Leicester Business School

MSc International Business Suite

PROGRAMME HANDBOOK
2011/2012
INTRODUCTION AND WELCOME TO DE MONTFORT UNIVERSITY

Professor DAVID WILSON
DEAN OF FACULTY OF BUSINESS & LAW

I should like to take this opportunity to welcome you to De Montfort University and, more specifically, to the Faculty of Business and Law. The Faculty comprises Leicester Business School and Leicester De Montfort Law School and offers a wide range of postgraduate courses, a number of which incorporate professional qualifications. The Faculty is proud of its excellence in teaching and research. Our postgraduate courses are noted for combining academic rigour with practical application. We ensure that courses are relevant to the professional world and our graduates are highly valued by employers in both the private and public sectors.

Courses at postgraduate level are both exciting and challenging. They require great diligence from you if you are to achieve a high level of success. The priority of our academic and administrative staff is to help you to produce your best work; to gain as much as possible from your course and to obtain the qualifications you are seeking. Both Leicester De Montfort Law School and Leicester Business School staff will do all they can to make your stay here in Leicester both enjoyable and rewarding. They are easily approachable and will be happy to help at any time.

Enjoy your stay here; Leicester is a vibrant, exciting and welcoming city. I hope you will find your time here at DMU not only worthwhile but also an enjoyable learning experience.

All good wishes

[Signature]

Professor David Wilson
Dean of Faculty of Business and Law/Deputy Vice-Chancellor
INTRODUCTION TO THE PROGRAMME

The Business School’s International Business masters programme comprises four pathway awards:

- MSc International Business and Entrepreneurship
- MSc International Business and Finance
- MSc International Business and Human Resource Management
- MSc International Business and Management

The above pathways have been designed to provide a natural progression for graduate students and will be particularly attractive to those wishing to pursue a career in general management or finance, human resource management and entrepreneurship in an international context. Each pathway provides the student with an advanced and applied understanding of international business in their chosen discipline and aims to produce a masters graduate who is fully conversant with international business through practical application and leading edge theory.

The structure around an international setting also needs to be emphasised. With many industries becoming increasingly globalised, it is seen as critical for today’s international business graduates to have the ability to perform and think in an international context. The focus of the modules, and the programme overall, allows the student to move beyond domestic mindsets, consider issues and look for solutions in a truly international context.

The programme is, therefore, likely to be challenging, both in terms of academic level and in the way it will critically consider various aspects of international business and management/finance/human resource management/entrepreneurship.

This Programme Handbook will provide you with a full introduction to the International Business programme and the regulations that govern its operation. It will also tell you how the programme is managed and by whom. It will also give details of the programme team including academics and administrators.

Before you go on to read about the programme and its organisation, may we take this opportunity to wish you every success with your studies at De Montfort University.
## Programme Structures and Outcomes

### MSc International Business & Entrepreneurship

**PROGRAMME STRUCTURE**

<table>
<thead>
<tr>
<th>Stage</th>
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The subject specific learning outcomes of the programme include the following:

- To critically review the accounting process that results in the preparation and production of accounting reports for external use, and the meaning and analysis of such reports. It will also examine conventional accounting principles to allow an appreciation of the importance of accounting information in internal planning, decision-making and control.
- To examine operations management and study the processes that directly produce and deliver the services or products of organisations from all economic sectors.
- To examine the critical application of classical and contemporary theory to the advancement of management practice from both macro and micro organisational perspectives.
- To critically consider research techniques in management and business as a strategic activity that occurs within the context of limited resources and within a framework of ethical, legal and social constraints.
- To critically evaluate how leaders and managers generate and implement strategies in global markets using resources in a global context.
- To introduce concepts of enterprise, innovation, small businesses and their interrelationships and critically evaluate the different approaches to the discipline.
- To explore and contrast the nature of entrepreneurial organisations including the practices and processes of creating and developing entrepreneurial organisations across different contexts and cultures.

The cognitive and non-subject specific skills developed by each student should include:

- To develop both communication and numeric skills, and an ability to draw reasoned conclusions, and to gain an appreciation of statistical concepts.
- To develop students’ ability in critical thinking and creativity; managing creative processes, organising thoughts, analysis, synthesis, and critical appraisal.
- To be able to deal with complex issues in business and finance both systematically and creatively.
- To demonstrate self-direction and originality in solving problems and independent learning ability.
- To demonstrate the ability to employ advanced skills to conduct research and to evaluate such research in a critical and analytical manner.
### MSc International Business & Finance

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<td><strong>Group B:</strong></td>
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- To critically review the accounting process that results in the preparation and production of accounting reports for external use, and the meaning and analysis of such reports. It will also examine conventional accounting principles to allow an appreciation of the importance of accounting information in internal planning, decision-making and control.
- To examine operations management and study the processes that directly produce and deliver the services or products of organisations from all economic sectors.
- To examine the critical application of classical and contemporary theory to the advancement of management practice from both macro and micro organisational perspectives.
- To critically consider research techniques in management and business as a strategic activity that occurs within the context of limited resources and within a framework of ethical, legal and social constraints.
- To critically evaluate how leaders and managers generate and implement strategies in global markets using resources in a global context.
- To provide broad exposure and critical analysis of the political, economic and technical dimensions of international finance, including the examination of competitive finance and foreign trade.

The cognitive and non-subject specific skills developed by each student should enable them:

- To develop both communication and numeric skills, and an ability to draw reasoned conclusions, and to gain an appreciation of statistical concepts.
- To develop students’ ability in critical thinking and creativity; managing creative processes, organising thoughts, analysis, synthesis, and critical appraisal.
- To be able to deal with complex issues in business and finance both systematically and creatively.
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Aims and Outcomes

The subject specific learning outcomes of the programme include the following:

- To develop an in-depth understanding of Human Resource Management issues in an International Business Context.
- To develop an in-depth understanding of Organisational and Management issues.
- To develop an understanding of Human Resource Strategy formulation, evaluation and implementation in an international context.
- To develop an in-depth appreciation for the International Business and Human Resource Management Environment.

The cognitive and non-subject specific skills developed by each student should enable them:

- To develop both communication and numeric skills, and an ability to draw reasoned conclusions, and to gain an appreciation of statistical concepts.
- To develop students’ ability in critical thinking and creativity; managing creative processes, organising thoughts, analysis, synthesis, and critical appraisal.
- To be able to deal with complex issues in business and finance both systematically and creatively.
- To demonstrate self-direction and originality in solving problems and independent learning ability.
- To demonstrate the ability to employ advanced skills to conduct research and to evaluate such research in a critical and analytical manner.
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Aims & Outcomes

The subject specific learning outcomes of the programme include the following:

- To develop an in-depth understanding of international business issues.
- To develop an in-depth appreciation for the International Business Environment.
- To develop an in-depth understanding of management issues.
- To develop an understanding of strategy formulation, evaluation and implementation in an international context.

