

MSc Management (with Professional Placement) Programme Specification

<https://www.bradford.ac.uk/courses/pg/management-with-placement/>

Academic Year:	2021/22
Degree Awarding Body:	The University of Bradford
Target FHEQ Level 7 Award:	Degree of Master of Science in Management (with Professional Placement)
Interim FHEQ Level 7 Awards:	Postgraduate Diploma in Management; Postgraduate Certificate in Management
Programme Admissions:	September
Programme Duration:	15-18 months full-time
QAA Subject Benchmark:	Master's Degrees in Business and Management

Please note: This programme specification has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but changes may occur given the interval between publishing and commencement of teaching. Any change which impacts the terms and conditions of an applicant's offer will be communicated to them. Upon commencement of the programme, students will receive further detail about their course and any minor changes will be discussed and/or communicated at this point.

Minor Modifications Schedule

(v1) July 2021: Programme approved

Introduction

In accordance with the University's mission 'Making Knowledge Work', the School of Management aims to provide programmes that educate students as a manager and business specialist, and thus improve the quality of management as a profession.

The Master's in Management (with Professional Placement) is designed to provide students with the necessary knowledge and skills business and management as well as to reflect best practice and innovative thinking and research, in order to enhance their utility and employability in this field. The programme cultivates the ethos of an engaging and inclusive learning community that is responsive to different learning styles and allows each student to develop to their full potential. The opportunity of completing a 10-credit professional placement module will enable you to apply what you have learnt in your modules to a real-life organisation, where you will gain hands-on experience in order to enhance your knowledge, skills and employability.

The Master's in Management (with Professional Placement) is grounded in the main concepts and theories that focus on key elements of business and management and views from a strategic perspective. Experts from all School of Management research centres contribute to this programme. The programme is commensurate with the UK QAA Benchmark for a Type 2 (Career Entry) Master's Degree in Business and Management and is

suitable for students from a wide range of backgrounds with first degrees in any subject from an approved university, or an acceptable professional qualification.

The aim is to produce fully rounded managers by combining a detailed treatment of subjects concerned with the management of organisations including finance, accounting, strategy, operations management and human resource development. Throughout this programme, students will have opportunities to develop research and analytical skills, real-life problem-solving capacities, and the personal and interpersonal skills needed to succeed prepare individuals for employment. This programme will appeal to those who wish to adopt a multidisciplinary approach to their studies and are seeking exposure to the widest possible range of business disciplines.

On graduation from this programme students will have developed a portfolio of work that demonstrates competence and employability and will thus be well-placed to access a range of career opportunities in management either nationally or internationally. Therefore, graduates from this programme will be able to contribute to business and society as a whole whilst applying the highest professional standards and will be capable of identifying their own professional development requirements. Equipped with the skills, knowledge and critical faculties required to operate and thrive in the contemporary business environment, these graduates will be ideally placed to pursue a financial management career in business and commerce.

The School of Management is a very dynamic with a diverse and active Faculty and wider University. It arranges numerous events and opportunities each semester beyond the taught modules to engage with not only academic but also policy and practitioner events and issues. These include invited speakers, seminars, workshops, activities and conferences, both off and on-campus. Further, there are many opportunities to take part in exciting extra-curricular activities. The Faculty's own Career Booster professional development programme will offer opportunities to advance intellectual and employability skills (e.g. critical thinking, communication, team work, problem solving). Please note that off-campus learning activities may involve an extra cost to the student.

Programme Aims

This programme is intended to:

- A1 Develop management professionals with a sound theoretical understanding of organisational activities and the complexities that arise in the management of these as a consequence of the interrelationships that exist between them.
- A2 Develop student's competence in a range of analytical and personal skills necessary to enable them to make an effective and immediate contribution to the performance of an organisation in a range of functional areas.
- A3 Develop a critical awareness of the current issues affecting the discipline and embed the knowledge, skills and expertise to assist organisations in achieving a sustainable business future.
- A4 Help those with knowledge and expertise in other disciplines to make the transition to the business and management world and assist them in developing their existing skills and knowledge within the business and management context.

- A5 Provide the knowledge and skills to assist students to take an active role in their future development as professional managers in a dynamic and changing global environment and to contribute effectively to their chosen profession.
- A6 Help students to apply and synthesise theoretical and practical learning gained on a range of modules to a real-life organisation and business problem by undertaking the professional placement, wherein hands-on experience shall help to enhance knowledge, skills and employability.

