



International Business Management MSc (Amsterdam): Year 1 Modules

AT7060 Leadership and Management Development (Core, 20 Credits)

What will I learn on this module?

This module engages you in personal and professional development in order that you develop and hone your teamworking, management and leadership skills,

capabilities and attributes, and in so doing, enhance your employability. On this module, you will not only prepare for your first job after you graduate but also kickstart

your commitment to life-long personal and professional learning. In the first part of the module you will be supported in a self-analysis by a range of activities, including

the completion of self-administered tool-kits to demonstrate an increased self-awareness and self-understanding. This will also involve applying theoretical frameworks

and researching contemporary literature for a more in-depth understanding of self. A key outcome of this process is how you will be able to exploit this development in

order to lead, and manage, more effectively in your future careers. The second part of the module contains activities which enable you to build on your self-analysis and

explore further your strengths, weaknesses and areas for development in the context of your career development plans. You will receive guidance on how to craft

professional, postgraduate CVs, LinkedIn profiles, and supporting documentation to meet the needs of employer. Furthermore, you will use your understanding of self to

help you to understand the key issues and specific challenges that you face, with your skills profile, in relation to your employability prospects in your target

profession/industry/sector. This will also include the development of knowledge into the global graduate market, (including routes such as self-employment and

developing your career with an existing employer) drawing upon local, national and international examples.

How will I learn on this module?

An interactive approach to lecture sessions will draw upon the directed learning undertaken and your own experiences. Throughout, the emphasis will be on high levels of

participation, both individually and within small teams. You can therefore expect the reflective-practitioner approach to learning to be embedded in all lecture sessions

through undertaking activities which facilitate you to apply theory to real-life situations, critically analysing and making recommendations for appropriate ways forward for

an organisation / individual.

Directed learning will centre upon a range of activities including pre-reading, preparation for interactive activities and use of the discussion board on the e-learning

platform.

Independent learning will centre upon you identifying and pursuing areas of interest in relation to the subject area or by providing deeper / broader knowledge and

understanding of the subject through a range of learning activities that might include extended reading, reflection, research etc.

A residential experiential learning event will be a complementary support activity, providing you with opportunities to interact, through group-based activities, with peers on

the programme. You will be supported in the analysis of individual and group processes and behaviours as a means of developing an understanding of self and others.

You will be encouraged to provide each other with feedback in order to identify personal competence strengths and areas for development. Attendance and participation

at this event directly links to the assignment and the achievement of the programme goals, in which you must include at least one critical incident based on your

residential experience.

Tutor-directed study will engage you in further research work to support and enhance learning from the sessions. The e-learning platform will be used to encourage your

contribution in critical debate on key issues around self, management and leadership development. It will also provide you with all lecture and seminar materials.

Formative feedback will be provided to you as part of the residential learning event and in the sessions in which the assessment and directed study are discussed.

How will I be supported academically on this module?

You will have weekly sessions or workshops every week for the whole semester. The teaching is supported by a teaching and learning plan which sets out independent learning, directed study, session recordings, reading and activities prior to, and for, each of those sessions. All learning and teaching materials are available to you in various formats on our e-learning portal. As well as developing your self-awareness for the purposes of effective leadership and management and career development we also want you to ameliorate your skills of critical evaluation. To this end, there will be S-T-R-E-T-C-H reading beyond the teaching and learning plan for those students who wish to optimise the learning on this module. This too can be found on the e-learning portal. Directed learning will centre upon a range of activities including pre-reading, preparation for interactive activities and use of the tutor-supported discussion board on the e-learning platform. Independent learning will centre upon you identifying and pursuing areas of interest in relation to the subject area or by providing deeper/broader knowledge and understanding of leadership and management development through a range of learning activities that could, but not exclusively, include extended reading (given the availability of an electronic reading list, library e-resources) involvement in Careers Service events and seminars, reflection, research etc. Formative feedback will be provided to you on a regular basis as the tutor, and your co-students, critically evaluate and provide recommendations for your development. Structured and organised formative feedback is provided to you at the team-building and leadership residential attached to this module, together with feedback on draft elements of your assignment during the assessment briefing sessions which are scheduled in the middle and at the end of the module. Formative feedback helps you to reflect on your progress in developing your leadership and management capability as well as ensuring that you understand the assessment criteria and tutor expectations.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>

(Reading List service online guide for academic staff this containing contact details for the Reading List team <http://library.northumbria.ac.uk/readinglists>)

What will I be expected to achieve?

You will develop the necessary knowledge and understanding to help you to hone and optimise your management and leadership capability which will enhance your personal and professional development and subsequent employability and engagement in career progression and life-long learning. Importantly, you will be able to recognise and articulate how to demonstrate your potential added value to organisations via profession/industry specific research. Knowledge & Understanding: Intellectual / Professional skills & abilities: ML01: Demonstrate ability to work in culturally diverse groups and teams and make appropriate and personal contributions to team effectiveness Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA): ML02: Have critically evaluated personal strengths and weaknesses and have demonstrated the ability to engage in reflective self-development ML03: Have critically reviewed the development of inter-personal and intra-personal skills in relation to what employers seek in postgraduate students

How will I be assessed?

The module will be assessed by one summative assessment of 3500 words. In the first part of the assignment you will research, and critically review, the profession/industry in which you wish to work, including potential challenges you may face. [ML03] (1500 words) You will conduct a self-analysis via the use of diagnostics to identify your strengths and weaknesses across a range of interpersonal and intrapersonal skills, thus creating your own skills profile. You will then critically evaluate that profile in relation to the needs and requirements of your profession/industry of choice [MLOs 1 and 2] [PLOs 7.1.1 and 7.2.1] (1500 words) You will provide a comprehensive explication on how you will self-develop in order to overcome the challenges and address the issues you have identified [MLOs 2 and 3] [PLO 7.1.2] (500 words)

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

This module facilitates the development of your leadership and management capability, together with providing you with opportunities to hone your team-working skills.

Thus, during this module you will be developing key inter-personal and intra-personal skills which have been identified by current research and employers as those

necessary for postgraduate students who seek to enhance their career development opportunities. You will not only prepare for your first job after you graduate but also

kickstart your commitment to life-long personal and professional learning.