The cognitive and non-subject specific skills developed by each student should include:

- To develop both communication and numeric skills, and an ability to draw reasoned conclusions, and to gain an appreciation of statistical concepts.
- To develop students’ ability in critical thinking and creativity; managing creative processes, organising thoughts, analysis, synthesis, and critical appraisal.
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FACULTY SERVICES AND SUPPORT

Student Advice Centre (SAC)

Where are we and what do we do?

The Student Advice Centre is located on the ground floor of the Hugh Aston building (0.37) next to the Café. The primary function of the Centre is to provide advice on a wide range of student issues as well as take in coursework.

We hold leaflets detailing University procedures and protocols in respect of all areas as well as copies of the University Regulations and all of the standard forms. We are able to give you contact numbers, email addresses and surgery hours of all academic members of staff.

In short we should be your first port of call if you require any help or advice; if we are not able to help you we will know who can! Although we do not offer counselling we do have a separate room available should your problem be of a private or confidential nature.

The Postgraduate Suite

Postgraduate and professional programmes from both the Law School and the Business School are accommodated primarily in a dedicated area within the Hugh Aston building – a suite of rooms on the 4th and 5th floors – which has access control (to restrict use to PG students) and can be entered by a separate staircase/lift on the Oxford Street side of the building as well as the other main entrances. For larger classes, use is also made of the spacious lecture theatres housed on the floors below the suite.

The Postgraduate Suite is open from 9 am – 9 pm during term time and 9 am – 7 pm during the vacation. The suite is not open at weekends. Students wishing to use IT facilities at the weekends can use the Kimberlin Library which has both fixed PCs and wireless access. Please check on the library website for more information: www.library.dmu.ac.uk.

The suite provides a modern, comfortable learning environment conducive to study at postgraduate level and comprises:

**Fourth floor – rooms 4.09 – 4.15**
- 6 x classrooms/seminar rooms
- Common Room with vending machines, sofas, tables & chairs
- Meeting room

**Fifth floor – rooms 5.08 – 5.17**
- 6 x classrooms/seminar rooms
- Resources Room (housing PCs and the Dissertation Reference Library)
- 3 x syndicate rooms for group working and meetings (see below for booking information)

**Resources Room**

The Resources Room has 35 PCs for casual use all day long. There is one black and white and one colour printer, a scanner and a print kiosk for topping up printing credits. Students will be issued with a personal log on during enrolment week to allow them to use these facilities. The Technical Support Team is located on the second floor in room 2.01 and should be contacted with all queries of a technical nature.
All formal lab based classes will take place in one of the Faculty’s five computer labs, all of
which can be found on the second floor.

**Syndicate Rooms**

The suite has three small syndicate rooms (HU5.15PG, HU5.16PG & HU5.17PG) which are
available to staff and students for activities such as meetings, group work, interviews etc.
Bookings can be made as follows:

- By emailing your Programme Administrator, stating clearly the date and time that you
  require the space, the activity being undertaken and number of people involved.
- Your Programme Administrator will email to confirm the booking or otherwise
- On Monday morning each week a printout of bookings per room for that week will be
  placed on each door. Students/staff can then ‘self book’ themselves into any empty
  slots that remain for the week
- As this is a self managed resource, you are asked to respect the bookings system,
  vacating promptly at the end of your booked slot.

**Support for International Students**

The **International Student Support Officer** provides ongoing specialist support, including
advice and guidance on issues such as working in the UK and opening a bank account, as
well as lots of general information about living and studying in Leicester. We know that you
will have lots of questions about life in a new city and we’re here to try and give you as much
help as we can.

Email: Internationalsupport@dmu.ac.uk

Advice and assistance on immigration, housing and a range of other issues is also provided
by the **Welfare and Education Team** who are based within Student Union on the first floor
in the Campus Centre building. The team can also assist you in applying to extend your
student visa. Call in for an appointment or telephone (0116) 257 6307.
MODULE INFORMATION

INDEX

Modules:

ACFI5007  International Taxation Policies
ACFI5020  Accounting for Managers
ACFI5021  International Finance
ACFI5022  Strategic and Financial Decision-Making
ACFI5029  Corporate Governance
ACFI5031  Internal Control and Audit

CORP5038  Entrepreneurship and Innovation
CORP5039  International Strategic Management, Markets and Resources
CORP5040  Critical Perspectives in Management
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CORP5042  Creative Action in International Organisations
CORP5047  International Trade

HRMG5027  Managing Organisational Change
HRMG5053  HRM in Context
HRMG5057  Managing Employment Relations
HRMG5059  International Human Resource Management

MARK5054  International Marketing and Ethics
MARK5055  Managing Advertising and Communications

POPP5006  Research Methodology
POPP5007  Globalisation

LBPG5013  Management Study Support
LBPG5016  Dissertation Study Support
LBPG5017  Dissertation
ACFI5007 - International Taxation Policies 15 credits

Handbook Descriptor

The module will cover appraisal of the broader aspects of taxation and fiscal policy using international case studies.

Assessment Components

Other Coursework 1 - OTHERCWK1 30 minute max group presentation & 5000 word max report
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Seen Examination 1 - SEEN1
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 180 minutes.

Assessment Rationale

The assessment will consist of two elements:
- Group presentation and report – 30 minute presentation (max) and 5,000 word report (max)
- A seen closed book examination – 3 hours

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Students may be re-examined or re-submit once only in an equivalent element.

Learning Outcomes

1 - To develop thorough understanding of developments in UK tax policy.
2 - To understand the differing international contexts of fiscal policy (SR).
3 - To be aware of methods of national and local tax collection.
4 - Understand the use of tax as an instrument of social and political policy (SR).
5 - To appreciate the effects on quantum and structure of business investment, employment and reports.
6 - Capacity to convey reasoned conclusions (non Subject Related).
7 - To develop skills required for independent and self managed learning
8 - To develop analytical skills required for critical evaluation (non SR).

Please note that assessment information is subject to change
ACFI5020 - Accounting for Managers 15 credits

Handbook Descriptor

This module provides an overview of accounting and finance issues: From an external viewpoint it will include an analysis of company performance via the interpretation of corporate annual reports. This interpretation will be set within the framework of the normative economic objective of shareholder wealth maximisation. It will, therefore, also involve a consideration of the process of shareholder value creation and the measurement of performance within this context. From an internal perspective the module will also consider the generation and analysis of information for management use. This will involve an analysis of management accounting and its general role within activities such as planning, control, performance management and decision-making.