Programme Learning Outcomes

To be eligible for the award of Postgraduate Certificate at FHEQ level 7, students will be able to:

- P1 Explain the context in which organisations conduct their business and how the business environment influences strategic and operational decision making in a national and international context;
- P2 Describe in detail the functional activities of a business and the difficulties and management complexities that arise because of the interrelationships that exist between them;
- P3 Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients.

Additionally, to be eligible for the award of Postgraduate Diploma at FHEQ level 7, students will be able to:

- P4 Critically discuss the importance and organisational role of a specific business function and the way these affect the overall business;
- P5 Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of business problems;
- P6 Develop solutions to complex business problems through the application of appropriate theoretical models, frameworks and decision support techniques;
- P7 Develop original solutions to complex problems, and to work cooperatively with others providing ethical leadership in effecting change;
- P8 Develop the knowledge and skills required to practice as a professional manager through critical self-awareness and reflective practice skills.

Additionally, to be eligible for the award of Degree of Master at FHEQ level 7, student will be able to:

- P9 Design, conduct and manage research into a range of business and management issues/activities to inform the development of business strategies;

P10 Apply theoretical knowledge to the context of the placement organisation to understand complex problems and identify areas for business development.

Curriculum

The Master's degree in Management (with Professional Placement) is built on a foundation of general management modules. This programme also provides the opportunity for granular personalised learning and specialism where students can take one option in Semester 2. Students will take the following compulsory taught modules plus the Dissertation:

- Strategic Management
- Marketing Planning and Strategy
- Operations Management
- Business Economics
- Human Resource Development
- Global Technology and Innovation Management

Taught Modules Offer

Module Code	Module Title	Type	Credit	FHEQ Level	Study Period
SIB7501-B	Strategic Management	Core	20	7	Semester 1
MAR7501-B	Marketing Planning and Strategy	Core	20	7	Semester 1
OIM7503-A	Operations Management	Core	10	7	Semester 1
AFE7504-A	Business Economics	Core	10	7	Semester 1
HRM7505-B	Human Resource Development	Core	20	7	Semester 2
EAE7502-B	Global Technology and Innovation Management	Core	20	7	Semester 2
SIB7504-A	Cross Cultural Management	Option	10	7	Semester 2
HRM7506-A	Coaching and Leadership Development	Option	10	7	Semester 2
AFE7511-A	Accounting and Finance	Option	10	7	Semester 2
AFE7513-A	Corporate Finance	Option	10	7	Semester 2
EAE7501-A	Entrepreneurship and Innovation	Option	10	7	Semester 2
MAR7512-A	Digital Business and Marketing Strategy Simulation	Option	10	7	Semester 2
SIB7505-A	Corporate Social Responsibility	Option	10	7	Semester 2
SIB7506-A	International Master's Summer school (with assessment) *	Option	10	7	Semester 2/3
SIB7507-Z	International Master's Summer school (with attendance only) *	Option	0	7	Semester 2/3

* The International Master's Summer School takes place at the end of the Semester. Students may elect to take it as an assessed module, to attend the Summer School in addition to an accredited option, or not to take part.

Students whose placement does not materialise will be registered for SIB7506-A in addition to their chosen optional module.

Postgraduate Certificate: Students will be eligible to exit with the award of Postgraduate Certificate in Management if they have successfully completed 60 credits and achieved the award learning outcomes.

Postgraduate Diploma: Students will be eligible to exit with the award of Postgraduate Diploma in Management if they have successfully completed at least 120 credits and achieved the award learning outcomes.

Dissertation

Following the conclusion of the taught element, students work over the summer on a Master's Dissertation. It is due to be submitted before the beginning of the next academic year in September/October, before the student goes on to their Professional Placement.

Module Code	Module Title	Type	Credit	FHEQ Level
MAL7501-E	MSc Dissertation	Core	60	7

Degree of Master: Students will be eligible to exit with the award of Degree of Master of Science in Management if they have successfully completed at least 180 credits and achieved the award learning outcomes.

Professional Placement

The Professional Placement module runs after the taught modules and dissertation have been completed. Placements can be paid or unpaid. International students can do the placement in their home countries or abroad, and our placements are compatible with UK Student Visa requirements. For more details, see the [Placement Strategy](#) section.

The 3-month professional placement will help students to be industry-ready, preparing them to take leadership roles in the future. Students on 3-month placements will present for assessment in January after it has concluded, and if successful will graduate in that summer.

