C457-IMD Master of Science in International Management and Business Communication with Human Resource Management

PROGRAMME DETAILS
Programme Code: C457-IMD
Department: Languages
Main Award: MSC - Master of Science
Full Award Title: Master of Science in International Management and Business Communication with Human Resource Management
Level: Postgraduate Taught

LOCATION OF STUDY
| Edinburgh | Y | Scottish Borders | N | Orkney | N |
| Dubai | N | Malaysia | N | Approved Learning Partner | N |
| Independent Distance Learners | N | Collaborative Learning Partner | N | Other | N |

ASSOCIATED AWARDS

<table>
<thead>
<tr>
<th>Programme Code</th>
<th>Award</th>
<th>Title</th>
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<tbody>
<tr>
<td>C440-ZZZ</td>
<td>PGCERT</td>
<td>Postgraduate Certificate in Business Communication</td>
</tr>
<tr>
<td>C455-IMD</td>
<td>PGDIP</td>
<td>Postgraduate Diploma in International Management and Business Communication with Human Resource Management</td>
</tr>
<tr>
<td>C457-IMD</td>
<td>MSC</td>
<td>Master of Science in International Management and Business Communication with Human Resource Management</td>
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ACCREDITATION
N/A

LEARNING OUTCOMES – SUBJECT MASTERY
Understanding, Knowledge and Cognitive Skills

Core theoretical frameworks embracing the internationalisation of business, management and human resource management and focusing on communication in international business contexts are integral to the programme. Subjects covered include business communication; textual analysis and production; intercultural communication; internationalisation; the international business environment; business economics; human resource management; research methods in international business communication; and related business topics. Understanding is developed through engagement with topics at theoretical and practical levels, with specialist subject knowledge pursued within each course and through the dissertation. The relevant skills include the following:

- Knowledge that covers and integrates the main areas of the disciplines represented; their features, boundaries, terminology and conventions
- A critical understanding of the principal theories, principles and concepts;
- A critical understanding and application of a range of specialised theories, principles and concepts;
- Critical awareness of current issues in research and knowledge creation within specialist areas of the discipline;
- The development of original and creative responses to problems and issues associated with professional level practice, human resource management and research including intercultural and business communication challenges;
• Application of skills developed in a range of realistic business situations requiring a professional level of communicative competence;
• A critical understanding of intercultural and communication issues in international business contexts;
• Ability to negotiate interactional exchanges in a variety of business settings;
• Apply a range of techniques to produce written texts for various business purposes based on oral and other written sources;
• Professional level of competence in English in production of texts for business purposes and in oral presentations;
• Thorough knowledge of the concepts associated with business and society.

Scholarship, Enquiry and Research (Research Informed Learning)

Following formal induction to student-centred learning and self-reflective methods, students will be encouraged to work independently and collaboratively to

expand the knowledge gained from lectures, seminars and tutorials. Workshops and study groups will reinforce the focus on research by incorporating

presentations of the results of student-based investigations. These will include application of theoretical models from the curriculum. Staff research interests will inform the syllabus. Students will:

• develop knowledge and understanding of international management, including the implementation of emerging techniques of research and scholarly enquiry.
• Plan and execute a significant project of research, development or investigation
• Demonstrate originality and creativity in applying knowledge and understanding to professional practice, including intercultural and business communication issues as well as human resource management
• Use a wide range of standard techniques and some specialist research instruments in pursuing research-led enquiry
• Develop original insights into issues relating to intercultural communication within business contexts
• Reflect critically on the relationship between theory and practice
• Source and utilise data from library, internet and database sources
• Review, organise and evaluate evidence and reflect and comment critically on it
• Present a clear and coherent argument on specialised topics

LEARNING OUTCOMES – PERSONAL ABILITIES

Industrial, Commercial and Professional Practice

A proportion of the syllabus is based on exercises which reflect professional and commercial contexts. This approach ensures that students grasp the practical application of the theory to the business world. International aspects and application of concepts in culturally diverse situations are included in all subject areas.

Students will:

• employ a range of the most important skills, professional practices and /or materials associated with the study
of international management and business communication linked specifically to human resource management but also across a wide range of business contexts and for a wide range of purposes;

- use a wide range of practices, skills and materials that are specialised, or advanced, and which are emerging from current research;
- integrate knowledge and understanding to allow practice at professional levels in dynamic international business environments;
- work to regular deadlines;
- develop critical awareness of ethical and professional issues relevant to intercultural communication and business practice in a human resource management context.