Assessment Components

Other Coursework 1 - Ind. Written Assignment
Weighting 70%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The word limit is 3000.
Other Coursework 2 - Group Presentation and Report
Weighting 30%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The word limit is 2000.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Analyse and interpret financial data and information, evaluate their relevance and validity, and synthesise a range of information in the context of business situations
2 - Analyse and interpret financial data and information, evaluate their relevance and validity, and synthesise a range of information in the context of business situations.
3 - Demonstrate the ability to use conventional management accounting and financial management techniques to produce appropriate information for management to aid planning, control and decision making
4 - Evaluate the usefulness of contemporary management accounting techniques in measuring business performance.
5 - Ability to collect relevant information relating to a given situation, analyse that information and synthesise it into an appropriate form in order to evaluate decision alternatives.
6 - Demonstrate rigour of academic arguments as well as the application of theory.
7 - Ability to obtain publicly available financial data from databases and internet resources.
8 - Ability to collect relevant information relating to a given situation, analyse that information and synthesise it into an appropriate form in order to evaluate decision alternatives.
9 - Demonstration of a clear and concise writing style.
10 - Demonstrate rigour of academic arguments as well as the application of theory
11 - Demonstration of a clear and concise writing style

Please note that assessment information is subject to change
ACFI5021 - International Finance 15 credits

Handbook Descriptor

This module provides students with a broad exposure to the political, economic and technical dimensions of the international finance regime. The regime is described - its institutions, markets and players - and the key adjustment mechanisms are explained - balance of payments, exchange rate systems, relative interest and inflation rates.

The role of finance in the competitive struggle between nation states and between multinational corporations to generate economic value is explored. Financial and risk appraisal of foreign trade and direct investment projects is demonstrated.

This module is ideally suited toward those who wish to specialise in international studies or finance. It develops investment and funding decisions in 'Accounting for Strategic and Financial Decisions' and complements the market-based hedging mechanisms taught in 'Risk Management'.

Assessment Components

Group Report 1 -
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Unseen Examination 1 - Unseen examination
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 120 minutes.

Assessment Rationale

The individual assessed examination is a closed book.

The group written assignment will be a real-life case study aiming to challenge students’ intellect and ensure their understanding of the relationship between theory and real-life practice.

As the analysis of real life international financial problems, requires a mixture of skills and capabilities, students will be required to demonstrate their ability to combine analytical skills, critical thinking and IT knowledge so as to correctly evaluate and solve the problem presented in the case study.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Comprehend the political & economic power of the international financial regime.
2 - Demonstrate a systematic understanding of complex foreign investment decisions. (SS)
3 - Recommend appropriate financing strategies for Foreign Direct Investments. (FDI)
4 - Undertake simple market-based transactions to hedge the risk of currency movement. (SS)
5 - Challenge received wisdom on sovereign, OECD & IMF policy.
6 - Apply academic literature and theoretical models in a reflective & critical manner to real world context.
7 - Use personal initiative and possess the confidence to function in multinational organisations.
8 - Use personal initiative and possess the confidence to function in multinational organisations.
9 - Apply academic literature and theoretical models in a reflective and critical manner to real world context. (NSS)
10 - Develop skills required for independent and self managed learning.
11 - Apply academic literature and theoretical models in a reflective and critical manner to real world context. (NSS)

Please note that assessment information is subject to change
ACFI5022 - Strategic and Financial Decision-making 15 credits

Handbook Descriptor

This elective module is designed specifically to consider corporate strategic investment decisions and the underlying financial management issues relevant to these decisions. The module will focus on the allocation of funds within the business and the financial appraisal techniques used in evaluating strategic options. The financing of investment opportunities will then be considered and particular attention will be paid to sources of funds, the cost of those funds and alternative financing strategies. The module will be considered within the context of adding shareholder value.

As the module is concerned with long-term planning and control it is particularly suited to the strategic theme of a masters business programme.

The module can operate as either a self-contained, coherent unit of study, or as part of an overall accounting and finance framework for those students who wish to pursue a degree of specialisation.

Assessment Components

Other Coursework 1 - Case Study
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Other Coursework 2 - Report
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

The coursework is designed to enable students to demonstrate a high level of learning in terms of analysis, evaluation and synthesis. The students will be expected to use academic literature and texts in order to analyse key issues, within an accounting and financial perspective of strategic decision-making.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Reassessment will involve students responding to a new assignment brief which will assess similar learning outcomes.

Learning Outcomes

1 - Recognise the role of accounting and finance within the strategic planning process.
2 - Consider the importance of risk assessment at all stages of the investment process and the application of a variety of risk management techniques.
3 - Recognise the implications of divisionalisation for strategic formulation, implementation and performance measurement.
4 - Appreciate the importance of the cost of capital, and the influences upon it, within the strategic investment appraisal process.
5 - Demonstrate problem solving and decision-making skills through the selection and application of appropriate tools, and control processes, for strategic project appraisal.
6 - To develop skills required for independent and self-managed learning.
7 - To develop skills required for independent and self-managed learning

Please note that assessment information is subject to change
Handbook Descriptor

Corporate Governance (CG) describes the environment in which business takes place. In part it is based upon rules and in part upon trust and shared understanding; the recent past has shown that neither of these can be taken for granted. CG is often seen to be simply the way in which an organisation conducts its relationship with its shareholders and investors but in reality it is much broader and is concerned with the relationship between the company and all of its stakeholders. These are all aspects which will be addressed in this module with the focus being firmly upon the international dimensions of rules and relationships.

Assessment Components

Other Coursework 1 - essay
Weighting 50%. The component receives a mark.  
The Component is Essential with a Threshold of 45%. The word limit is 4000.  
Other Coursework 2 - case study presentation
Weighting 50%. The component receives a mark.  
The Component is Essential with a Threshold of 45%.

Assessment Rationale

The assessment is in two parts:
- 4000 word individual essay (50% weighting)
- Case study with presentation (50% weighting)

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - To apply critical and interpretative skills to an evaluation of corporate activity.
2 - To describe and critique the various components of socially responsible behaviour.
3 - To understand the dichotomy between regulations and trust and critique responses.
4 - To apply critical and interpretative skills to an evaluation of corporate activity.
5 - Reflect on his/her own personal values in making choices and decisions in a business setting.
6 - Reflect on his/her own personal values in making choices and decisions in a business setting.
7 - Demonstrate and ability to undertake effective research into topical issues.

Please note that assessment information is subject to change
ACFI5031 - Internal Control and Audit 15 credits

Handbook Descriptor

This module aims to develop the knowledge and understanding of the role of internal control and audit within a corporate governance framework. It is aimed to, within an international environment, develop an understanding and critical evaluation of:

- Internal control risks and organisational responses within a corporate governance framework
- Internal audit processes and their application within the context of financial reporting frameworks
- The significance of internal control and audit in fraud prevention and detection

The rationale for this module is to expose students to the crucial role internal control mechanisms and the internal audit function play in organisations' efficiency and effectiveness. Recent cases of corporate failures and scandals, especially in the US and the UK, have heightened public interest in how organisations are being governed and how the management tackles business risks.

Assessment Components

Other Coursework 1 - Report
Weighting 100%. The component receives a mark.
The Component is Essential with a Threshold of 50%. The word limit is 4000.

