opportunities available varies from year to year. The placements are subject to a competitive application and selection process and the host organisation may include the University. Students who do not wish to undertake a work placement or are not successful in securing a placement can undertake a campus-based professional experience which delivers similar learning outcomes through supervised projects and activities designed to offer students the opportunity to integrate theory with an understanding of professional practice.

Innovation and digital fluency creates rich experiences and enhances learning environments from course design through to interactive student learning. The use of technology is embedded in all the modules with a focus on enhancing student engagement and learning, such as Screencast-o-matic, Youtube channels, TedTalks, Digital Marketing Platforms, Online Portfolios, etc.

Future Prospects

MSc Management at Coventry University London is committed to helping students develop the skills and competencies that need to progress successfully into an international management and related positions. A practical focus on employability throughout the duration of the course means that students emerge from this course with well-developed powers of analysis, clear perspectives on strategy and strategic thinking, highly effective organisation and communication skills, leadership, project and people managing skills as well as research skills, all of which are in-demand by employers in private, public, and third sector organisations around the world.

The careers, employability and enterprise team support students for career aspiration by providing one-to-one consultation and careers workshops such as networking and job search strategies. Graduates can have a wide range of choices in their career aspects, including consultancy as a functional specialist, general management in the private and public sectors, business start-up owner.

Example of career may also include:

- International Manager
- Entrepreneur
- Business Analyst
- Management Consultant
- Project Manager

2 Mode of Study			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MSc Management: (Full-time, LONT049)	One year full-time	N/A	Level 7/M Level
MSc Management: (Part-time, LONT049)	Two years part-time		
MSc Management with Extended Professional Experience: (LONT050)	Full-time: The standard route has 3 terms. The route with Extended Professional Experience has 5 terms.		
Exit Awards: Postgraduate Diploma in Management Postgraduate Certificate in Management	Part-time: The standard route has 6 terms.		
3 Awarding Institution/Body	Coventry University		
4 Collaboration	N/A		
5 Teaching Institution and Location of delivery	Coventry University London		
6 Internal Approval/Review Dates	Date of approval: June 2019 Date for next review: Academic Year 2022/23		
7 Course Accredited by	TBC		
8 Accreditation Date and Duration	N/A		
9 QAA Subject Benchmark Statement(s) and/or other external factors	<p>Particular note has been taken of the FHEQ Level 7 Framework (2014) and the QAA Benchmark Statements for Masters Awards in Business and Management (2015) and, where appropriate, learning outcomes are cross-referenced to the report.</p> <p>Subject Benchmark statements can be found at: http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/masters-degree-subjects</p>		
10 Date of Course Specification	September 2020		
11 Course Director	Dr Irene Yu		

12 Outline and Educational Aims of the Course

MSc Management course aims to develop graduates for an outstanding career in management in all disciplinary areas and enable them to become an effective leader or a future entrepreneur, who are critical, challenging, independent and creative thinkers and have an impact on their environment. This course aims to help managers to gain a broad, analytical and integrative understanding of business and international management.

The course aims to develop the knowledge and skills future leaders need to possess in order to meet the challenges posed by technology, diversity, globalisation, and sustainability. During the course, students understand the complex interrelation between relevant business topics and learn how to apply business and management knowledge to the diversified international environment both systematically and creatively to improve business and management practices. The modules in the course provide means to engage students in critical enquiry and to expose them to project-based teamwork in a multicultural environment. It strengthens students' cooperative and collaborative working skills and competencies, while raising their awareness of the industry and appreciation of the diversity.

The course equips students with the necessary tools, techniques, and concepts to understand how business is conducted and the various challenges facing managers from an operational and strategic perspective. This course focuses on leadership skills and personal development and helps students develop great interpersonal skills, be a quick problem solver and learn how to apply managerial theory to the real world of business. It enables students to develop the necessary skills to view, understand and think about organisations in different ways, giving insights into how organisations operate in a globalised world.

General Objectives are to:

PG Certificate

- Provide the framework within which students can develop an analytical understanding of international business management in the context of a changed environment;
- Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning.

PG Diploma

- Provide students with the opportunities to develop a range of skills and the ability to apply a variety of international business tools and techniques in real-world scenarios;
- Stimulate a proactive approach to organisational issues that illustrate an understanding of the impact of the changing international environment and the context within which international managers and organisations operate.

Masters

- Encourage students to demonstrate their capacity to enact the principles of change management and become effective change agents in international organisations;
- Provide students with well-developed powers of analysis, strategic approaches and communication skills to meet the leadership challenges of the future.

