

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MA International Business Management (Level 7)
Name and title of any exit qualification(s)	PG Diploma PG Certificate
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home School/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full Time – 1 year Part Time – 2 years October and January start
Professional, statutory or regulatory body	None
QAA subject benchmark group(s) Higher Education Credit Framework for England	Business and Management
Birkbeck Course Code	TMAINTBJ_C (January start) (2025/6) TMAINTBM_C (October start) (2026/7)
HECoS Code	100078 100080
Start date of programme	January 2026
Date of programme approval	July 2025
Date of last programme amendment approval	N/A
Valid for academic entry year	2025-26
Programme Director	TBC
Date of last revision to document	10/07/2025

Admissions requirements

1. Normally a second-class honours degree (2.2 or above) in any area.
2. An overseas qualification of an equivalent standard obtained after a programme of study extending over not less than three years in a university or educational institution of university rank.
3. A professional or other qualification obtained by written examinations approved by the college.
4. Relevant experience may be taken into consideration in the case of non-standard applications.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

Course aims

The fundamental purpose of this programme is to prepare students for work in a fast paced and constantly changing global world. This is a classroom based programme which will allow students to develop the knowledge, skills and attitudes that are valued by employers and so will enhance their employability. Through studying this programme, students will be better placed to start their career or to accelerate an existing career.

The main audiences for this programme are two fold:

- First, students coming directly out of an undergraduate degree (in both business and non-business related subject areas) who wish to develop an understanding of the breadth and depth of business management in an international context in order to make informed decisions about their own career development;
- Second, students who are already in work with careers underway who wish to understand the wider internal and external context of business in order to understand and develop enhanced career opportunities.

The programme is entirely module based and students will learn about all the key disciplines of business management with an emphasis on how these are developing in an international context. As well as studying this broad spectrum of modules, the optionality in the programme will allow students to go deeper into areas they are interested in. The programme has employability embedded into it through, for example, a core employability module which will support students to understand how job markets work and where they can position themselves, how to write compelling job applications and how to excel in the recruitment and selection process.

The programme draws on original and world leading research to provide a cutting edge understanding of business, the work of managers and what it takes to start and build sustainable careers. The programme prioritises time in the classroom with world leading academics and has a student focused approach giving choices about what, when and how things are studied.

Course structure

Level	Module Code	Module Title	Credit	Comp/ Core/ Option	Likely Teaching term
Full Time – 1 year, October Start					
7	MOMN010H7	Principles of Organisation and Management	15	Comp	Autumn
7	BUMN186H7	Principles of Accounting	15	Comp	Autumn
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Comp	Autumn
7	BUOB043H7	Human Resources in Organisations	15	Comp	Spring
7	BUMN189H7	Business Model Innovation	15	Comp	Spring
7	MOMN009H7	International Business Strategy	15	Comp	Spring
7		Optional Module (from closed list)	15	Option	Spring
7	MOOP017H7	Leadership	15	Comp	Summer
7	BUMN187H7	Project Management (Postgraduate)	15	Comp	Summer
7		Optional Module (from closed list)	15	Option	Summer
7		Optional Module (from closed list)	15	Option	Summer
7	SC07009H7	Catapult into Employability	15	Comp	July-August
Full Time – 1 year, January Start					
7	BUOB043H7	Human Resources in Organisations	15	Comp	Spring
7	BUMN189H7	Business Model Innovation	15	Comp	Spring
7	MOMN009H7	International Business Strategy	15	Comp	Spring
7	MOOP017H7	Leadership	15	Comp	Summer
7	BUMN187H7	Project Management (Postgraduate)	15	Comp	Summer
7		Optional Module (from closed list)	15	Optional	Summer
7		Optional Module (from closed list)	15	Optional	Summer
7	SC07009H7	Catapult into Employability	15	Comp	July-August
7	MOMN010H7	Principles of Organisation and Management	15	Comp	Autumn
7	BUMN186H7	Principles of Accounting	15	Comp	Autumn
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Comp	Autumn
7		Optional Module (from closed list)	15	Optional	Autumn
Part Time – 2 years, October Start					
Year 1					
7	MOMN010H7	Principles of Organisation and Management	15	Comp	Autumn
7	BUMN186H7	Principles of Accounting	15	Comp	Autumn
7	BUOB043H7	Human Resources in Organisations	15	Comp	Spring
7	BUMN189H7	Business Model Innovation	15	Comp	Spring
7	MOOP017H7	Leadership	15	Comp	Summer
7		Optional Module (from closed list)	15	Opt	Summer