Assessment Rationale

Candidates will work on a chosen scenario which offers scope for the application and assessment of the knowledge and skills learnt in the module's topics. There will be the opportunities for feedback throughout the module and the assessment will culminate in a management report allowing students to integrate the subjects covered.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Students will be re-assessed in the same manner as the original management report.

Learning Outcomes

1 - Critically evaluate the nature, purpose and scope of internal control audit processes within business organisations as tools to reduce business risks.
2 - Explain and evaluate accounting and internal control risks and systems.
3 - Appraise and critically review control risks and procedures necessary to mitigate such risks.
4 - Explain and evaluate internal control procedures.
5 - Explain and evaluate internal audit procedures.
6 - Explain and be aware of the extending internal audit horizons.
7 - Use both quantitative and qualitative techniques in order to analyse and evaluate issues relating to Internal Controls and audit.

Please note that assessment information is subject to change
CORP5038 - Entrepreneurship and Innovation  

15 credits

Handbook Descriptor

The course seeks to introduce the concepts of enterprise, innovation, small business and their interrelationships. It aims to provide a guide to the key facts, ideas, theories and thinking about enterprise and innovation, to look at their relationship to small businesses and to consider the methods that are taken to promote and finance them.

The word enterprise is used in a variety of contexts with a wide range of meanings. Within this range there are narrow meanings of the word specifically related to business and there are wider meanings indicating a way of behaviour that can apply in a variety of contexts, including business. The narrower meanings are closely associated to entrepreneurship, and in turn, the concepts of enterprise and entrepreneurship embrace much that would be considered to be expressions of small business activity.

Management research confirms that innovative firms - those that are able to use innovation to improve their processes or to differentiate their products and services - outperform their competitors, measured in terms of market share, profitability, growth or market capitalisation. However, the management of innovation is inherently difficult and risky: most new technologies fail to be translated into products and services, and most new products and services are not commercial successes. In short, innovation can enhance competitiveness, but it requires a different set of management knowledge and skills from those of everyday business administration.

Assessment Components

Other Coursework 1 - Coursework

Weighting 100%. The component receives a mark.

The Component is Essential with a Threshold of 50%.

Assessment Rationale

This module is assessed by a formative report method (Business Plan) and constitutes 100% of the final mark. Details of the assessment are provided below. The business plan provides participants with an opportunity to research a business or internal project in detail. It should also test the participant's understanding of the module material and their ability to apply this understanding to specific issues/problems that currently exist within the context of the business environment in which the module is delivered. Finally, the business plan format should replicate requirements that could be expected of participants starting a real business or operating within their normal workplace environment.

In this assignment, students are asked to identify an entrepreneurial or innovative business opportunity either from an entrepreneurial or an intrapreneurial standpoint, and write an initial business plan (including initial cost projections) for the launch of the venture. Students may identify a market niche and seek to develop a product to satisfy the gap; they may know of a product existing in one country that could fulfil a need in another; they may have a business idea that they wish to launch as a personal business enterprise; or they may have an idea that could develop the business/organisation in which they work.
Their plan should follow the conventions of a standard business plan in as much that the following areas must be covered:

- Describe current situation
- Consider how the new venture will improve the current situation
- Analyse alternative solutions
- Identify success factors
- Product/Service description
- Availability and manufacturers (if product oriented)
- Initial costing and funding proposals
- Proposed Implementation schedule
- Supporting documentation

**Reassessment Requirements**

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

A re-working of the report. In certain cases where the above proves impossible a new case will be issued.

**Learning Outcomes**

1. Be able to define innovation in the context of the entrepreneurship process. (SR)
2. Apply various tools, techniques and theories within the disciplines of strategy, marketing, finance, policy and operations to contexts of Entrepreneurship & Innovation. (SR)
3. Evaluate the contribution of firm sizes to the Entrepreneurship & Innovation process. (SR)
4. The identification and analysis of the various factors that innovative entrepreneurs face in developing the idea from inception. (SR)
5. An evaluation of policy initiatives that have been developed to enhance Entrepreneurship and Innovation. (SR)
6. Critically evaluate the different theoretical approaches to the discipline. (QAA i, ii, xi, xii)
7. Understand the qualities required to develop Entrepreneurship & Innovation in business. (QAA vii, ix)
8. Critically evaluate the different theoretical approaches to the discipline. (QAA i, ii, xi, xii)
9. Understand the qualities required to develop Entrepreneurship & Innovation in business. (QAA vii, ix) (non-SR)

Please note that assessment information is subject to change
CORP5039 - International Strategic Management, Markets & Resources

15 credits

**Handbook Descriptor**
This module is developed to offer a blend of theory and practice, ensuring the development of an appropriate 'tool kit' and an understanding of how suitable particular perspectives are likely to be in different contexts. To assist participants in their learning process, the application of theoretical underpinnings is illustrated by numerous examples of current business practice. Analysing, synthesising and evaluating strategic action focuses on the what, why and how of strategic management. This holistic approach has been crafted to reflect the needs and realities of international strategic imperatives. Central to the content of this module is a balanced view of the action, reaction and interaction of internal and external drivers to strategy formation. Participants are encouraged to apply strategic concepts and frameworks ranging from planned to emergent strategies, from competitive to cooperative stances, from incremental to transformational change, from local to global branding, and from product innovation to value innovation. They are encouraged to scan external environments and use internal resource audits to derive dynamic capabilities and implement strategic initiatives transnationally. They are also expected to recommend appropriate strategies for developing competitive advantage in international markets and implement strategic change.

This module will:
- Emphasise the intergrative nature of strategic management
- Synthesise contrasting perspectives founded in the tension between the industrial organisation approach (competitive positioning) and the resource based view of the firm
- Critically evaluate the impact of the complex external environment - local, national and global - on organisational strategy, behaviour and management

**Assessment Components**

Other Coursework 1 - Group Presentation
*Weighting 30%. The component receives a mark.*
*The Component is Essential with a Threshold of 45%. The Duration is 20 minutes.*

Unseen Examination 1 - Examination
*Weighting 70%. The component receives a mark.*
*The Component is Essential with a Threshold of 45%. The Duration is 3 minutes.*

**Assessment Rationale**

The assessment is in two parts.

1. Group assignment (30%) - At the commencement of the module, groups will adopt an international company of their own choice in order to apply key concepts from the module. The assignment is a group presentation of 20 minutes duration that makes strategic recommendations. Presentations will take place during Weeks 13 and 14 of the module.

2. Examination (70%) - This will be an open book, case study based end of module examination designed to test strategic processes by application to a contemporary case. The case will be issued four weeks before the examination, to encourage further research. One annotated copy of the case can be taken into the examination.
Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

The re-sit examination will be in the form of a written piece of coursework.