In the first part of the module you will be supported in a self-analysis by a range of activities, including the completion of self-administered tool-kits to demonstrate an

increased self-awareness and self-understanding. This also includes a two day week-end residential, during which you are provided with opportunities to lead and work in

culturally diverse teams on a series of problem-solving activities. Learning by doing in this way provides you with feedback on your actual potential, and areas for

development, in these skills which are crucial for your employability and future career. The module will also involve applying theoretical frameworks and researching

contemporary literature for a more in-depth understanding of self.

The second part of the module contains activities which enable you to build on your self-analysis and explore further your strengths, weaknesses and areas for

development in the context of your career development plans. You will receive guidance on how to craft professional, postgraduate CVs, LinkedIn profiles, and supporting

documentation to meet the needs of employer. Furthermore, you will use your understanding of self to help you to understand the key issues and specific challenges that

you face, with your skills profile, in relation to your employability prospects in your target profession/industry/sector. This will also include the development of knowledge

into the global graduate market, (including routes such as self-employment and developing your career with an existing employer) drawing upon local, national and

international examples.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

This module is both research-led and research-tutored in the way it introduces you to the knowledge, and student-centred enquiry, necessary to embark on the process

of self-development, thus enabling you to develop and hone the skills-set required for leadership and management development and successful career readiness and life

long learning. Via the e-learning portal, and in class, you will be introduced to seminal and contemporary works which will help contextualise the subject content of this

module.

Alongside this, you will be encouraged to conduct independent research into your chosen profession and/or industry in order to tailor your assignment accordingly.

AT7061 Research Methods and Analytics for Business (Core, 20 Credits)

What will I learn on this module?

In this module you will learn about a comprehensive range of research methods and business analytics techniques. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters level and prepare you to complete a Masters Dissertation, Consultancy Project or Management Enquiry. By the end of the module you will know how to apply both quantitative and qualitative data collection and business analysis techniques. In quantitative techniques you will learn about sampling, questionnaire design, statistical inference, and hypothesis testing while qualitative techniques covered will include methods such as interviewing and focus groups. Analysis methods such as content analysis and thematic analysis will also be covered. In addition, you will gain some understanding of research philosophy (positivism and interpretivism) and research ethics and you will be able to write a research proposal to bring these ideas together.

Furthermore, this module will provide clear, critical, and analysis of data, you will also be able to consider the use of analytics implementation skills, where you will be introduced to analytics software such as SPSS. SPSS statistics analysis is one of the powerful

solutions that is designed to help businesses and researchers to solve problems by various methods (geospatial analysis, predictive analytics and hypothesis testing).

How will I learn on this module?

You will learn through a combination of formal sessions, tutor-directed study and independent reading. The sessions will be highly interactive and will draw upon the directed learning undertaken and your own experiences. Throughout, the emphasis will be on high levels of participation, both individually and within small groups or teams. Most classes will be workshop or seminar based facilitating practice and experimentation with the methods and techniques covered. This will allow you to learn in an extremely hands-on way whether you are working with a set of quantitative data and using statistical techniques and software such as SPSS to analyse it, or conducting interviews and considering how to analyse qualitative data that results from them. A smaller number of lecture sessions will be used to communicate vital areas for Masters researchers at Northumbria University such as the University Ethics policy, and also to provide some subject-specific input which may be helpful in providing guidance on possible areas for your choice of topic in the Masters Dissertation, Consultancy Project or Management Enquiry. Directed learning will centre upon a range of activities including pre-reading and preparation for interactive activities. Independent learning will centre upon you identifying and pursuing areas of interest in relation to your subject area, since by the end of this module you will be writing your research proposal for the dissertation, identifying consultancy opportunities or, management enquiry. Critical reflection on knowledge, experience and practice underpins the learning and teaching philosophy along with the explicit development of competence

How will I be supported academically on this module?

You will be supported by the module tutor in addition to various subject experts. These staff will deliver lectures, workshops and seminars relevant to their areas of expertise. Workshops and seminars will be in small groups so that there is ample opportunity for exploring the issues raised in detail. A comprehensive eLP site will store all the appropriate materials needed for the lectures, workshops and seminars. As part of the module you will also make use of statistical analysis software (SPSS) for processing quantitative data, and there is an electronic reading list indicating which texts, academic reports, conference papers and journal articles should be consulted as the module progresses. You will be supplied with formative feedback on your performance through postal presentation, seminar and workshop discussion and reflection, case study activity, and theory/practice related discussions. Formative feedback will be provided throughout the module, particularly in relation to seminar tasks where the practical nature of the work will naturally lead to several opportunities to give and receive feedback from your tutors and from peers. In addition, there will be several opportunities for you to discuss your potential research ideas with staff who have expertise in your chosen subject area. This will provide you with formative feedback on your proposed dissertation or management enquiry research or possible consultancy interests and will help you to put together your report.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>
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What will I be expected to achieve?

Intellectual / Professional skills &abilities:

- * Develop a working proposal and project plan to lead to a Masters Dissertation, Masters Consultancy Project or Masters Management Enquiry [MLO1]
- * Propose and justify data collection and analysis relevant to your chosen research topic. [MLO2]
- * Present your research proposal to an audience of Masters students and academics using an appropriate poster display. [ML03]

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

- * Reflect on your own ethical values. [MLO4]

How will I be assessed?

You will receive formative feedback from subject specialist staff regarding your research portal presentation. This will be face-to-face feedback and will take place during subject specialist consultation sessions.

The summative assessment will comprise two components; a 2,000 word extended research synopsis (weighted 70%) and a poster presentation of intended research work (weighted 30%). These are based explicitly on your choice of Masters Dissertation, Masters Consultancy Project or Masters Management Enquiry. Guidance on the choice of option will place during semester informing individual students on which of these options to use as the basis of this submission.

The 2,000 word extended research synopsis will cover MLO1, MLO2 and MLO4, the poster presentation will cover MLO2 and MLO3.