It is the mission of Coventry University London to partner with employers to deliver 21st century learning through a real business experience in the heart of London. In terms of its teaching, learning and assessment this means:

1. Each of the courses and modules that have been designed have been approved as career relevant by a range of key stakeholders
2. Courses are delivered by respected academics and practitioners who are passionate about teaching
3. Learning success is enhanced by the clear communication of course and module outcomes and these underpin all teaching and assessment activity which takes place
4. Academic and business technology is employed where it assists in the achievement of the learning outcomes
5. Courses include a range of level specific work experience opportunities, which are explicitly linked to the learning outcomes of the course

6. Courses and modules are internationally orientated to develop participants' intercultural fluency as a reflection of the growing importance of international business
7. Assessment is also career relevant in its style and format

13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

LO1: Formulate a systematic understanding and application of relevant knowledge about organisations and the complexities of the external environments that affect organisations at different levels in terms of their strategies, behaviours, management and sustainability.

LO2: Critically assess organisational strategies and practices in relation to the development of diverse global markets and the expectations of key stakeholders, and make judgements about service and orientations from the perspective of a manager.

LO3: Appraise the financing of the business enterprise or other forms of organisations by examining the sources, uses and the management of financial information for managerial and financial reporting, and their applications for the efficient management of the organisation.

LO4: Foster a critical awareness of current trends and issues in business and management and a critical appreciation of relevant theoretical, methodological and technical source material from various business disciplines.

LO5: Apply relevant knowledge systematically and creatively to a range of complex situations, synthesise data and information in innovative ways and undertake substantial research on a topic relevant to the context and content of international business management.

LO6: Critically evaluate the perspectives on sustainability and corporate social responsibility in relation to work practice, managing the implication of ethical dilemmas and work proactively with others to formulate solutions.

LO7: Appraise the development, management and exploitation of relevant information systems and technologies and their impact on communication and operation in organisations within an international knowledge based economy.

LO8: Develop advanced skills and competencies in self-awareness, independent learning, resilience and personal effectiveness in a variety of team roles and take leadership roles through personal learning and continuous professional development.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below, also indicated the course learning outcomes that are served within each module.

The course is delivered full time over 3 terms, or full time with extended professional experience over 5 terms (with an additional 2 terms taken between term 2 and the final project term), or part-time over 6 terms in two years. It is constructed on the basis of a modular framework of 180 credits. The course is comprised mainly of mandatory modules and options for a final term project in term 3. For students who take the extended placement route, the final term project will take place in term 5. For students who take the part-time route, the final term project will be in term 5 and 6.

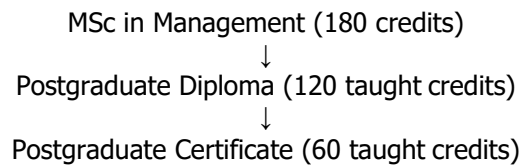
The final term project options provides students the opportunity of preparing for their individual career path after graduation:

- M185LON Management Internship
- M184LON Management Dissertation
- M183LON Management Consulting Project

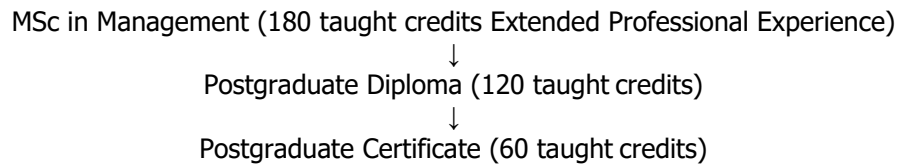
For those who opt for a 5-term extended professional experience there are no optional modules.

The course also features an innovative and stimulating teaching and learning environment, ensuring students have experience manipulating and interacting with businesses during the course in each term.

Cascade of Awards: MSc Management



Cascade of Awards: MSc Management with Extended Professional Experience



Exit awards:

A student who has achieved 120 credits overall at M level/ FHEQ Level 7 (**NOT** including the final term projects) will be eligible for the award of a Postgraduate Diploma.

A student who obtains 60 credits overall including at least one course-specific mandatory module at M level / FHEQ Level 7 (**NOT** including the final term projects) will be eligible for the award of a Postgraduate Certificate.

Module credit level	Module Code	Title	Credit Value	Mandatory / Optional	Course Learning Outcomes	Pre-requisite
7	M181LON	International Business Strategy	15	M	LO1, LO2, LO4, LO5	None
7	M178LON	Digital Marketing Communications	15	M	LO1, LO2, LO4, LO5, LO7	None
7	M179LON	Finance for Modern Managers	15	M	LO3, LO5, LO7	None
7	M182LON	Leading and Managing People	15	M	LO1, LO4, LO5	None
7	M177LON	Contemporary Issues in HRM	15	M	LO1, LO2, LO4, LO7	None
7	M180LON	Innovation Management and Entrepreneurship	15	M	LO1, LO4, LO5, LO7	None
7	M186LON	Sustainability and Social Responsibility	15	M	LO1, LO2, LO4, LO6	None
7	M136LON	Business and Management Research Methods	15	M	LO1, LO2, LO3, LO4, LO5, LO6	None
7	M185LON	Management Internship	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M184LON	Management Dissertation	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M183LON	Management Consulting Project	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M123LON	Postgraduate Professional Practice 1 (for extended route only)	0	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M124LON	Postgraduate Professional Practice 2 (for extended route only)	0	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None
7	M125LON	Postgraduate Professional Practice Project (for extended route only)	60	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8	None

Key

M = Mandatory (i.e. must be studied and passed for the named award)

O = Option, one of the modules must be studied for the named award in term 3

15 Criteria for Admission and Selection Procedure

The course is subject to Coventry University London's admission procedures and access policies.