Learning Outcomes

1 - Application of appropriate strategic concepts and models to organisational settings. (SR)
2 - Synthesis of recommendations to strategic situations.
3 - Analysis and evaluation of strategic tools.
4 - Demonstration of in depth understanding of implementation difficulties of strategic management and marketing plans. (SR)
5 - Provide evidence of wide reading, research and appropriate referencing. (NSR)
6 - Demonstrate clear written and oral communication. (NSR)
7 - Provide evidence of wide reading, research and appropriate referencing.
8 - Demonstrate clear written and oral communication.

Please note that assessment information is subject to change
CORP5040 - Critical Perspectives in Management 15 credits

Handbook Descriptor

This module will introduce the critical application of theory to the advancement of management practice. Classic and contemporary theories of management, and decision-making processes will be introduced and examined from macro and micro organisational perspectives. Other key areas of contemporary management interest may be explored including: managing international organisations, change management; ethics and value management; and management of conflict. The module provides an introduction to management that will be built on in later core and optional modules.

Assessment Components

Other Coursework 1 - Team company report or case study and presentation to be peer assessed
Weighting 75%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Other Coursework 2 - Individual Report
Weighting 25%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

Each assignment will have specific assessment criteria. However, in general terms, the assessment criteria will emphasise the student's ability to:
- Comprehend and critically evaluate management models and theories
- Critically analyse and interpret organisational environments
- Recommend appropriate approaches to management practices and processes

The team company report or case study will be peer assessed. The individual report will be a reflection of case studies on management issues. Grades awarded will reflect the University scheme for post-graduate students.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations.

Reassessment will be by resubmission using the same specification as for the original assignment.

The content of presented subject to be re-worked or extended. Second presentation is unnecessary as reassessment will be based on documentary submission. In exceptional circumstances and with reference to the module leader, students of a referred group may elect to resubmit individually.

Learning Outcomes

1 - Analyse and critically evaluate the practicality of classic and contemporary management theories in public, private not-for-profit sector contexts.
2 - Describe and critically evaluate the nature of management in organisations and recommend approaches to the management of issues such as change, culture, ethics, values and conflict.
3 - Explain the nature of the concepts of, and inter-relationship between, management, leadership, intrapreneurship and strategic leadership.

4 - Demonstrate an appreciation of the role of managers (SS)

5 - Analyse and critically evaluate the practicality of classic and contemporary management theories in public, private or not-for-profit sector contexts.

6 - Cognitive and Non-Subject Specific Skills

7 - Reflect how knowledge and insight gained from this and other first semester modules may benefit their future career at management level

Please note that assessment information is subject to change
CORP5041 - Operations and Human Resource Management  15 credits

Handbook Descriptor

Operations and Human Resource Management is a core module on the MSc in International Business suite of programmes. It deals with operations management, one of the primary functions of any organisation and an activity which underpins areas such as finance, marketing, human resource management and strategy. The module involves the study of the processes that directly produce and deliver the services or products of organisations. All major economic sectors are considered - commercial service, not-for-profit service and manufacturing. The organisational context is emphasised by focusing upon the contribution of operations to the goals of organisations and key internal relationships, such as those with marketing, purchasing and research and development. The importance of managing people to the success of operations management is directly integrated into the module by drawing upon relevant aspects of human resource management theory and practice.

Assessment Components

Coursework - Group work
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The word limit is 2500.
Unseen Examination 1 - UNSEEN1
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

Throughout the module students will develop their understanding of the main approaches to managing operations and the people in them for both efficiency and effectiveness. The assignment will require students to demonstrate their knowledge and understanding of the human resource management aspects of the learning outcomes. The exam will test the integration of the two areas and the remaining outcomes.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Students who fail the assignment component will be required to submit an individual assignment. Students who fail the exam will be required to undertake a re-sit paper and the re-sit will be a new exam.

Learning Outcomes
1 - Examine and understand key aspects of behaviour in organisations.
2 - Analyse and evaluate key theories and models of Human Resource Management.
3 - Describe and evaluate the role of operations within organisations.
4 - Analyse the efficiency and effectiveness of operations resource deployment in all types of organisations.
5 - Critically examine the supply chain concept and its strategic implications.
6 - Synthesise the contributions of process management and human resource management to business success.
7 - Analyse the importance of quality in producing goods and services and have an understanding of the capacity planning and control strategies and their links with quality and productivity.

8 - Critically examine the supply chain and its strategic implications.

9 - Acquire a capacity for independent and self-managed learning.

Please note that assessment information is subject to change
CORP5042 - Creative Action in International Organisations  15 credits

Handbook Descriptor

The module explores and contrasts the meaning and nature of creative action in international organisations through the examination of relevant theories, concepts and models. The roles and capabilities of leaders and managers are further explored and applied.

The practices and processes of creating and developing international organisations are compared across different contexts using negotiations across different parts of the internal / external networks. The key factors inhibiting and enhancing entrepreneurial spirit and practices and behaviours are studied and examined in the field. Practical solutions for improving individual, team and organisational entrepreneurial practices and processes and mechanisms for their implementation are identified. The key skills of negotiating within international context are developed on this module through series of practical negotiation scenarios.

The underpinning theme throughout this module is that individuals aspiring to become or already engaged in the management of organisations are likely to be required to understand and adopt entrepreneurial practices and solutions to the problems and challenges that they face in today's competitive and dynamic environment. To survive and succeed organisations also need to demonstrate and enact entrepreneurial behaviours and climates that foster rather than inhibit individual enterprise and leadership qualities. Understanding the way that organisations in different contexts are or become creative, and what this means for the management and leadership of the organisation is therefore likely to be of significant value.

Assessment Components

Other Coursework 1 - 3500 word individual essay
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Other Coursework 2 - 2500 word group business venture proposal and 20 minute presentation in the form of a role-play
Weighting 50%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

Students need to achieve a minimum mark of 45% for each element, and an average of 50% overall to pass this module.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU Postgraduate regulations.

Reassessment of the Individual written essay will consist of a resubmission of the original assignment.

Reassessment of the Group based assessment will be resubmitted on an individual assessment based on a new business idea developed into a business plan by student at the time.
**Learning Outcomes**

1. Investigate the range of theories and models that explore and explain the creative action in entrepreneurial organisations in international setting.
2. Develop an understanding of the varied and changing roles of leaders and managers in the creation and development of international organisations.
3. Compare and contrast the practices of entrepreneurial and intrapreneurial organisations across different contexts and cultures.
4. Understand the nature of, and influences on, entrepreneurial capacity creation and development within organisations and across different contexts and cultures.

*Please note that assessment information is subject to change*
CORP5047 - International Trade  15 credits

Handbook Descriptor

This module will examine real world International Policy issues, within a coherent theoretical framework. The module will present an analysis of how the international economy works, in terms of trade theory and policy. Recent developments in the world economy have raised concerns regarding the nature of the international adjustment mechanism, and the merits of free trade compared with protectionism. This module will relate the theory of International Economics to recent world events, to draw out the application of the theory and allow debate on policy implications.