The summative assessment will then feed into the subsequent Masters Dissertation, Masters Consultancy Project or Masters Management Enquiry. In cases where the choice of research route is not yet decided, students will produce a research proposal and poster for a topic that they might select if they were to continue to a dissertation.

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

This module will provide you with essential knowledge and analytics skills needed for you to complete a high quality Masters Dissertation, Consultancy Project or Management Enquiry. By undertaking and reflecting on practical research-based activities you will understand the process of designing and carrying out a research study, also you will engage in activities that involve understanding of data and analysis of data. This will place you in a strong position to undertake your own Masters level research, Consultancy Project or Management Enquiry. At the end of the module you will write a research proposal, this will be assessed and will contribute to your final mark. In the dissertation you will work under the supervision of a member of academic staff and your proposal will also help to ensure you get the most from this relationship. Some students may opt for the Masters Consultancy Project or Management Enquiry instead of the Dissertation, but irrespective of choice the research methods skills developed in this module will be critical in developing your ability to collect, analyse and interpret data.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

The module is aligned with the research orientated category since you will encounter development in research methods that will prepare you for the later stages of your Masters studies. You will get practical experience of how to collect and analyse data using a range of quantitative and qualitative techniques and this work will be supported using appropriate software where relevant (for example SPSS for quantitative data analysis). You will also become aware of research philosophy as part of this module and how this can inform knowledge generation. As you become engaged in either a Masters Dissertation, Consultancy Project or Management Enquiry, the emphasis moves more towards the research based learning category since you will be actively researching a chosen topic, Consultancy Project or Management Enquiry. You move away from being the audience and take control in your own research project through your participation. This stage will involve the active implementation of the techniques introduced in the research orientated stage described above. For the outcomes of the activity, you will apply elements of your research methods training to produce a Dissertation, Consultancy Project report or Management Enquiry report. Any of these options may require you to be proficient in the generation and analysis of business data and will involve enquiry-based research.

AT7062 Global Consumers and Marketplaces (Core, 20 Credits)

What will I learn on this module?

Owing to changing migration patterns and digital media, we live in an increasingly global society. Whilst posing many opportunities for business, the decision to internationalise a company's offering involves a range of complex business decisions. In this module, you will explore how marketing practices can be applied to global business, and in doing so develop a thorough commercial appreciation of the complexities of marketing across nations.

The module is broadly composed of three themes:

- * The Global Consumer: Consumers across the globe differ on a wide range of factors, including education levels, cultural norms, religious beliefs and wider lifestyle preferences. You will be introduced to some of these core differences, explore how cultural values differ across regions and the emergence of a global consumer culture. You will also explore how consumers tend to favour products from certain countries based on principles of country-of-origin and national identity.
- * International Marketing Strategy: This theme will introduce you to the various market entry strategies utilised by organisations, including export, intermediate and hierarchical modes. Here you will explore the complexities of the global marketing environment (encapsulating political and economic differences) and developing international buyer-seller relationships.
- * Global Marketing Decisions: Once an organisation chooses to internationalise, you will explore the range of marketing decisions that need to be made, including queries over product, pricing, marketing communications and branding. As part of this, you will be introduced to the standardisation versus adaptation debate, which considers whether organisations should offer identical offerings across markets or implement a more tailored approach.

How will I learn on this module?

This module will combine an academic introduction to the core principles of global marketing. At the same time be very practice-focused, ensuring you develop the necessary skills to contribute to the field of international marketing. The Teaching and Learning Plan will provide a detailed week-by-week guide to the curriculum, alongside suggested directed reading to supplement your in-class learning.

You will be introduced to the principles through a lecture programme, where concepts will be discussed in an interactive manner. This will be complemented by a seminar and workshop programme which will allow you to apply the concepts to a range of global marketing scenarios, as well as use this time to generate ideas and research for use in your assessment. You can therefore expect the reflective-practitioner approach to learning to be embedded in all seminar sessions, through undertake varied activities which facilitate critical analysis.

Independent learning will centre upon you identifying and pursuing areas of interest in relation to the subject area through further reading, research and reflection.

The module will draw heavily on real-life examples and case studies that will identify best practice in global marketing practice, and we will actively encourage you to follow global news networks to identify emerging trends and global challenges that can impact on marketing decisions.

How will I be supported academically on this module?

You will be thoroughly supported through this module by the Module Tutor and wider teaching team. Both lecture and seminar / workshop content will be delivered by a range of staff with relevant expertise in that subject area.

You will have access to a fully populated Blackboard site for the module, which will provide you with learning materials, recorded assessment guides, links to industry developments and a discussion board to address module queries.

A full electronic reading list will be made available, allowing you to easily access relevant textbooks, journal articles and also suitable trade press material.

For the assessment, in-class time will be dedicated to ensuring students are fully prepared for each component, with students able to make 1-2-1 appointments with the module team if necessary.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>

(Reading List service online guide for academic staff this containing contact details for the Reading List team <http://library.northumbria.ac.uk/readinglists>)

What will I be expected to achieve?

Knowledge & Understanding:

- * To critically appraise the values of the global consumer (ML01)
- * To appreciate the complexities of establishing business relationships to facilitate market entry (ML02)
- * To consider factors which impact upon global marketing decisions (ML03)

Intellectual / Professional skills & abilities:

- * To research and present market data and market proposals to a professional standard (ML04)

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

- * Develop awareness and appreciation of how consumers think and behave across national, cultural and religious borders (ML05)

How will I be assessed?

The assessment will feature 2 components (both completed individually) and is based on the students identifying an organisation and preparing a plan for them to expand their operations to a new country.

Component One: Infographic Presentation (30%)

Students are required to produce a professional infographic which provides key information on the national market they have chosen. Students are required to print this poster and display in seminars (week 6 and 7), answering questions from the academic team. (ML01, ML04)

Component Two: Business Plan proposal (70%)

Students will produce two pieces of work that come together to form an international marketing plan

- A 5 minute video which outlines and justifies their proposed market entry strategy
- A 2,000 word marketing plan which addresses key marketing decisions to support the market entry.

