



Programme Specification

A statement of the knowledge, understanding and skills that underpin a taught programme of study leading to an award from The University of Sheffield

1	Programme Title	International Marketing and Management
2	Programme Code	MGTT162
3	JACS Code	N200, N500
4	Level of Study	Postgraduate
5a	Final Qualification	Master of Science (MSc)
5b	Position in the QAA Framework for Higher Education Qualifications	F7: Masters
6a	Intermediate Qualification(s)	Postgraduate Certificate (PG Cert), Postgraduate Diploma (PG Dip)
6b	Position in the QAA Framework for Higher Education Qualifications	F7
7	Teaching Institution (if not Sheffield)	Not applicable
8	Faculty	Social Sciences
9	Department	Management School
10	Other Department(s) involved in teaching the programme	School of East Asian Studies
11	Mode(s) of Attendance	Full-time
12	Duration of the Programme	1 year
13	Accrediting Professional or Statutory Body	Not applicable
14	Date of production/revision	April 2014, July 2020, December 2022, November 2023, April 2024, September 2024

15. Background to the programme and subject area

Firms operate in increasingly international environments. Their markets are increasingly international, and they have to work more and more with foreign buyers and suppliers. More and more firms are of course multinational in their operations. Thus, all management tasks and functions now have some international dimensions. For a large and increasing number of managers it is only possible to operate effectively with a good understanding of international differences of management style and business environment. Whereas markets and business had been predominantly 'Anglo-American' or of a closely related (European) character, the (very different) cultures and economies of East Asia will soon be of similar importance.

The international dimension is particularly important for those involved in marketing. There is a great and increasing demand for managers who are thoroughly familiar both with International Marketing and Management.

This programme combines these two important areas in a single degree.

The Programme is designed to attract graduates who are seeking to broaden and deepen their understanding of business and management theory and practice in an international direction and to study marketing in both domestic and international arenas, with a research-informed postgraduate degree. There is a growing recognition of the usefulness of post-graduate qualifications in management and business and reflected in an increasing demand for postgraduate education in business-related subjects in the U.K. The programme will provide an excellent grounding in International Marketing and Management for students prior to moving into full-time employment or continuing onto further studies in higher education. The partnership between the Management School and the School of East Asian Studies will provide students with the opportunity to take a module on the business, economies and societies of China or Japan. Further information about the Management School and School of East Asian Studies is available on our respective websites at <http://www.shef.ac.uk/management> and <http://www.shef.ac.uk/seas>

16. Programme aims

1. Our students will be employable professional graduates.
2. Our students will have contextually relevant critical thinking skills.
3. Our students will be socially responsible professionals in International Marketing and Management.
4. Our graduates have advanced knowledge in International Marketing and Management the ability to apply this knowledge in an effective manner.

17. Programme learning outcomes

Knowledge and understanding: students will

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| K1 | Attain advanced knowledge of theory and concepts in International Marketing and Management. |
| K2 | Create solutions using theories and concepts in International Marketing and Management. |

Skills and other attributes: students will be able to:

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| S1 | Demonstrate advanced written communication skills for different purposes and audiences. |
| S2 | Deliver persuasive oral presentations for different purposes and audiences. |
| S3 | Recommend evidence-based management solutions to complex/wider contexts. |
| S4 | Critically analyse complex management practices. |
| S5 | Critically synthesise relevant theoretical concepts. |
| S6 | Integrate social responsibility concepts into management practices. |

18. Teaching, learning and assessment

Development of the learning outcomes is promoted through the following teaching and learning methods:

Lectures are used to communicate subject-specific knowledge and understanding, to guide the general direction of students' engagement with each subject, to develop analytical skills and to stimulate critical reflection.

The provision of **web sites** and **handouts** embodies questions, activities and case-studies to enhance understanding through exercises and illustrations and to promote critical reflection by students of the linkages between management theory and practice.

Seminars enable students to develop their understanding of the subject matter through discussion of review questions and the analysis of case studies based upon real organisational challenges. Students also prepare presentations on their case study analysis to develop communication and other transferable skills.

Group work allows students to develop transferable skills and understanding by debate and collaborative working.

Tutor and self-directed **private study** and preparation for tutorials and assessment is a significant component of each student's personal development.

Tutorials are used to respond to students' enquiries, to provide feedback on progress and to promote reflection and analysis. Students have one-to-one supervision to help them prepare their management project reports. Students have one-to-one communication through the use of face-to-face meetings, email and telephone contact.

Opportunities to demonstrate achievement of the learning outcomes are provided through the following assessment methods:

Examinations are used to test knowledge and understanding of the theory and practice of International Marketing and Management and the skills of application to small-scale case studies.

Essays and **reports** are used to test knowledge and understanding and skills.

Case analysis **presentations** are used to test skills S1 to S4 and relevant knowledge and understanding.

The **project dissertation** is used to test S5.

19. Reference points

The learning outcomes have been developed to reflect the following points of reference:

The Management School Learning and Teaching Strategy.

The School of East Asian Studies Learning and Teaching Strategy.

Subject Benchmark Statements

<https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>

Framework for Higher Education Qualifications (2024)

<https://www.qaa.ac.uk/the-quality-code/qualifications-frameworks#>

University Vision and Strategic Plan

<https://www.sheffield.ac.uk/vision>

20. Programme structure and regulations

The programme for the MSc in International Marketing and Management has 180 credits of core taught modules (including the research methods module, a preparation for the dissertation). The dissertation counts for 45 credits. Students may only proceed to the dissertation with the permission of the Board of Examiners: the Board will need to be satisfied, based on the credits awarded in the taught part of the programme, that a student will be eligible for the MSc on satisfactory completion of the project.

Detailed information about the structure of programmes, regulations concerning assessment and progression and descriptions of individual modules are published in the University Calendar available on-line at www.shef.ac.uk/calendar

21. Student development over the course of study

The first semester exposes the student to a number of topics in the area of marketing whereas semester 2 focuses on the area of international management.

To help students prepare for the dissertation, a module titled Marketing Research is delivered at the end of semester 1, which provides useful foundation for students to develop their critical understanding of the research process. The Masters' stage enables students to demonstrate their ability to undertake a sustained investigation, drawing on relevant aspects of the knowledge, understanding and skills gained in the earlier stages.

22. Criteria for admission to the programme

The normal entry requirements will be the holding of a good honours' degree or its equivalent.

Applicants whose first language is not English will also be required to provide an International English Language Test Score (IELTS) of at least 7.0 with a minimum in any of the four categories of 6.0.

23. Additional information

None

This specification represents a concise statement about the main features of the programme and should be considered alongside other sources of information provided by the teaching department(s) and the University. In addition to programme specific information, further information about studying at The University of Sheffield can be accessed via our Student Services web site at www.shef.ac.uk/ssid.