

International Business by Distance Learning

This programme is No Longer Recruiting.

Final award	MBA
Intermediate awards available	<ul style="list-style-type: none">• Postgraduate Diploma in International Business• Postgraduate Certificate in International Business• Post Graduate Associate Certificate in International Business
UCAS code	N/A
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Masters award in business and management
Date specification last up-dated	July 2013

Profile

The summary - programme advertising leaflet

Programme content

With the MBA (International Business), UEL builds on the Business School's long-standing experience of offering a wide range of postgraduate programmes both in the UK and overseas. The programme is offered as a career development generalist award within a given sector for those who have a first degree (or equivalent) and relevant work experience on which the learning process should build. The programme can be considered as a management conversion programme at M-level and is delivered by distance learning. The MBA (International Business) is based on the recognition that international and global business skills and understanding are required if firms and their employees are to compete effectively and thus maximise the potential of their resources. The main emphasis is on leadership through strategic management where students are expected to ground their new knowledge within the base of their previous professional experience. Students are expected to reflect on and learn from prior experience and combine this with new knowledge to apply to new situations. The main aims of the programme are:

- To facilitate the advanced study of organisations, their management and the changing external context in which they operate.
- To develop knowledge and a critical understanding of key areas of management.
- To develop a career in business and management through the application of critical and analytical skills at the appropriate level and to facilitate further research or study in the area.

- To facilitate the application of knowledge and understanding of business and management to complex issues through critical and analytical approaches to management theory, practice and research.
- To enhance the ability to evaluate management techniques, tools and models in a variety of contexts.
- To recognise the relationship between ideas and practices.
- To develop personal and interpersonal skills that are relevant to management.
- To equip students with the necessary knowledge and skills to achieve the appropriate level of post graduate award and continue their lifelong learning development.

The programme consists of four 30 credit M-level modules and a 60 credit M-level dissertation module:

- International Marketing and Operational Product/ Service Delivery
- Information Systems and Financial Modelling
- International Business Strategy
- International Human Resource Management
- Management Dissertation

MBA (International Business) at UEL

- A flexible credit based programme leading towards a higher degree in business and management with a strong focus on the application of theory to practise.
- A distance programme which allows working managers the freedom to continue in employment whilst pursuing their studies.
- An opportunity for managers to become familiar with current academic discourse and business and management research.
- An opportunity for managers from an international background and varying businesses to discuss and exchange ideas.
- The option of interim awards at associate, certificate and diploma level for students who do not wish to, or are unable to, complete the programme
- The flexibility to pay for modules on an individual basis

Admission requirements

1. Application form and references (one academic, one work based)
2. A first degree in any discipline at 2.2 or above.
3. A minimum of two years work experience at a managerial or supervisory level.
4. An IELTS score of 6.5 or equivalent in the case of international students (applicants should have a minimum score of 6 in both the writing and comprehension components).
5. Candidates will be interviewed where this is possible.

Technical requirements

UELPlus (Campus edition 4.0) is the platform used by UEL in delivering the MBA (International Business) by distance learning.

To participate in the programme you need at least:

1. PC or Mac, with 10 hours unrestricted access per week
2. 56 K modem with Internet access
3. A supported Internet browser (see UELPlus's tune-up page at http://www.webct.com/tuneup/viewpage?name=tuneup_browser_tuneup_information)
4. Reliable email
5. Access to a printer

The PC should be capable of running the standard MS Office suite (or equivalent) for producing word-processed documents, spreadsheets and presentations. You will be expected to spend approximately 3-4 hours online per week. The learning materials contain activities that will require you to go online to research specific topics, or to locate additional resources. You will also spend some of your online time participating in discussions with your fellow students and with your module tutors. (Additionally, you may find it beneficial to spend more time online to investigate more fully any areas that are of particular interest to you.

Applications for Prior Learning or Experience

Applicants for admission may apply for AEL (accreditation of experiential learning) or ACL (accreditation of certificated learning). The AEL procedure may be used to admit the applicant with non-conventional qualifications or to establish advanced standing of up to 120 level M credits. This is an academic decision, the process to be determined by the Business School in conjunction with the School of Distance and E Learning.

The University of East London applies the principle of equality of opportunity to its admission activities and will encourage applications from those bodies of students that are compatible with the aims and objectives of the university's strategy.