(ML02, ML03, ML05)

Pre-requisite(s)

N/A

Co-requisite(s)

N/A

Module abstract

Have you ever wondered how brands make their products and services available in four corners of the world? How do companies co-ordinate their multi-million pound advertising campaigns across national TV networks and time zones? Even how consumers in different parts of the world think about products and brands in a world dominated by digital media?

Global Consumers and Marketplaces will explore such questions and provide you with a thorough appreciation of how the marketing function supports businesses in doing business internationally. You will explore global consumer trends, assess suitable market entry strategies and how international marketers make decisions on products, prices and promotion.

Through a practical piece of assessment, you will develop skills in identifying market opportunities in other countries, collating research to support your ideas and presenting a professional standard business plan to outline your ideas.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

This module will be research tutored and research led. The module will require students to immerse themselves in a range of

international marketing concepts and debates, which are heavily informed by seminal literature in the field. For example, the Global Consumer theme will address theoretical work on culture, acculturation and national identity from both business and anthropological fields. You will be required to critically reflect on this literature both as a piece of academic research but also on the applicability of its findings to practical business scenarios.

AT7065 Creativity and Innovation (Core, 20 Credits)

What will I learn on this module?

In this module you will gain a comprehensive understanding of the nature and practice of innovation and creativity and how it can be applied in the innovation process, whether within the context of a new venture or an existing organisation. The module will cover theories relating to innovation and its management within a strategic management context. This will be combined with an introduction to processes of stimulating creativity in a variety of business contexts. The module will seek to facilitate the development of practical skills to promote creative thinking through practice-based elements in which real world problems are introduced for the testing of creative teamworking techniques.

How will I learn on this module?

The module combines a variety of forms of learning including traditional classroom teaching, online resources, group practical activities and visits as well as independent learning. Classroom based teaching will include lectures and groupwork guided by tutors to build a foundation of concepts and tools. The teaching will be underpinned by digital resources available on the e-learning platform, including texts, videos and case studies to provide a research-rich approach. You will be expected to read key texts in advance of some sessions in order to be able to participate in interactive discussions on your understanding of concepts.

You will be expected to reflect on your learning and apply the lessons to your own experiences and to collaborative projects with fellow students.

How will I be supported academically on this module?

You will be supported with a comprehensive set of learning materials via the e-learning platform which will provide access to academic materials such as journal articles, reports and case studies, but also grey literature such as company reports, newspaper and magazine articles, videos and blogs. The platform will include comprehensive reading lists for each component of the module (lectures and seminars).

Ongoing support and guidance will also be provided by the teaching team through a mix of class sessions and via discussions on the e-learning platform.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>

(Reading List service online guide for academic staff this containing contact details for the Reading List team <http://library.northumbria.ac.uk/readinglists>)

What will I be expected to achieve?

Knowledge & Understanding:

1. Demonstrate a critical understanding of the concepts underpinning innovation, creativity and creative processes and in a variety of settings.
2. Apply theoretical concepts relating to innovation and creativity to real world problems in order to develop solutions

Intellectual / Professional skills & abilities:

3. Reflect on personal capabilities for creative work and how this can be enhanced through teamwork
4. Develop an awareness of how creative and problem solving processes are implemented in culturally diverse groups

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

5. Develop a sense of curiosity and willingness to experiment with new ideas to meet the needs of different social and environmental contexts

How will I be assessed?

Formative assessment:

The taught sessions will be interactive and will require students to participate in groupwork and do small informal presentations on the results of groupwork with informal feedback from tutors and other students.

A major groupwork project will be to undertake a creative project addressing an issue identified by the tutor. Students may use a variety of approaches to address the issue and will have to do a group presentation on their findings. Formative feedback will be provided by tutors and peers in these sessions which will assist students in developing their understanding of the themes and reflecting on their learning.

Summative assessment:

The summative element of the assessment is made up of two components.

- 1) A 2,000 Team Report that outlines the context, research, and recommendations teams produce in response to the Project Brief (50% weighting). This assesses learning outcomes 1,2,4,5
- 2) A 1,000-word reflective essay on the creative process based on students experiences of participating in the group work project. (50%

weighting). This assesses learning outcomes 1,3,4 5.

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

This module will help you develop your ability to harness innovation and creativity in your future careers. The module brings together a broad understanding of innovation and its importance to business and service development together with tools and techniques that can be used to create new ideas. You will learn through a combination of conventional lectures and seminars and more interactive group work to apply creative thinking to real world problems. Your work will be partly research focused in developing new concepts or products, and will support the aim of developing entrepreneurial skills. As a result of attending this module you will be able to better work with others in creating new products and business concepts.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

This module is partly research/enquiry based, focused on student-centred enquiry with students working together in a creative project to discover how the process of creativity works, and also engaging in an investigation of innovation and creativity in an external organisation. Additionally, the formal taught elements will draw on the intellectual contributions of the teaching team and results from recent research, and so will be research-led.

AT7066 Globalisation, Innovation and Sustainability (Core, 20 Credits)

What will I learn on this module?

This 20-credit core module is delivered during the first semester of the MSc International Business Management and is aimed at you if you have prior business and management academic experience.

The aim of the module is to build on your prior academic knowledge of business management and explores the new post-recession economic and business environment. It aims to develop your academic knowledge and professional skills in evaluating sustainable strategic options for international organisations seeking competitive advantage through innovation. Contemporary but also traditional strategy formulation theoretical frameworks are presented within the module to develop you as critical thinkers and future practitioners.

The module is designed around five pillars: (i) developments in the new (post-global recession) economic and business environment; (ii) strategic options for international growth; (iii) innovation; (iv) leadership and change within an international/global business model; and (v) sustainability and corporate social responsibility (CSR).

How will I learn on this module?

Lectures and seminars aim to introduce and evaluate contemporary but also well-accepted academic theories and business practices within an interactive, student-led learning environment. Centric to the modules learning approach is to build upon your prior business and management academic knowledge and professional experience and develop your critical evaluation and thinking skills on strategic issues and opportunities presented to organisations operating within today's dynamic and turbulent global business environment.

How will I be supported academically on this module?