Assessment Components

Other Coursework 1 - 30 minute group presentation. Students to work in groups of approximately 5.
Weighting 20%. The component receives a mark.
The Component is Essential with a Threshold of 45%.
Other Coursework 2 - 3000 word individual assignment
Weighting 80%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

This module is assessed by seminar presentations (in pairs) and formative course work (written assignment) methods. The coursework constitutes 80% of the final mark and the seminar presentation is worth 20%. Details of the assessment are provided below.

The individual written assignment of 3000-4000 words will require participants to fully research an international trade area and apply the analytical tools covered in the module to evaluate the (said) trade issue. The findings will be presented in a essay format to allow a discursive evaluation of the topic area.

Reassessment Requirements

The opportunity to be re-assessed in the relevant component failed.
In case of "group work re-assessment" (20% element), this will be substituted by a 2000 word individual written assignment.

Learning Outcomes

1 - Demonstrate an ability to analyse current issues in international trade, including trade policy, using different models of international trade.
2 - Comprehend and discuss theories of international trade, from Classical, Neo-Classical through to Modern theories of trade.
3 - To apply theoretical trade model to real world policy issues and discuss.
4 - Critically examine International Monetary Institutions (IMF and OECD) in relation to their policies to aid the developing world.
5 - Critically evaluate different theoretical approaches to the discipline.
6 - Examine the discipline with a range of contemporary and pervasive issues.
7 - Acquire a capacity for independent and self managed learning.
8 - Group learning and presentation experience.

Please note that assessment information is subject to change
HRMG5027 - Managing Organisational Change  15 credits

Handbook Descriptor

Topics and areas to be covered in this module will include:

- The influence of external and internal environment on organisation design and development.
- Change as 'organisational capability'.
- Different theories and perspectives of the organisational change process.
- How change is being managed in contrasting organisational contexts.
- The role of culture, power and politics in shaping the change agenda, process and outcomes.
- Organisational change and its impact on people.
- The knowledge, skills and expertise of the change agent.
- Contemporary issues and problems in the management of organisational change.

The module pivots on the perception that organisational change is a messy, complex process that occurs in specific organisational contexts. Therefore, rather than searching for prescriptive recipes for change, the modules critically considers the experience of change from the perspective of the multiple organisational actors involved in the process: For example the role of the change agent, the impact on individuals (including the potential for resistance), the building of receptive contexts, and the importance of organisational culture are key components of the module.

Assessment Components

Other Coursework 1 - Other Coursework 1
Weighting 100%. The component receives a mark. The Component is Essential with a Threshold of 50%.

Assessment Rationale

Students will have a choice. They may explore and critically analyse a topical area of change management and present their views in the form of a critical essay, or describe and analyse a significant change in their organisation or one they know well and present their findings in the form of a management report. The length for either piece of work will be 3,500 - 4,000 words.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Appreciate and understand the different change theories and models and their comparative strengths and limitations as perspectives of the change process.
2 - Develop a critical awareness of the complex issues and debates that arise from the implementation of organisational change strategies in a variety of organisational contexts.
3 - Understand the knowledge skills and expertise required of an effective organisational change agent.
4 - Understand and appreciate the impact of radical change on individuals with particular reference to the psycho-emotional effects and be able to develop strategies to deal with those effects.

5 - Be able to apply to particular change projects and scenarios a range of practical diagnostic, analytical and implementation tools and techniques.

6 - Critical thinking and creativity. (QAA i) (non subject related)

7 - Effective use of communication, ICT and personal effectiveness. (QAA v, vi, vii)

8 - Recognition of ethical issues. (QAA x) (non SR)

9 - Problem solving, information and knowledge scanning. (QAA ii, iii)

10 - Learning through reflection. (QAA xii) (non SR)

Please note that assessment information is subject to change
HR professionals and managers operate within increasingly complex external and internal environments. The purpose of this module is to create awareness and understanding of the environmental factors that impact on organisational and HR choices in terms of strategy formulation and implementation. The module will critically evaluate the role of key stakeholders, specifically the role of HR professionals, in evaluating and determining the choices and strategies available to them, and in interpreting potential contextual constraints.

The purpose of the module is to enable students to: Identify, understand and analyse the major internal and external environmental contexts within which HR professionals operate in the private, public and voluntary sectors; review and critically evaluate these contexts in relation to organisational strategy formulation, execution and performance; develop insights into the creation and delivery of effective HR strategies, practices and solutions in different national and global organisational contexts; evaluate the role of leaders and HR professionals in making effective strategic choices in relation to the contextual environment.

Assessment Components

Phase Test 1 - test
Weighting 20%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 60 minutes.

Seen Examination 1 - seen case
Weighting 80%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 120 minutes.

Assessment Rationale

The module uses a variety of formative and summative assessment tools to develop and evaluate students’ skills, knowledge and understanding. Summative assessment will consist of:
1) A one hour multiple choice test, designed to test knowledge and understanding of core module concepts. This will account for 20% of the module mark.
2) A two hour examination based on a pre-seen case study. This accounts for 80% of the module mark.

Students must achieve an overall average of 50% or above to pass the module, as well as 45% or above in each component.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Contemporary organisations and their principal environments.
2 - The managerial and business environment within which HR professionals work.
3 - How organisational and HR strategies are shaped by and developed in response to internal and external environmental factors.
4 - The market and competitive environments of organisations and how organisational leaders and the HR function respond to them.
5 - Globalisation and international forces and how they shape and impact on organisational and HR strategies and HR practices.

6 - Demographic, social and technological trends and how they shape and impact on organisational and HR strategies and HR practices.

7 - Government policy and legal regulation and how these shape and impact on organisational and HR strategies and HR practices.

Please note that assessment information is subject to change
The subject of Employment Relations is concerned with the changing nature of work and how the terms and conditions under which people work are determined. Because employers and workers have different interests as buyers and sellers of labour, power is central to the subject. The power of employers and workers to exercise control over the terms and conditions of employment is influenced by a range of factors that operate at various levels - the workplace, the wider organization, and the national and international environment in which employers, managers, workers, trade unions and governments operate. Employment Relations studies how these parties to the employment relationship engage with each other and how this engagement is shaped by wider economic, social, political and cultural/ideological forces. This means that although the module focuses on British institutions and practices, it is of much wider relevance because it provides a theoretical framework for analysing employment relationships in a variety of national contexts with their different institutional arrangements.

Other Coursework 1 - essay
Weighting 100% The component receives a mark. The Component is Essential with a Threshold of 50%. The word limit is 2000 to 3000.

The assessments seek to test both theoretical knowledge and student ability to translate that into an applied and practical context.