Autonomy, Accountability and Working With Others

Students will be required to work to strict deadlines, both independently and in self-managed groups. The dissertation requires the development of research skills and the rigorous application of those skills in the research process. Where practicable, these studies may be carried out in co-operation with international companies. Students will:

- exercise substantial autonomy and initiative in activities reflecting the professional environment, building on research-teaching linkages where appropriate;
- take significant responsibility for work within autonomous teams that require the management of a range of resources;
- develop leadership and initiative in professional practice, specifically showing awareness of others’ roles and responsibilities in working towards common objectives;
- incorporate an understanding of the complexities of ethical conduct.

Communication, Numeracy & Information and Communications Technology

Additionally students will:

- develop relevant transferable communication skills, including report writing skills, public speaking skills, revising and editing skills, summarising skills, etc.;
- develop the ability to communicate effectively and efficiently with other professionals in the field, including colleagues and clients;
- develop a mastery of IT skills relevant to communication in international business contexts.

APPROACHES TO TEACHING AND LEARNING

The School is committed to enhancing the student learning experience through its approach to teaching and learning, which is derived from the University's own Learning and Teaching Strategy.

In the first weeks of study, considerable emphasis is given to assisting students in the return to Higher Education through induction events. These introduce students to the different teaching methods that they will encounter: such as lectures, tutorials, seminars etc – as well as familiarising students with support services such as the library, computing services and
the virtual learning environment. In this programme, considerable emphasis is placed upon ensuring that this support meets the needs of international students, who are least likely to be familiar with the expectations of a British institution. In addition, the School is committed to providing a thorough grounding in scholarship skills at an appropriate level covering matters such as critical approaches to secondary texts and data, academic writing techniques, professional practice and reflective learning.

Throughout the degree, teaching emphasises the value of research-led thinking as well as reflection of professional practice. Building on students’ existing study skills from prior study and experience, the programme is designed to develop students’ professional expertise through individual and group-based work, culminating naturally in the completion of a dissertation. Professional development planning also forms an integral part of the programme of studies, so that students graduate with considerably enhanced skills suitable for senior, specialist professional level or managerial employment in careers in business and public service in international contexts. These policies ensure that graduates have high levels of employability and professional career readiness.

Approaches to teaching and learning are examined yearly through course and programme review. These processes are informed by various forms of feedback of which the most important are student feedback, external examiner reports, and evidence of the achievement of learning outcomes from formative and summative assessment.

EDUCATIONAL AIMS OF THE PROGRAMME

The International Management and Business Communication with Human Resource Management degree programme aims to offer students a coherent programme of study which will combine the development of knowledge and applied skills appropriate to this level of study and to the disciplines represented in the programme. The design and structure of the programme will offer students an inter-disciplinary programme of study with three subject areas (international management, business communication and human resource management) fully represented and coherently linked.

The structure of the programme is designed to provide graduates with access to a range of professions and managerial careers within businesses engaged internationally and, in particular, in the area of Human Resource Management. Alongside the practical skills and knowledge acquired, students will also engage in independent research, providing a potential route to research training in cognate disciplines at a higher level.

Students take eight taught courses. This programme offers two key specialisms, business communication and human resource management and there is, therefore, some limited flexibility for students to pursue specific areas of interest to them through their choice of optional courses in semester 2. The dissertation required for completion of the Master of Science degree will have a strong focus on communication in the area of Human Resource Management.

The programme meets the criteria of the Scottish Credit and Qualifications Framework for progression, and intermediate and final awards. It also draws on the Quality Assurance Agency benchmarking statements in the two disciplines represented (Languages and Related Studies and Business Management) to ensure that content and learning outcomes are broadly comparable with that of programmes offered in similar institutions.

The programme is informed by recent developments in research, encourages the development of professional skills and advanced communication skills in various modes in English. The design of the programme is informed by employer needs and graduates should, therefore, be highly employable upon graduation. Specifically, the core of each course is designed to ensure that students develop the key skills and knowledge appropriate to this level of study. The programme also has a strong international flavour, resulting from international recruitment and the focus of course content. Students entering the
programme have opportunities to develop scholarship skills, undertake professional and employability development, and engage in the practice of reflective learning.