The module is supported by a teaching and learning plan which outlines the formal sessions, which signposts the tutor-directed study and student-led independent weekly activities. An interactive approach to lecture sessions will draw upon the directed and independent learning undertaken and students academic and professional experience. Throughout, emphasis will be on high levels of student participation, both individually and within small groups or teams. You should therefore expect to engage in a reflective-practitioner learning approach, embedded in all workshop/seminar sessions. You will engage in the application of theory to real-life situations, critically analysing and making strategic recommendations for organisations.

Directed learning will centre upon a range of activities including pre-reading, preparation for interactive activities and use of the discussion board on the e-learning platform.

Independent learning will centre upon you identifying and pursuing areas of interest in relation to the subject area or by providing deeper/broader knowledge and understanding of the subject through a range of learning activities that might include extended reading, reflection, research etc.

Critical reflection on knowledge, experience and practice underpins the learning and teaching philosophy along with the explicit development of competence.

The approach to research informed teaching within the module is primarily centred on the emphasis of research process and problem

solving where the curriculum that is focussed on the business simulation emphasises your undertaking within their teams significant inquiry-based learning. This will involve the students being active participants in their learning, requiring them to use the market and operations information provided in support of the simulation software to set up their business organisation and on an ongoing basis, make responsible business decisions.

In the supporting lectures and seminars which provide the knowledge base for the module, a research-tutored approach will be adopted, whereby learning, as appropriate will involve students discussing research and critically engaging in research based discussion, further supported by staff using contemporary work to contextualise the lecture content within the module.

The eLP will house lecture and seminar materials relating to the module supported, where appropriate, various lecture recordings to support you in your independent study. These lecture recordings will include introduction to the module, support in using the computer software for the business simulation and preparation for assessment. Central to the TEL that supports the module is the use of a commercially development business simulation software that permits students during the business simulation (game) to enter decisions via a PC either remotely or within the University, which can then be quickly processed on-lone by the tutor so that the students have timely access to the outcomes of their business decisions. The use of the software is fully supported by a comprehensive range of materials which are housed on the eLP for student reference.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>

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What will I be expected to achieve?

Knowledge & Understanding:

* Appreciation and critically evaluation of the sources of sustainable competitive advantage within a global business context. [MLO1]

Intellectual / Professional skills & abilities:

* Develop management and decision making skills necessary to make conscious judgements on strategic options. [MLO2]

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

* Develop inter-personal, team-working and culturally aware skills within a diverse team. [MLO3]

How will I be assessed?

The module is summatively assessed by two assignments. Both assignments are individually based.

Assignment A (25%) - Linked to the Business Simulation activity:

Individual assignment (2,000 words): a critical evaluation of the performance of the company including the extent to which the company achieved the strategic objectives set out in the business plan, thus integrating the strategic management aspect of the module with each of the key business functions together with an evaluation of the effectiveness of decision-making in the team. This assessment covers MLO1, MLO2 and MLO3.

Assignment B (75%):

Individual assignment (2,500 words): a critical evaluation of theoretical frameworks supported by real-world examples on a given topic. This assessment covers MLO1.

Feedback strategy

Feedback on your summative performance in this module will be provided as follows: your assignment will be returned to you with annotated comments directly related to the assessment ask. You will also be provided with a written comment on actions to be taken to improve performance in assessment overall.

Formative feedback will be provided throughout the module, particularly in relating to seminar tasks. Students should, however be aware that formative feedback can, and will, occur in any communication with an academic tutor.

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

The module has the aim to explore and evaluate three conceptual themes: (i) Globalisation, (ii) Strategy and Innovation and (iii) Sustainability.

The module builds on students prior academic knowledge of business management and exposes students to the new economic and business environment and the evaluation of sustainable strategic options promoting innovation and growth. Contemporary but also traditional strategy formulation theoretical frameworks are presented within the module to enable the development of students as

critical thinkers and future practitioners.

The module will be taught by a mixture of lectures and seminars. In the lectures, the main concepts and theories underpinning the module will be introduced. In seminars, students will have the opportunity to apply these ideas to real organisations through both case studies and their own research. Students will be expected to make short presentations and participate in tutor-led discussions. Students will have the opportunity to attend classes given by the Faculty's researchers who will outline current work that is relevant to the module.

The module will be assessed by two components: (i) Business Simulation based report and (ii) Essay. Both components are individually based and are designed to develop students' knowledge and skill in theory evaluation and application, the Business Game gives students a practical insight into strategy development, decision making and enquiry-based learning.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

As students within the module you are active researchers on the topics covered within the curriculum content of the module by exploring, reviewing and critically discussing academic and professional literature. Evidence of their enquiry-based learning is present in both formative and (two) summative assessment. In particular, both the enquiry-based and research-tutored learning process are undertaken by students given seminar tasks on real business and management issues as they are developing within the present economic and business environment. Students are guided and supported during the learning process by the teaching team helping them to reach the desired knowledge and skills level. Summative assessment, one being a theoretical enquiry and a two a business game simulation activity; provide written evidence of the two research-rich-learning taxa.

AT7073 International Business: Context and Challenges (Core, 20 Credits)

What will I learn on this module?

This module examines worldwide integration of economic, political, and socio-cultural aspects of business in order to explore and understand the impact of globalisation on countries, organizations, and individuals. You will develop a world-view of the global marketplace. You will learn how knowledge and understanding of the global environment affect business functions. Special consideration is given to key issues in ethics, global social responsibility and technology. You will also gain essential knowledge of international business management and will learn how to evaluate challenges of organisational functioning in the global economy. You will be engaged in the analysis of the wider impact of individual and organisational decision making with respect to the business environments in major world markets. The aim of the module is to introduce you to the main International Business (IB) theories relating to external environment analysis and demonstrate how they can be used to inform strategic decisions.

You will also engage with key issues pertinent to the global business environment today, particularly as it pertains to recognising global shifts in political and culture as well as developments in emerging economies and least developed countries.

How will I learn on this module?