If an employer wishes to offer a 6-month placement then the student can take this option; the course only requires the fulfilment of a 3-month placement. In most cases successful students taking 6-month placements will also be able to graduate in the summer following their placement.

Module Code	Module Title	Type	Credit	FHEQ Level
MAR7513-A	Professional Placement	Core	10	7

Degree of Master: Students will be eligible for the award of Degree of Master of Science in Management (with Professional Placement) if they have successfully completed at least 180 credits including MAR7513-A and achieved the award learning outcomes.

Please note: The curriculum may change, subject to the University's programme approval, monitoring and review procedures.

Learning and Teaching Strategy

Generally, this programme aims at integrating applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. The learning and teaching strategy put significant emphasis on the development of analytical, practical and interpersonal skills. Throughout the programme, students will be actively engaged in a diverse range of learning activities designed to develop your capacities for thoughtful analysis and reflective practice. Teaching on the programme will take different formats and will be directed, supported and reinforced through a combination of formal lectures, staff/student led group tasks and discussions, simulations, personal research and guided self-study, tutorials, seminars and directed reading. Sessions may be delivered weekly or in blocks.

Small Group sessions will use case studies and simulations with formative feedback given in class. Students will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. These activities will all be further supported by the use of a virtual learning environment.

In addition to learning within modules, personal academic tutors will support individual academic development, by helping in analysing learning needs, developing appropriate learning strategies that enable students to reflect on their own progress. Building many and varied opportunities to engage with and learn from each other into the programme is integral to fostering an inclusive learning environment.

The Career Booster Week and the Careers and Employability Service (CES) will also provide students with the opportunity to prepare for employment; for example, by providing support for CV and cover letter writing and providing hands-on opportunities to develop transferable skills such as critical writing, report writing, training in particular software such as Sage accounting software. In addition, the CES will continue to promote any placement/internship opportunities; deliver in-programme support on increasing transferable skills, CV writing etc. The placement Module Leader will work closely with the CES in order to develop a schedule of potential support sessions for students so they are prepared to search for a placement, write applications and be interview-ready. The Module Leader and Programme Leader will work together to check the placement and what it entails to ensure that students will be able to fulfil the assessment criteria and pass the module, and to ensure that they fully understand what they will need to do to fulfil the module learning outcomes.

University wide there is support available for students for academic skills, information literacy and programming language learning.

In relation to Equality, Diversity and Inclusion (EDI), the Programme will be aligned to the faculty's and wider university's objectives. The team have experience in and will work with students who require reasonable adjustments; they will be supportive in enabling the student to meet the learning outcomes for the course. Adjustments will be made for students with disabilities on an individual basis to ensure inclusion in the process of searching for a placement and during the placement. For students with a Learning Support Profile (LSP), support will be enabled through access to the Disability Services and Learner Support Services. Student feedback will be formally obtained as per university regulations.

In terms of reviewing the Programme's Equality, Diversity and Inclusion (EDI) contributions, we will have Annual Programme Monitoring wherein we will be able to look at EDI and issues that need to be addressed. Student feedback will be formally obtained as per university regulations via a student survey, Student Staff Liaison Committees, UoB student voice sessions. We will further seek periodic feedback from our students mainly via mid-semester surveys/focus groups every term to get feedback on the course, additional support/interventions needed, placements sectors desired by the cohort and employment ambitions.

Assessment Strategy

The assessment strategy for this programme is based on principles of constructive alignment, diversity and inclusion. It employs a well-developed range of formative and summative assessments tasks which are designed to help students to develop and demonstrate knowledge and understanding as well as a skill set in accordance with the learning outcomes for the programme overall and for specific modules. Our overall strategy aims to develop ability to succeed in a global context, and to assist individuals to take effective roles within them in a balanced and diverse range of assessment tasks.

The formative assessment strategy includes monitoring student's learning throughout each semester, using a range of class and seminar activities, personal tutors, project supervision and a variety of coursework, including essays, reflective notes, literature reviews, oral or audio-visual presentations, and group and individual tasks for which formative feedback is given.

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects and [multimedia] presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole.

Learning outcomes 1, 2, 3, 4, 5 and 6 are focused on the acquisition of knowledge and the application of subject skills. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including [multimedia] presentations.

Learning Outcomes 7, 8, and 9 are focused on the transferable skills that are so important to employability, such as communication, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations (including multi-media), examination and individual coursework.