Year 2					
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Comp	Autumn
7	MOMN009H7	International Business Strategy	15	Comp	Spring
7		Optional Module (from closed list)	15	Option	Spring
7	BUMN187H7	Project Management (Postgraduate)	15	Comp	Summer
7		Optional Module (from closed list)	15	Option	Summer
7	SC07009H7	Catapult into Employability	15	Comp	July-August
Part Time- 2 years, January Start					
Year 1					
7	BUOB043H7	Human Resources in Organisations	15	Comp	Spring
7	BUMN189H7	Business Model Innovation	15	Comp	Spring
7	MOOP017H7	Leadership	15	Comp	Summer
7		Optional Module (from closed list)	15	Optional	Summer
7	MOMN010H7	Principles of Organisation and Management	15	Comp	Autumn
7	BUMN186H7	Principles of Accounting	15	Comp	Autumn
Year 2					
7	MOMN009H7	International Business Strategy	15	Comp	Spring
7	BUMN187H7	Project Management (Postgraduate)	15	Comp	Summer
7		Optional Module (from closed list)	15	Optional	Summer
7	SC07009H7	Catapult into Employability	15	Comp	July-August
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Comp	Autumn
7		Optional Module (from closed list)	15	Optional	Autumn
List of modules for closed options:					
7	BUMN004H7	International Human Resource Management	15	Optional	Summer/Autumn
7	MOMN032H7	International Business Ethics	15	Optional	Summer
7	MOMN025H7	International Marketing	15	Optional	Summer
7	MOMN007H7	International Business: Theories and Issues	15	Optional	Autumn
7	MOMN043H7	Innovation Management	15	Optional	Autumn
7	MOOP012H7	Learning and Development	15	Optional	Spring
7	MOOP009H7	Employee Relations and Motivation	15	Optional	Spring
7	BUMN100H7	Digital Business Management	15	Optional	Summer

Core: *Module must be taken and passed by student*

Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*

Option: *Student can choose to take this module*

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work

you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

This course is entirely module based and each module will contain a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Short written exercises, essays which will vary in length and complexity, quizzes and multiple-choice questionnaires, practical assessments, case studies, problems to solve.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Upon the successful completion of this programme you should be able to:

1. Demonstrate a broad understanding of a number of different contexts in which businesses operate especially international contexts
2. Demonstrate a broad understanding of how job markets work and the requirements of successful job hunting, recruitment and selection
3. Work effectively both individually and as members of teams and be confident in deploying a range of transferable skills such as independent and self managed learning, relationship building, communication and decision making skills
4. Critically evaluate the behaviours and actions of managers in a variety of business contexts
5. Demonstrate a range of critical thinking skills such as the identification of strengths and weaknesses of theory and practice, how theory can be used to interpret and understand practice and how compelling arguments and judgements can be reached.
6. Approach problems in a systematic way drawing on theory, practice and evidence to develop options and solutions which can be justified

Careers and further study

International Business Management graduates can be found in a wide range of roles in organisations which operate in many different fields from finance to retail, technology to manufacturing. Graduates work in organisations which are in the process of internationalising and also in organisations which are already international. This programme is a gateway into a wide spectrum of careers and supports its graduates in making informed decisions about their next steps.

Birkbeck offers a range of careers support to its students. You can find out more on the [careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course information on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services.](#) This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback. Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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