The lectures and directed reading will be used to introduce main concepts and frameworks and illustrate how these can be applied to global and international business contexts and organisations. Lectures will serve as key deliveries and explanations of the frameworks and theoretical issues. Lectures and seminars will take place in accordance with your timetable. For more productive engagement into learning activities for some seminars you will work in teams divided by the seminar tutors. You will prepare and present the accomplished seminar tasks in the teaching sessions during the semester. Detailed seminar briefs with the explanation of the activities and preparation for each seminar will be available on the Blackboard. You will work individually as well as in groups, where appropriate, to increase intercultural awareness and formative feedback on the results of your collaboration will be provided in each seminar by the seminar tutor.

The studies will be augmented via directed pre-seminar tasks with individuals reporting back and presenting their work. You will therefore face lectures, directed learning via seminar tasks, group work and presentations to cement knowledge, analysis of case studies and formative feedback at seminars underpinned by extensive independent study and research. Formative assessment will take place through group work, assignment discussion, case study activity and theory/practice related discussions in the context of the module teaching and learning plan.

Directed learning will centre upon a range of activities including pre-reading, preparation for interactive activities and use of the discussion board on the e-learning platform.

Independent learning will centre upon the participants identifying and pursuing areas of interest in relation to the subject area or by providing deeper/broader knowledge and understanding of the subject through a range of learning activities that might include extended reading, reflection, research etc.

Critical reflection on knowledge, experience and practice underpins the learning and teaching philosophy along with the explicit development of competence.

How will I be supported academically on this module?

The module is supported by a teaching and learning plan which outlines the formal sessions, together with the tutor-directed study and independent reading. An interactive approach to lecture sessions will draw upon the directed learning undertaken and participants' own experiences. Throughout, the emphasis will be on high levels of participation, both individually and within small groups or teams. You can therefore expect the reflective-practitioner approach to learning to be embedded in all workshop/seminar sessions through undertaking activities which facilitate them to apply theory to real-life situations, critically analysing and making recommendations for appropriate ways forward for the organization/individual. Participation in the enquiry-based work in the seminar activities is seen as vital in increasing your appreciation of global citizenship, cross-cultural intelligence and developing ability to work in diverse international

groups.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>
(Reading List service online guide for academic staff this containing contact details for the Reading List team
<http://library.northumbria.ac.uk/readinglists>)

What will I be expected to achieve?

Knowledge & Understanding:

1. Apply knowledge of international business environments and critically evaluate challenges of organisational functioning in the global economy (MLO1)
2. Analyse the wider impact of shifts in the global business environment on organisations and individuals, with deep appreciation for the interconnectivity of world markets (MLO2)

Intellectual / Professional skills & abilities:

3. Be able to engage in critical thinking and discussion on the complexity of the global business within diverse student groups. (MLO3)

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

Develop an appreciation for cultural and ethical challenges in the global business environment (ML04)

How will I be assessed?

Knowledge & Understanding:

1. Apply knowledge of international business environments and critically evaluate challenges of organisational functioning in the global economy (MLO1)
2. Analyse the wider impact of shifts in the global business environment on organisations and individuals, with deep appreciation for the interconnectivity of world markets (MLO2)

Intellectual / Professional skills & abilities:

3. Be able to engage in critical thinking and discussion on the complexity of the global business within diverse student groups. (MLO3)

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

Develop an appreciation for cultural and ethical challenges in the global business environment (ML04)

Formative assessment:

The seminar sessions will be interactive and will require students to participate in groupwork tasks such as case study analysis.

Formative feedback will be provided by tutors and peers in these sessions which will assist students in developing their understanding of the themes and reflecting on their learning.

Students will also be required to undertake a group task and present the results of groupwork with informal feedback from tutors and other students.

Summative assessment:

The summative element of the assessment is made up of two components.

Component 1: In groups, students will undertake the role of a government representative looking to promote FDI in their home country through a short pitch and poster presentation (weighted at 20%)

This will assess MLO3 and MLO4

Component 2: Students will write a 3500 word individual assignment designed to test students' ability to engage in research, select information, synthesise and draw relevant conclusions. The case-based assignment will allow students to demonstrate their theoretical as well as practical knowledge of analytical frameworks and current events affecting international businesses operating within the key regions of the world economy (weighted at 80%).

This will assess ML01 and MLO2

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

The central theme of this module will be the study and evaluation of the international business environment. Globalisation is the worldwide trend of business expanding beyond their domestic borders. To compete in today's global economy managers need to be able to apply management principles across countries and cultures with suitable adaptation in the process. Adopting a truly global

perspective of management, this module presents current thinking in international business theory and practice. It exposes students to the environment of International Business and Multinational Corporations. It will cover topics such as country environments (e.g., political, legal, financial and economic contexts), culture, foreign direct investment, regionalism and integration, emerging economies, least developed countries, climate change, corporate governance and market studies. The main objective is to achieve an enhanced understanding of the interconnectivity and complexity of the global business environment. Challenges of doing business in emerging markets present a special interest in our delivery.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

The research tutored learning is used in the teaching sessions and is drawn upon the directed learning activities, analysis of case studies and academic research exercises. The reflective-practitioner approach to learning is embedded in the workshop and seminar sessions focusing on application of theory to real-life situations, critically analysing and making recommendations for appropriate ways forward for the organizations and managers operating internationally. Throughout, the emphasis is made on high levels of participation, both individually and within small learning sets to increase their intercultural awareness. The students study is augmented via directed pre-seminar tasks with individuals reporting back and presenting their work. In the supporting lectures and directed reading are used to introduce concepts and frameworks and illustrate how these can be applied to global and international business contexts and organisations. The Lectures are served as key deliveries and explanations of the frameworks and theoretical issues. Throughout the module, students are encouraged to critically reflect on their own learning process and awareness of international business issues, which have been explored during the module.

The enquiry-based learning is used in the summative assessment, which is based upon a case format individual assignment designed to test students ability to engage in research, select information, synthesise and draw relevant conclusions. The case-based assignment allows students to demonstrate their theoretical as well as practical knowledge of analytical frameworks and current events affecting international businesses operating within the key regions of the world economy. The assignment also allows reflecting on the issues discussed during the lectures and seminar activities.