Learning Outcome 10 is explicitly focused on the professional placement that the students will undertake. This focuses on the application of theoretical knowledge and transferable skills to a real-world organisation and a reflection of their skills development and enhancing their employability. Students are assessed by an individual written report. The taught modules and dissertation that students will complete prior to the placement module will enable students to develop key skills that will enable them to be successful on the placement - such as critical thinking, teamworking and communications skills - as well as familiarity with the mode of assessment used on the Professional Placement module.

The dissertation is a capstone module assessing all learning outcomes. The dissertation involves carrying out an extended piece of written work involving an original and in-depth investigation of a programme-specific issue.

Placement Strategy

The key value the Professional Placement module provides is enhancing student employability via direct work experience. The skills developed on the taught modules and the dissertation will provide students with a varied skillset to approach the placement successfully which includes critical thinking, teamworking and problem solving.

The onus is on the students to find a placement. Nevertheless, some support will be provided by the University and students will have various opportunities to develop their employability skills and subsequently enhance their ability to find a placement. For instance, employability will be embedded in the programme where students will have the opportunity to apply theory to practice, work in teams with the ability to develop their leadership, project management, critical thinking and communication skills.

Academics will explore employer/industry networks, members of advisory boards and the alumni network with the aim of inviting them to speak to students by helping them to prepare for the working world as well as to identify any potential placement opportunities their organisations may have. The Module Leader will coordinate all activities to improve the possibility of students finding a suitable placement. In line with this, support for students will begin in Semester 1 and continue into Semester 2.

Furthermore, the programme will have a dedicated course leader who will be available to provide individual advice and support. Students will also have a Module Leader who will support the student during their placement, conduct a placement visit to establish an understanding of how the student is progressing in their placement role, as well as ensure the student and employer are clear on what requirements students need to fulfil to pass the module and assessment prior to the placement commencing. For students doing a placement abroad, this visit will be done online. Students will also be assigned a Personal Academic Tutor (PAT), providing holistic pastoral support.

Since the Professional Placement module runs between September and December, which is after the Dissertation module, students will be given up until the end of May to confirm whether they have found a placement. For those students who have found a placement, by this stage they will need to provide a letter of confirmation of the placement offering and the Module Leader, with the support of the Careers and Employability Service, will need to approve the placement. If students have not secured a placement by the end of May, they will be automatically enrolled onto the 10-credit module 'International Masters Summer School' to ensure they meet the credit requirements to achieve the full Master's degree.

To clarify, students shall be studying semester 1 and semester 2 modules between September and May. This shall be followed by the dissertation which will be submitted in the following September. The placement will take place after the dissertation has been submitted, i.e. approximately 12 months since the start of the programme, and graduation will be in the Summer following this.

Assessment Regulations

This Programme conforms to the standard University Postgraduate Assessment Regulations which are available at the link: <https://www.bradford.ac.uk/regulations/>

However, there is **one exception** to these regulations:

On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The decision to allow progression will only be reconsidered at the Supplementary Exam Board.

Admissions Requirements

We take into consideration a number of factors when assessing your application. It's not just about your grades; we take the time to understand your personal circumstances and make decisions based on your potential to thrive at university and beyond.

Please note: The information below relates to the contemporary recruitment cycle at time of publication and therefore may now be out of date. The current tariff and accepted qualifications for entry onto the programme is published at the course page: <https://www.bradford.ac.uk/courses/pg/management-with-placement/>

Academic Entry Requirements

Applicants should have at least a lower second class (2:2) undergraduate Honours degree or equivalent from an accredited higher education institution.

This programme welcomes international applicants. Candidates for whom English is not a first language must either have studied previously at Bachelor's degree level or above in English or have an IELTS score of 6.5 or equivalent with no sub-test result less than 5.5.

If you do not meet the IELTS requirement, you can take a University of Bradford pre-session English course with our Language Centre:

<https://www.brad.ac.uk/courses/other/pre-sessional-english-language-programme/>

For details of equivalent academic entry requirements from your country such as a GPA and other English language test results we can accept, visit our Entry Requirements website at: <https://www.bradford.ac.uk/international/country/>

Access and Recognition of Prior Learning

The University welcomes disabled students who may wish to check with our Disability Service before they apply: <https://www.bradford.ac.uk/disability/before/>

Applications are welcome from mature students returning to study (aged 25 or over upon entry) or students with professional qualifications. For more details about our Recognition of Prior Learning procedures visit: <https://www.brad.ac.uk/teaching-quality/prior-learning/>

Students without academic qualifications who have relevant work experience are welcome to apply with evidence of their interests and work. Such applicants will be assessed on an interview basis.