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

1. Understand, analyse and critically evaluate different theories and perspectives on employment relations.
2. Understand, analyse and critically evaluate the impact of local, national and global contexts shaping employment relations climates.
3. Critically evaluate the roles and functions of the different parties to control and manage the employment relationship.
4. Comprehend the importance of organisational-level employment relations processes that support organisational performance, including the design and implementation of policies and practices in the areas of: employee engagement; diversity management; employee communication, involvement and participation; negotiation and bargaining; conflict resolution; and change management and management control.
5. Formulate employment relations procedures that help mitigate organisational risk, including the design and implementation of policies and practices in the areas of discipline, grievance, dismissal and redundancy.
6. Understand, analyse and critically evaluate the integration of employment relations processes and how they impact on policy, practice and organisational outcomes such as performance and employee engagement.

Please note that assessment information is subject to change.
HRMG5059 - International Human Resource Management  15 credits

Handbook Descriptor

The module adopts a critical perspective on the complexities of managing HR in international environment. The module will explore two interrelated themes:

1. The nature of HRM and employment relations within multinational companies, focusing on how these firms manage HR across diverse national operating environments.
2. Aspects of the employment relationship and HRM in cross-national perspective, comparing several different national employment systems.

Assessment Components

Other Coursework 1 - Written essay/ Report type of assignment
Weighting 100%. The component receives a mark.
The Component is Essential with a Threshold of 50%.

Assessment Rationale

The rationale for this assessment is to evaluate the student's ability (a) to understand and critically analyse the published literature, and (b) to work out how to synthesise and apply arguments from the literature appropriately in order to answer the specific assignment question.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Appreciate and understand the different theories and models of International HRM and their comparative strengths and limitations.
2 - Develop a critical awareness of the complex issues and debates involved in creating international HRM strategies.
3 - Critically evaluate the influence of business systems and national institutions on the theory and practice of International HRM.
4 - Compare and contrast specific business systems in terms of their employment relationships.
5 - A critical appreciation of differences and similarities in the way the employment relationship and HRM are managed in different nations, both European and non-European.
6 - Understand the different theories and models of International HRM and their comparative strengths and limitations.
7 - Critical thinking and creativity.
8 - Problem-solving, information and knowledge scanning.
9 - The module aims to avoid prescription; instead it focuses on helping students to develop a critical approach, and explain processes in IHRM capacity to analyse, and to deepen their understanding of the factors underlying the formulation of IHRM strategies.

Please note that assessment information is subject to change
Handbook Descriptor

The module is designed to develop knowledge and understanding of the international marketing environment and an appreciation of what is involved in the design of global marketing programmes and the management of the global marketing process. Additionally it is designed to enable students to apply their knowledge through the analysis of case material, the oral and written presentation of a marketing report and to develop confidence in decision making and communication of ideas.

Assessment Components

Essay 1 - Individual Assignment
Weighting 30%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Other Coursework 1 - Group Presentation
Weighting 20%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

Students need to achieve a minimum mark of 45% for each element, and an average of 50% overall to pass this module.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU Postgraduate regulations.

Learning Outcomes

1 - Students understand the concepts that underpin the subject; (SS)
2 - Students can apply the concepts covered; (SS)
3 - Students can critically analyse the concepts and the literature
4 - Students accumulate, create and interpret factual knowledge on the subject (SS)
5 - On completion of the module you should thoroughly understand the complexity of international and global marketing planning and management issues, and be able to design global marketing programmes. You will also have a clear appreciation of business ethics, specifically in the responsible marketing context. This will allow the student to develop an understanding of the subject as set out in the module content.
6 - Critically evaluate different theoretical approaches to the discipline
7 - Acquire a capacity for independent and self-managed learning

Please note that assessment information is subject to change.
MARK5055 - Managing Advertising & Communications 15 credits

Handbook Descriptor

In essence, the Managing Advertising and Communications module focuses on one particular area of the marketing mix. This is most frequently referred to as the promotional mix. Advertising and marketing communications is the means by which organisations communicate with their publics and target audiences at product and corporate levels. It applies to all types of organisations - fast moving consumer goods, services, industrial and business-to-business, charity and other not-for-profit organisations.

Two marketing communications models are introduced that create the basis of the module, those of the 'marketing communications process' and the 'marketing communications planning framework'. The advertising and communications environmental context is then highlighted to include recognition of the variety of target audiences (publics and stakeholders), the regulatory system, and the role of agencies and the media. The full range of promotional mix elements are identified and emphasis is placed on the importance of integration between those elements as well as the importance of integrating advertising and marketing communications with marketing/business strategy and operations.

The module also requires students to adopt an essentially practical stance in marketing communications problem solving and application. Students are given the opportunity to play the role of marketing communications executives in determining, producing and defending the development of campaign plans in response to marketing communications problems and briefs.

Assessment Components

Other Coursework 1 - Group assignment
Weighting 100%. The component receives a mark. The Component is Essential with a Threshold of 50%.

Assessment Rationale

The chosen assessment regime will encourage evaluation, and the application of customer management concepts and theory to a practical business context. It will also encourage analytical thinking, and help develop the ability to assess alternatives and recommend strategic solutions. This offers an opportunity for future executives to develop sound decision making skills that have a direct impact on the profitability of their company.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Have a critical awareness of the relationship between marketing plans and marketing communications plans as the basis for selecting and achieving a balanced marketing communications mix. (Subject related)
2 - Examine and explain how an organisation communicates with its markets and publics through the marketing communications mix.
3 - Identify and analyse buying motivations in a given market, to ensure that marketing communications plans are correctly based.
4 - Understand and evaluate the key elements of successful marketing communications plans and activities.
5 - Acquire and synthesise relevant brand and market information with a view to developing and integrated marketing communications plan.
6 - Generate creative ideas, translate these into visual and oral media, and persuasively present these to others. (Non subject related)
7 - Generate creative ideas, translate these into visual and oral media, and persuasively present these to others.
8 - Critically evaluate different theoretical approaches to the discipline.
9 - Acquire a capacity for independent and self-managed learning.

Please note that assessment information is subject to change
POPP5006 - Research Methodology 15 credits

Handbook Descriptor

The course presents research in management and business as a strategic activity that occurs within the context of limited resources and within a framework of ethical, legal and social constraints. Attention is focused on data collection techniques appropriate for research in management and business, along with techniques for the analysis of quantitative and qualitative data. Students will be introduced to the conventions of reporting research and will receive guidance in relation to the structure and format of their dissertations.

Assessment Components

Other Coursework 1 - Research Proposal
Weighting 75%. The component receives a mark.
The Component is Essential with a Threshold of 45%.
Other Coursework 2 - Quantitative skills. Time constrained assessment
Weighting 25%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 60 minutes.
Phase Test 1 -
Weighting 25%. The component receives a mark.
The Component is Essential with a Threshold of 45%. The Duration is 60 minutes.

Assessment Rationale

The first assignment will call upon students to demonstrate:

- Managerial skills in the application of relevant knowledge under pressure of time constraints.
- Factual knowledge about the strategies and methods available to Social researchers and their relative strengths and weaknesses.
- Professional sensitivity to the main ethical, political, legal and resource parameters within which research is conducted.
- Ability to present a feasible plan of work that meets the research requirements outlined in the module.