Programme structure

The MBA (International Business) is a 180 Level M credit programme delivered by distance learning. Entry is at 3 points per year, in September, February and June. In line with the University of East London's Academic Framework for the delivery of post graduate degrees, the programme consists of four 30-credit, M-level, core modules and one 60 credit Level M Management Dissertation module (which includes a research methodology component). All students are expected to undertake each of the modules shown below:

Module	Module title	Credit	Status
SMM109	International Marketing and Operational Product /Service Delivery	30	Core
FEM205	Information Systems and Financial Modelling	30	Core
SMM206	International Business Strategy	30	Core
HRM109	International Human Resource Management	30	Core
SMM210	Management Dissertation	60	Core

- Each module will be delivered in one trimester and will be one trimester in duration.
- Students will be expected to have successfully completed all other modules before attempting the Management Dissertation (unless AEL conditions apply).
- The Dissertation module will be offered in each trimester.
- Trimesters commence in September, February and June.

- Summative assessments take place in January, May and August.
- Reassessment takes place at the next assessment point.

Learning environment

The programme is delivered exclusively by distance learning, so it is essential that students have easy and regular access to the Internet and reliable email. Each module consists of reading material and a series of self-check and interactive tasks in which students discuss the issues raised in each module in the light of their own teaching context and educational background. In addition to online discussions, which involve the module tutor on a weekly basis, students also have access to the module tutor via UELPlus.

Assessment

The assessment strategy takes into account both the mode of assessment and the timing of assessment within the programmes. Each module comprises at least 2 different forms of assessment, which will be identified at the beginning of each trimester in the module handbooks and learning guides. Deadlines will also be communicated at the beginning of the trimester. A range of assessment methods is used on the programme. There will be:

- Formal examinations
- Programmes of work
- Assignments
- Individual project work

The range of assessments is designed to reflect the variety of situations confronting the modern manager and will reflect the learning outcomes of each module.

More detailed assessment criteria will be made available for each piece of work, supported by guidance from the tutor. In general, assignments should exhibit:

1. A high standard of written English and presentation.
 2. Logical and well-structured argument and organisation.
 3. Critical understanding of theory and concepts.
 4. Application of this understanding to business practice.
 5. Clear referencing and sourcing.
- Examinations will take place in January, May and August and will be co-ordinated as at G.M.T.
 - All reassessments will take place at the next assessment point.

The overall pass mark for each module is 50%. The mark for each module is the aggregate of the various components of assessment. A mark of at least 40% must be obtained for each component of assessment in each module.

Relevance to work/profession

The programme is aimed at practising managers. The programme is based on the appropriate QAA Subject Benchmark statement which indicates that the MBA is a generalist Masters programme (type 3) and involves the application of theory into practice.

The Management Dissertation

The aim of this major 60-credit module is to act as a focus for the skills and appreciation of the context of business embedded throughout the programme. Research skills will be taught as part of this module to enable students through reflective practice to apply those skills to either a specific research topic or an application of theory to practice in a business scenario.

It is recognised that not all students wish to complete a management dissertation but participate in a simulation. Whilst some, (those sponsored by organisations, for example), may be obliged to research a particular problem/area for their organisation. The students therefore have a choice between these two elements of this module in the UK . Overseas, because of the difficulty in administering a game, students will be limited to completing a management report.

The management dissertation is a major piece of work of 15,000 words with a similar weighting being given to an individual component in the simulation .

The main aim of the management dissertation is to enable students to research and to write up a problematical aspect of business/management practice. This could be work based or reside in the general field of management. The aim is to enable students to critically survey and analyse relevant theories and models and then to conceptualise them in order to make recommendations for problem solution. The skills and context aspects of the module prepares students for this task.

The business simulation's function is an opportunity for those students who do not wish to write a report to apply theory to practice in business simulation. The game will be run over a set period of time and students will participate in teams competing against each other. They will participate in both group work and complete a substantial piece of individual work based on the simulation.

Added value

The main added value comes from the wide range of international experience of the staff in both teaching and professional life. Most tutors have industrial experience in terms of employment and consultancy work and work with organisations in the region and on a national level. A significant number are active researchers. Links with industry can be exploited.

Your future career

The MBA is a recognised qualification of managerial competence at a strategic level and as such, exemptions are granted by numerous professional organisations (such as the Chartered Management Institute – CMI). It also opens the way for continuing personal and professional development. Many of our graduates have gained significant promotion upon completion of the programmes.