AT7018 Masters Dissertation (Optional, 60 Credits)

What will I learn on this module?

In this module you will gain an understanding of the academic skills that are required to produce a Masters Dissertation. By the end of the module you will have written a 15000 word Masters dissertation. The areas included are:

- * Justification for the choice of topic
- * Appropriate understanding, awareness and critical analysis of existing and up to date literature evidenced by a comprehensive and well-referenced literature review with an extensive reference list
- * Selection, justification and application of an appropriately rigorous methodology - including limitations of the approach selected
- * Clear statement of the findings of the research
- * Critical analysis of the findings
- * Explicit links between the analysis and the conclusions supported by critical argument
- * Evidence of original work or thought for example in the form or context of the data collected, analytical process or application of findings

How will I learn on this module?

You will learn through a combination of one-to-one supervision with a member of academic staff, supervisor directed study and independent study.

Directed learning will centre upon a range of activities including pre-reading and preparation for supervision meetings. Independent learning will centre upon you identifying and pursuing areas of interest in relation to your subject area. Critical reflection on knowledge, experience and practice underpins the learning and teaching philosophy along with the explicit development of competence.

Your supervisor will be an appropriate academic member of staff will be appointed during the semester 2 prerequisite module BM9718 - Research Methods and Analytics for Business Practice. Whilst the aim of the dissertation is to encourage your ownership of the dissertation, the supervisor will provide on-going support by guiding you through the process.

How will I be supported academically on this module?

You will be supported by your supervisor in addition to the module tutor.

A comprehensive eLP site will store all the appropriate materials needed to support the development of your dissertation work. There is an electronic reading list indicating which texts, academic reports, conference papers and journal articles should be consulted as the module progresses.

You will be supplied with formative feedback on your performance by your supervisor, who will help you develop your dissertation work. You may also receive formative feedback from other relevant staff. It should be noted that your supervisor will provide formative feedback on one full chapter of your dissertation and also give feedback on other chapter outlines but your supervisor will not read full drafts of the dissertation.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this module can be found at: <http://readinglists.northumbria.ac.uk>
(Reading List service online guide for academic staff this containing contact details for the Reading List team)

What will I be expected to achieve?

Knowledge & Understanding:

* Demonstrate an understanding of the impact of innovative and contemporary research on the business and management community. [MLO1]

* Acquire, interpret and apply specialist functional or generalist business knowledge in relation to your programme of study (specialist programmes only). [MLO2]

Intellectual / Professional skills & abilities:

* Plan and complete a major research project on a contemporary business, financial, management or leadership topic and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. [MLO3]

* Demonstrate skills of analysis and synthesis in the selection and application of appropriate research methodology and method(s) to your chosen research topic. [MLO4]

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

* Critically reflect on the processes involved in the research, including reflection upon your own ethical values and the contribution of the research to the topic area. [MLO5]

How will I be assessed?

Summative assessment is by Dissertation (100% of the total marks, 15000 words).

You will receive summative feedback followed by written comments on the submitted proposal which will indicate areas for improvement. Formative feedback will continue via supervision meetings and summative feedback will be provided following the marking of the dissertation.

Feedback sheets are used for both the proposal and the dissertation, blank versions of which will be available from the eLP. The Module Learning Outcomes are addressed through the dissertation component.

Standard university principles regarding word length will be applied dissertation. These principles will be available from the eLP site.

The dissertation will cover MLO1-5 inclusive.

Pre-requisite(s)

BM9718 - Research Methods and Analytics for Business

Co-requisite(s)

None

Module abstract

You will design a research project, assessed through the prerequisite 20-credit module BM9718 Research Methods and Analytics for Business Practice a proposal, and will then work under the supervision of a member of academic staff who will give you appropriate guidance and support throughout the dissertation process whilst encouraging learner autonomy: this is your dissertation and you will have responsibility for decision making as the dissertation proceeds.

On completion of this module, you will be able to conduct research and organise the findings into a comprehensive and explicit structure that is critically assessed and is linked to the conclusions drawn. You will demonstrate this by identifying a topic, critically selecting and applying an appropriate research methodology and data collection method(s), demonstrating a rigorous understanding of the relevant theory and literature and showing how these link to the research method(s). You will also critically reflect on how your research contributes to the understanding of the topic area.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

You will get practical experience of how to collect and analyse data using a range of quantitative and qualitative techniques and this work will be supported by the use of appropriate software where relevant (for example SPSS for quantitative data analysis). You will also become aware of research philosophy as part of this module and how this can inform knowledge generation.

As you become engaged in either a Dissertation, Management Enquiry or Consultancy Project, the emphasis moves more towards the research based learning category since you will be actively researching a chosen topic or consultancy project. You move away from being the audience and take control in your own research project through your participation. This stage will involve the active implementation of the techniques introduced in the research orientated stage described above. In the process of writing a critical literature review, you will be engaged with research outputs in your chosen subject area and this will include discussions with your supervisor. This aligns with the research tutored aspect outlined above.

For the outcomes of the activity, you will apply elements of your research methods training to produce a Dissertation, Management Enquiry or Consultancy Project and presentation. Either option will require you to be proficient in the generation and analysis of business data.

AT7031 Masters Consultancy Project (Optional, 60 Credits)

What will I learn on this module?

This option is offered as an alternative to the NBS Masters Dissertation on all 1-year MSc programmes and in the second semester of year 2 on the 2-year programme variants with Study Abroad and with Advanced Practice (if the students select an Internship in semester 1), again as a Dissertation alternative. It is also offered as alternative to the Management Investigation on the MBA.

On this consultancy based module you will enhance your individual effectiveness and employability skills by locating the learning and development in an organisational context. In doing so, you will promote personal and group development, commercial awareness, and a range of inter-personal, intellectual and practical skills and knowledge centred on and demonstrated through a group negotiated real-time work-based project.

The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed in collaboration with the organisation and the University supervisor. The syllabus will include:

- * Conducting research in organisations.
- * Identifying researchable questions.
- * Consultancy and project management skills.
- * Research methods and doing a literature review
- * Presentation, communication and report writing skills.
- * Analysing findings.
- * Writing recommendations and action plans.
- * Reflecting on work based experiential learning.