To be accepted for entry onto Master's courses students should possess a good honours undergraduate degree (minimum 2:2) or equivalent in a relevant subject.

Applications from candidates with demonstrable and appropriate work experience in business or the public sector together and relevant professional qualifications will be considered on an individual basis.

Careful monitoring of applications to ensure that applicants are suited to the course takes place. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria and those applying to the MSc Management with Extended Professional Experience. Where deemed appropriate, a written exercise is administered to establish suitability.

Where English is not the applicant's first language an adequate proficiency in English must be demonstrated. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).

Accreditation for prior learning (APL) is in accordance with Coventry University London Academic Regulations for taught postgraduate courses.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the General Regulations and Academic Regulations for Courses at Coventry University London.

17 Indicators of Quality Enhancement

The following are key indicators of quality and enhancement:

- The Course is managed by a Coventry University London Board of Study. The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.
- The Programme Assessment Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- External Examiners report annually on the course and their views are considered as part of the annual Course Quality Enhancement and Monitoring (CQEM) review process. Details of the CQEM process can be found on the Registry's web site.
- Student forums are termly meetings between student representatives and course directors. They create a platform for direct student feedback and exchange. Each academic department has one student forum; in addition a student forum exists for professional and support services. Student forums are chaired by senior student representatives, and minutes are reported to the relevant Board of Study. Coventry University Students' Union (CUSU) provides support for student forums.
- Students are represented on Student Forums, the Board of Study and Coventry University London Academic Board, all of which normally meet every term, i.e. three times per year.
- Student views are also sought through module and course evaluation questionnaires, and students contribute to the annual Course Quality Enhancement and Monitoring (CQEM) review process.
- The Coventry University London Quality in Learning & Teaching (QuiLT) Committee meets once a term to review and enhance the quality and standards of the academic work of the University; to review the processes for course validation and monitoring; and to report on and recommend opportunities for the enhancement of the student experience. Unlike the Boards of Study, QuiLT has a cross-departmental remit.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance
- Office hours for module leaders

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support
- Study Support information
- IT and Library provision on and off the university
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)

Employability and Enterprise team's support for extended professional practice:

- Coventry University London will offer internship options to all students eligible to do them
- Students undertaking an internship must meet the selection criteria for securing an internship.
- Internships are subject to a competitive selection process by both the university and the host organisation offering the internship
- The Coventry University London Employability team will be involved for the final 3-term and 5-term projects as per all courses at Coventry University London, and also provide guest lectures and live projects in the classroom with partner employers from term

Anticipatory adjustments for disability and inclusivity:

- Using Echo 360 to record lectures with subtitles/transcripts (or key concepts/information) and using multi-sensory materials/ variety of activities.
- Providing learning materials, notes and slides before the lesson, in accessible formats
- Providing additional notes with key points highlighted after the lesson, in accessible formats
- Providing examples of well written essays and assignments for students
- Promoting office hours with module leaders for one to one support
- Providing clear written directions and checklists for assignments to help students break it down, organise and plan their time
- Visually highlighting important information and instructions
- Within lessons, new terms and concepts should be visible on either a board or projector
- Any text should be large and clear, so that students can read it
- Whiteboards to be used to elaborate a point, or to note key words, concepts or names. They should not be used to extensive note making

Support for extended professional practice and extracurricular activities enhancing the Student Experience:

- Coventry University London will offer internship options to all students eligible to do them
- Students undertaking an internship must meet the selection criteria for securing an internship
- Internships are subject to a competitive selection process by both the university and the host organisation offering the internship

- The Coventry University London Employability team will be involved for the final 3-term and 5-term projects as per all courses at Coventry University London, and also provide guest lectures and live projects in the classroom with partner employers
- Before their internship or Professional Practice Project, students will engage with extra-curricular projects such as field trips to global organisations in the UK and the rest of Europe. Previous trips have included Coca-Cola, Cadburys, Jaguar-Land Rover, and BMW. We offer international field trips where students get to collaborate with international cohorts in different parts of the world and engage with industry partners as part of our commitment to internationalisation. Previous trips have included Prague, Paris and Berlin. We also incorporate industry guest-speakers on a range of different modules so that our students understand how their learning aligns to industry expectations.
- High-Flyers is a competitive top-talent programme which attracts students who want to stand out from their colleagues by investing additional time in their personal development. High Flyers runs over the duration of one term and provides a variety of experiences from personality profiling, 1-2-1 coaching, networking skills and exposure to business leaders.

Spotlight workshops from library team:

- Skills for developing your English skills
- Skills for writing at University
- Skills for effective study
- Skills for Successful Research
- Digital Skills
- Ready for work

The course is administered by the Course Director and students should consult him/her if they have specific concerns about studying this course.