How we support you

UELPlus

Study material will be sent to students by post. Students will also be able to access materials for each module using our virtual learning environment, UELPlus. UELPlus will provide valuable communication tools to support student studies. Within this environment, the student will be able to communicate with their Distance Learning Student Advisor, Programme Leader, Module Leader, Dissertation Supervisor and with each other. Students will also be able to conduct various forms of assessment and submit assignments.

To ensure privacy and security, students will be given login details, including a password which must be kept private. If students forget their UELPlus password, they may contact the IT Help Desk on helpdesk@uel.ac.uk.

If students are able to log on to UELPlus, but do not have access to their correct modules, they must contact the Distance Learning Student Advisor at distance.learning@uel.ac.uk.

Students are supported initially through an introductory tutorial on the uses of UELPlus one week before the programme begins. This is coordinated by the Programme Leader. During this period students will also receive an introduction to distance learning. This draws their attention to effective management of time and the learning environment, the importance of peer support, and the use of distance learning materials. In addition, students are given the opportunity to sample materials and activities of the kind they will encounter on the MBA (International Business).

Given that many DL student will not be able to access a UEL campus it is imperative that student support information is both useful and relevant. We anticipate distance learning students will want to know about the following:

- Student Cards and entitlements
- Library Services
- Access to online journals
- Disability support
- Distance Learning Student Advisors
- Web based support
- Print based support
- Academic support
- Online resources
- Exam and assessment support.

The University of East London believes that student support is essential to student success and therefore offers a range of real time, online and print based resources to facilitate learning and enrich the student experience. If a student requires further information about any of these services they are available via UEL Direct or they should contact the Distance Learning Student Advisor on distance.learning@uel.ac.uk.

Students who experience technical problems or have queries related to the administration of the programme can contact the Distance Learning Student Advisor.

Students can contact their module Tutor via UELPlus about any specific questions relating to module content. All distance learning students are encouraged to look at the Frequently Asked Questions section of the specific UELPlus module.

The Distance Learning Student Advisor is responsible for supporting students with regard to personal matters and can be contacted directly by email.

Study skills support

All students will be given a copy of the Study Skills Handbook (Cottrell 2003). The handbook is designed to help students think about their approach to study, find solutions to study problems and offer hints on how to reflect on their progress and how to present their assignments.

Students also have access to the Programme Handbook and Learning Guides for each module studied

Students will receive academic support from their individual module leader. The role of the module leader is to monitor the effectiveness of the student's learning during the module for which they are responsible, providing feedback, encouragement and support, and any necessary remedial action. With these objectives in mind, virtual tutorials may be arranged at the instigation of the student or of the tutor, and will be held on an individual or small group basis, if appropriate. Students will receive at least two virtual tutorials per trimester.

Students should contact the module tutor via Web CT.

Bonus factors

The programme brings together professional managers from a wide range of countries. Such diversity of experience and participation guarantees a rich learning environment in which practitioners can exchange ideas and contribute to their deepening knowledge of international business issues.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- To provide a comprehensive overview of the advanced study of organisations, their management and the changing external context in which they operate.
- To encourage students to critically engage with the current knowledge base of business and management theory.
- To provide students with the tools to plan and carry out a piece of advanced research in a chosen field of business and management.
- To enable students to make informed choices for career development and further study.
- To enable students to learn in a flexible manner; in a timescale and environment in keeping with their preferences and needs.

What will you learn?

Knowledge

- enhanced specialist knowledge of business organisations, the external environment in which they operate and how they are managed.
- in-depth knowledge of strategic management techniques.
- Increased critical awareness of key business support functions such as marketing, HR, operations and finance.

Thinking skills

- Strategic problem solving and decision making.
- Advanced critical thinking, self evaluation, analysis and synthesis.

Subject-Based Practical skills

- Use of ICT for business applications.
- Leadership, team building and influencing skills.
- Preparation of business and financial reports.

Skills for life and work (general skills)

- Communication.
- Computer literacy (word-processing, electronic communication, electronic databases, statistical software, internet searching).
- Numeracy and quantitative skills including data analysis.
- Self-awareness.
- Planning and time-management.
- Interpersonal skills of negotiating, persuasion and presentation.
- Employability skills.