**ASSESSMENT POLICIES**

A range of assessment types are structured into the programme. Formative assessment is used in many courses to provide students and staff with feedback on performance and the achievement of learning outcomes. This feedback is used both to inform course and programme development and to enable the adaptation of learning opportunities to meet the needs of individual students and the cohort of learners. Summative assessment for most courses will involve a combination of coursework and examinations. The format of all assessment is determined by its appropriateness for measuring the learning outcomes of courses and is guided by the School’s ‘Learning and Teaching Strategy’.

**PROGRAMME STRUCTURE**

**Mandatory Courses**

<table>
<thead>
<tr>
<th>Edinburgh</th>
<th>SBC</th>
<th>Orkney</th>
<th>Dubai</th>
<th>HWUM</th>
<th>IDL</th>
<th>Coll. Partner</th>
<th>ALP</th>
<th>Other</th>
<th>Stage</th>
<th>Semester</th>
<th>Phase</th>
<th>Course Code</th>
<th>Course Title</th>
<th>SCQF Cr</th>
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<td>C41DB</td>
<td>Dissertation in International Business Communication</td>
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**Optional Courses**

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<th>HWUM</th>
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<th>Stage</th>
<th>Semester</th>
<th>Phase</th>
<th>Course Code</th>
<th>Course Title</th>
<th>SCQF Cr</th>
<th>SCQF Lvl</th>
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<td>Managing Diversity in Business</td>
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<td>C11MC</td>
<td>Branding and Communications</td>
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COMPOSITION NOTES (PG)

8 taught courses (7 mandatory + 1 optional) plus a dissertation. The Programme Director will advise students on choice of optional courses.

Mandatory Credits 105
Optional Credits 15
Elective Credits 0
Dissertation Credits 60
Total 180

AWARDS, CREDITS AND CRITERIA (PG)

<table>
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<tr>
<th>Awards, Credits and Levels</th>
<th>Overall Credits</th>
<th>Specific Requirements</th>
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<tbody>
<tr>
<td>Masters Degree</td>
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<td>180 SCQF credits including a minimum of 150 credit at Level 11</td>
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<tr>
<td>Postgraduate Diploma</td>
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<td>120 SCQF credits including a minimum of 90 credit at Level 11</td>
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<tr>
<td>Postgraduate Certificate</td>
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<td>60 SCQF credits at Level 11</td>
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Award Requirements

<table>
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<tr>
<th>Award Requirements</th>
<th>Total Course Passes</th>
<th>Overall Mark</th>
<th>Overall Grade</th>
<th>Basis of Overall Mark/Grade</th>
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<tbody>
<tr>
<td>Master (Distinction)</td>
<td>8+Dissertation</td>
<td>70</td>
<td>A</td>
<td>Credit Weighted Average greater than or equal 70% over 8 courses at grades A-C.</td>
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<td>Master</td>
<td>8+Dissertation</td>
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<td>C</td>
<td>Credit Weighted Average greater than or equal 50% over 8 courses at grades A-D plus a Dissertation at minimum grade C.</td>
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<td>Diploma (Distinction)</td>
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<td>Diploma</td>
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<td>Credit Weighted Average greater than or equal 40% over 8 courses at grades A-E</td>
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<td>Certificate</td>
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<td>40</td>
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<td>Credit Weighted Average greater than or equal 40% over 4 courses at grades A-E</td>
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DURATION OF STUDY

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<tr>
<th>IN MONTHS</th>
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<td>Masters</td>
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<td>Certificate</td>
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RE-ASSESSMENT (PG)

1. A student who has been awarded a Grade E or F in a course may be re-assessed in that course. A student who has been awarded a Grade D in a course may be re-assessed in that course in order to proceed to or be eligible to receive the award of Masters.
2. A student shall be permitted only one re-assessment opportunity in a maximum of three taught courses. The opportunity for
re-assessment in four or more taught courses shall be at the discretion of the Progression Board.
3. Any further re-assessment opportunities in a course will require the approval of the Postgraduate Studies Committee.
4. A student may be permitted, at the discretion of the Progression Board, to be re-assessed in the dissertation, project or other supervised research component of the course of study.

PROGRESSION TO DISSERTATION/PROJECT
In accordance with University Regulations, to progress to Masters level a minimum of Grade C is required