In undertaking this project based module, you will critically reflect and evaluate upon organisational practices and their relation with academic theory, and in doing so, provide practical and actionable recommendations through an investigative management report.

The assessment for your module consists of a Group Consultancy Report (7,000 words) and Final Client Presentation, weighted at 60%, alongside an Individual Assignment comprising a Literature Review (4000 words) and a Reflective Learning Statement (2,000 words), weighted at 40%.

How will I learn on this module?

The module is supported by a teaching and learning plan which outlines the formal sessions, together with the tutor-directed study and independent reading. An interactive approach to lecture sessions will draw upon the directed learning undertaken and your own experiences. Throughout the Consultancy process, the emphasis will be on high levels of participation, both individually and within small groups or teams. You can therefore expect the reflective-practitioner approach to learning to be embedded in all workshop/seminar sessions through undertaking activities which facilitate them to apply theory to real-life situations, critically analysing and making recommendations for appropriate ways forward for the organization/individual. This is essential both for the real-life working experience and also the development of the summative work that accompanies this module.

Directed learning will centre upon a range of activities including pre-reading, preparation for interactive activities and use of the discussion board on the e-learning platform.

Independent learning will centre upon the participants identifying and pursuing areas of interest in relation to the subject area or by providing deeper/broader knowledge and understanding of the subject through a range of learning activities that might include extended reading, reflection, research etc.

Critical reflection on knowledge, experience and practice underpins the learning and teaching philosophy along with the explicit development of competence.

The directed learning, independent learning and critical reflection will underpin both the group and individual elements of assessment on your module.

How will I be supported academically on this module?

You will be supported by appropriate academic content and workshops with supervisory guidance from an NBS mentor during the work-based element of the second year of the programme which acts as a pre-cursor to the writing of this client report and individual literature review.

You, supported by your academic supervisor will produce a significant group and individual assessment, as indicated above and which is specific to this particular module and consultancy project.

Where appropriate, organisational representatives will further provide you with formative feedback on performance, particularly in regard to the content and presentation of the report and group presentation.

Whilst the module will represent your entire study for the relevant period on the programme and your team can work flexibly on this in terms of time and place, it is expected that you work in the Business Clinic itself on at least two days per week and therefore make yourself available to academic staff who can provide appropriate ad-hoc support.

What will I be expected to read on this module?

All modules at Northumbria include a range of reading materials that students are expected to engage with. The reading list for this

module can be found at: <http://readinglists.northumbria.ac.uk>
(Reading List service online guide for academic staff this containing contact details for the Reading List team
<http://library.northumbria.ac.uk/readinglists>)

What will I be expected to achieve?

Knowledge & Understanding:

- * Demonstrate a critical understanding of innovative research on the business and management community. [MLO1]
- * Acquire, interpret and critically apply specialist functional or generalist business knowledge in relation to the programme of study. [MLO2]

Intellectual / Professional skills & abilities:

Personal Values Attributes (Global / Cultural awareness, Ethics, Curiosity) (PVA):

- * Reflect critically on their own ethical values. [MLO3]
- * Plan and complete a major project on a contemporary business, financial, management or leadership topic for an external organisation. [MLO4]
- * Demonstrate skills of critical analysis and synthesis in the application of research methods to the exploration of a contemporary business and management issue. [MLO5]

How will I be assessed?

Formative assessment will take place continuously due to the consultancy nature of the project and through the regular group meetings with the mentor.

Specifically you and your group will undertake an initial 'practice' project in order to develop consultancy skills, team working and presentation skills, and this will be formatively assessed by the mentor. You will also be encouraged to use peer and self-evaluation throughout the projects in order to develop this process before used in the summative assessment. Throughout the projects the teams will meet on a regular basis with their mentor who will be able to give continuous feedback on progress, the use of underpinning concepts and theories, and how effectively the team is working.

Criteria will be provided to enable you to understand what is expected and how they will be assessed on their performance. You are required to demonstrate self-reflection and reflective practice where appropriate.

The summative assessment for this module consists of a Group Consultancy Report (7,000 words) and Final Client Presentation, weighted at 60% and meeting MLO4 and MLO5, alongside an Individual Assignment comprising a Literature Review (4000 words) meeting MLO1 and MLO2 and a Reflective Learning Statement (2,000 words), weighted at 40% and meeting MLO3.

It has been approved by the University and/or Faculty Student Learning and Experience Committee(s) that this assessment is exempt from the anonymous marking process.

Pre-requisite(s)

None

Co-requisite(s)

None

Module abstract

On this consultancy based module you will enhance your individual effectiveness and employability skills by locating the learning and development in an organisational context. In doing so, you will promote personal and group development, commercial awareness, and a range of inter-personal, intellectual and practical skills and knowledge centred on and demonstrated through a group negotiated real-time work-based project. The content of the management report will be unique. The nature and scope of the area of your investigation will be defined and agreed in collaboration with the organisation and the University supervisor.

Supported by your academic supervisor, you will produce a significant group and individual assessment.

This consists of a Group Consultancy Report (7,000 words) and Final Client Presentation, weighted at 60%, alongside an Individual Assignment comprising a Literature Review (4000 words) and a Reflective Learning Statement (2,000 words), weighted at 40%.

This work experience and the development of a report and presentation aimed at a client and based on a real-world problem and business experience will provide you with hands-on experience that is directly transferable on graduation to the world of work.

^Programme Framework for Northumbria Awards Research Rich Learning Design Pillars^

Central to this module is student-centred enquiry into a real-world business problem set by a client, therefore you as one of a group of students acting in a consulting mode will conduct primary research and therefore engage in enquiry-based research. As part of the support classes for this particular module, you will be made aware of how to generate knowledge and enquire into the subjects under consideration, thereby being experienced in research oriented learning. Finally, as part of your individual literature review, you will

engage with subject content through assessment of contemporary literature and research, thereby learning about research and engaging in research led activity.

Please note: the information in this document is correct at the time of printing (22/03/2023) but may be subject to change.
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