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme

- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit rating of the MBA (International Business) is 180 M Level credits, with 120 M Level credits for the Postgraduate Diploma in International Business, 60 M Level credits for the Postgraduate Certificate in International Business and 30 M Level credits for the Associate Certificate in International Business.

Typical duration

The typical duration of this programme is 2 years up to a maximum of 6 years, or a maximum registration period of eighteen trimesters. Students will be allowed to intermit at an appropriate point of study.

How the teaching year is divided

The teaching year is divided into three trimesters of roughly equal length. A student will study one 30-credit module per trimester or the 60-credit Management Dissertation module.

What you will study when

Students must complete 180 credits, and all modules are core to the programme. There are 3 points of entry: September, February and June. At each point of entry an in-depth induction into postgraduate study via UELPlus will take place for students new to the programme. This is intended to facilitate the orientation of students into UK postgraduate study to maximise their UEL learning experience.

The MBA International management Programme Structure

Module code	Module title	Credit	Status
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HRM109	International Human Resource Management	30	Core
SMM210	Management Dissertation	60	Core

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- Students will be expected to have successfully completed all other modules before attempting the Management Dissertation (unless AEL conditions apply).
- The Dissertation module will be offered in each trimester period.
- Trimesters commence in September, February and June.
- All reassessment takes place at the next assessment point.

Requirements for gaining an award

- In order to gain a Postgraduate Associate Certificate International Business, you will need to obtain 30 credits at Level M.
- In order to gain a Postgraduate Certificate International Business, you will need to obtain 60 credits at Level M.
- In order to gain a Postgraduate Diploma International Business, you will need to obtain 120 credits at Level M
- In order to obtain a Masters award, you will need to obtain 180 credits at Level M. These credits will include a 60 credit level M core module of advanced independent Research

Masters Award Classification

Where a student is eligible for an Masters award then the award classification is determined by calculating the arithmetic mean of all marks and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% Distinction

60% - 69% Merit

50% - 59% Pass

0% - 49% Not Passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- On-line question/ answer forums

Thinking skills are developed through

- Reflective/ thinking activities with feedback
- Analytical activities with feedback
- Evaluative activities with feedback
- Problem-solving activities with feedback
- On-line question/ answer forums

Practical skills are developed through

- Practical/ physical activities with feedback
- IT activities with feedback

- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through

- The study medium, i.e. distance learning
- Planning activities with feedback
- IT activities with feedback
- All other activities with feedback
- Project work

Assessment

Knowledge is assessed by

- Coursework
- Examinations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work

Practical skills are assessed by

- Practical Reports
- IT exercises
- Case study exercises
- Project work

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Tutorial assignments
- IT exercises

Statement on Assessment Procedures

The Business School, through its IPCIS programme and its BA (Hons) Business Studies by Flexible Learning, has considerable experience in managing distance learning assessment. The Distance Learning Student Advisor in the School of Distance and E-Learning will coordinate the assessment process in conjunction with the Business School.

Currently, we offer an examination centre on-campus. Further examination centres will be established as and when required. If you cannot attend a UEL designated examination centre, you may still be able to take your examinations at your local British Council Office. However, in this case you may have to pay an additional charge to sit the examination. The papers, times and dates for examinations will be time released to ensure security.

All other assessment will be posted on Web CT

Programme / award	Requirements for credit	Credits
Postgraduate Associate Certificate	<ul style="list-style-type: none">• One Module• All assessments for that module	30
Postgraduate Certificate in Business and Management)	<ul style="list-style-type: none">• Any two modules• All assessments for two modules	60
Postgraduate Diploma in Business and Management)	<ul style="list-style-type: none">• Four modules• All assessments for four modules	120
MBA (International Business)	<ul style="list-style-type: none">• Four modules• All assessments for four modules• 60 credit Management Dissertation	180

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

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Listening to the views of others

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Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-

Where you can find further information

Further information about the programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The student handbook (available on web ct)
- Module study guides (available on web ct)
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- Business School Web Site <http://www.uel.ac.uk/elbs/index.htm>
- Assessment and Engagement Policy <http://www.uel.ac.uk/qa/AssessmentPolicy.htm>;
- Programme Specification <http://www.uel.ac.uk/courses/index.htm>
- Extenuating Circumstances <http://www.uel.ac.uk/qa/extenuation.htm>