There are certain criteria governing the choice of topic and methods for the research proposal.

The topic should:
a) be relevant to the field of business studies;
b) lend itself to being investigated using conventional research methodology.

The research should:
c) involve an element of empirical inquiry;
d) be a small-scale study involving minimal resources;
e) be conducted personally by the student as the principal researcher;
f) be planned for completion within a 6-month time scale.

The second assessment will involve the interpretation of a quantitative dataset. This will require students to demonstrate an ability to elicit meaning from quantitative data and to apply basic statistical techniques in an appropriate fashion to help understand the significance of the data and the kind of conclusions that can justifiably be drawn from the data.
Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - Identify appropriate research strategies and research methods for specific kinds of research questions.
2 - Be able to specify what kind of methods/analysis and what scale of research is feasible within specific resource constraints and specific social contexts.
3 - Apply knowledge of relevant research strategies and research methods to the evaluation of published research information.
4 - Recognise and apply appropriate conventions for writing social science research.
5 - Produce a research proposal appropriate for their business/management/housing dissertation.

Please note that assessment information is subject to change
Globalisation is a much contested subject and invites many definitions. However this problem tends to be due to the application of inadequate analytical tools, rather than the elusiveness of the subject. Economics, politics, business studies and many other academic disciplines can offer us insights into the globalisation process, but none alone can explain it. The approach taken by this module therefore is International Political Economy which seeks to understand globalisation as a ‘totality’; an ‘epochal shift’ within capitalism which transforms virtually everything we do and experience. Based on this perspective we will examine the historical processes which led to globalisation, the ideologies which give it legitimacy, the forms it takes, and the benefits and problems which it produces. With this knowledge it will be possible to develop an understanding of the current financial crisis and make informed judgements on the likely outcomes of this systemic failure: Is this the beginning of a new epoch or will ‘green shoots’ emerge allowing globalisation to continue in its current form?

These are all crucial issues for business. The most successful businesses today are not those which simply apply the correct ‘techniques’, but the ones which have the best ‘knowledge’ of the trends and processes that will shape the future. At De Montfort we are uniquely prepared to address such issues, because we have: one of the longest running modules in globalisation of any UK university at masters level; an undergraduate degree which has a significant component dedicated to the study of globalisation; a discussion and conference forum which is playing a key role in analysing the financial crisis, and publications in books and top refereed journals on this topic.

Assessment Components

Essay 1 - Written Assignment
Weighting 80%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Other Coursework 1 - Group Presentation
Weighting 20%. The component receives a mark.
The Component is Essential with a Threshold of 45%.

Assessment Rationale

There are two elements of assessment:
1. 3500-4000 word individually written assignment from a choice of topics (80%).
2. 20 minute group presentation and tutorial discussion (20%).

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

A failed written assignment (3500-4000 words - 80% of total marks) will be reassessed by a new submission, either in the same area or a different one but not as a repeat of the original topic.

A failed presentation component (20% of total marks) will be reassessed by the submission of a 1500 word essay/report on the presentation topic.
Learning Outcomes

1 - Be able to assess factors and processes that are part of, or contribute to, globalisation (SS).
2 - Critically analyse aspects of globalisation, particularly from the perspective of International Political Economy (IPE) (SS)
3 - Demonstrate the relevance of globalisation to business in general or some specific aspect of business. (SS)
4 - Critically evaluate material produced by authors on globalisation and IPE. (NSS)
5 - Provide evidence of wide reading, research and appropriate referencing. (NSS)
6 - Demonstrate clear written and oral communication. (NSS)
7 - Be equipped particularly well for work in such areas as financial markets, international organisations, multinational corporations, NGOs, the banking sector and donor agencies. (SS)

Please note that assessment information is subject to change
Introduction

This module is designed to support the other core modules in semester 1

Aims

The aims of the study support module are to:

- To assist the development of an independent reflective and self-managed approach to postgraduate study;
- To enable learners to plan and use their time more effectively;
- To build confidence in learning, study and approaches to finding and using information at DMU

Learning Outcomes

On successful completion of the module, the student will have demonstrated the ability to:

- Demonstrate confidence with communications skills: presentations, essay writing, exam techniques, reflective writing, and report writing;
- Effectively resent a piece of work with tables, pictures, etc using a Word/Excel/Powerpoint;
- Closely and appropriately reference their work using Harvard Referencing Style;
- Reflect intelligently on their approach to information finding; and
- Critically review sources cited as references

Module Learning Materials

Students are expected to make use of the resources that they are made aware of in the workshop sessions, in the other Core Module and any advice on sources of information that is provided by their class tutors and supervisors.
Introduction

This module is designed to support students writing a dissertation as part of their assessment.

Aims

The primary objective of the dissertation study support module is to reinforce students’ practical research and dissertation skills. In so doing the module enables students to think about their dissertation at an early stage of the process. The module accompanies them in the completion of specific dissertation milestones. The generic support provided by the module is additional to the bespoke supervision students will get from their allocated supervisor.

Learning Outcomes

Upon completion of the module, students will be able to

1) Initiate an effective and feasible research project that is suitable given their dissertation requirements
2) Comply with the compulsory milestones included in their dissertation process
3) Apply practical research skills, such as literature search, automated referencing.
4) Produce a draft literature review that will feed into their dissertation process.

Module Learning Materials

Students are expected to make use of the resources that they are made aware of in the workshop sessions, during supervisory meetings and during library induction sessions.
LBPG5017 - Dissertation 60 credits

Handbook Descriptor

The dissertation requires the student to take an independent and self-structured approach to their learning, through the investigation of a particular topic and writing it up in the form of a 12000-15000 word dissertation. The dissertation must deal with a business and/or management issue and have an international dimension. In this process, the student works closely with a supervisor.

Assessment Components

Dissertation 1 - Dissertation

*Weighting* 100%. *The component receives a mark.*

*The Component is Essential with a Threshold of 50%. The word limit is 12,000-15,000.*

Assessment Rationale

Grading of dissertations will be judged against the university's standard assessment descriptors for dissertations. The demarcation between fail, pass and distinction will be based on a range of objectives relating to comprehension of issues discussed starting from superficial, reflective and full of insight.

Reassessment Requirements

Normally students will be given an opportunity to be reassessed on any failed module or component in accordance with standard DMU postgraduate regulations. Reassessment will be by resubmission using the same specification as for the original assignment.

Learning Outcomes

1 - To apply theoretical knowledge in a practical situation. (Subject Related)
2 - To produce a coherent written argument integrating practical theoretical issues, academic and empirical research. (Subject Related)
3 - To apply critical evaluation skills developed in the selected programme and to generalise, where appropriate, from the experience gained. (non subject related)
4 - To carry out background research into a business and management issue and undertake a sustained piece of work. (non subject related)
5 - To learn through reflection on practice and experience. (non subject related)

Please note that assessment information is subject to change