University of the West of Scotland

Postgraduate Programme Specification

Session: 2021/22
 Last modified: 26/04/2021 08:56:57
 Status: Published

Named Award Title:	MBA Pathways (title)

Award Title for Each Award:	MBA Pathways (title) PG Dip See note for titles PG Cert Management

Date of Validation:	February 2021
Details of Cohorts Applies to:	May 2021 first Cohort

Awarding Institution/Body:	University of the West of Scotland
Teaching Institution:	University of the West of Scotland
Language of Instruction & Examination:	English
Award Accredited By:	N/A
Maximum Period of Registration:	6 years
Mode of Study:	Full Time
Campus:	London

School:	School of Business & Creative Industries
Programme Board	Marketing, Innovation, Tourism & Events
Programme Leader:	Melissa Kerr

Admission Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

Appropriate Undergraduate Qualification
Have a degree awarded by an appropriate institution.
Other Required Qualifications/Experience

Or have a postgraduate award (passed at an appropriate level)

Have an appropriate professional qualification such as those from ACCA or CIMA.

Have passed a Pre Masters programme at relevant level.

In some cases Accreditation of Prior Learning (APL) and Accreditation of Prior Experiential Learning (APEL) may apply. These are recognised, assessed and implemented within UWS regulations. It considers the use of prior learning as an entrance requirement including entry with advanced standing or as additional credit for the continuing UWS student. The policy aims to provide guidance and clarity to the student.

Where English is not the first language, applicants must be able to satisfy the University of their competence in English in line with the University Regulations.

Further desirable skills pre-application
N/A

General Overview

The following titles are offered as part of the pathway suite:

MBA with Banking and Finance (Exit Diploma Banking and Finance)

MBA with Logistics and Supply Chain Management (Exit Diploma Logistics and Supply Chain Management)

MBA with Digital Marketing (Exit Diploma Digital Marketing)

MBA with Leadership (Exit Diploma Management)

The above four titles will provide a distinctive Post Gradute offering at the London campus. With the University, forming a new partnership with The Education group and the move to the new UWS London campus at East India Docklands there is a renewed focus on having a fit for purpose portfolio available from the School of Business and Creative Industries at London.A set of MBA pathways provides a unique offering across a number of key areas, identified by the partner; in addition, the structure enables additional pathways to be validated with relative ease both within School of Business and Creative Industries but across the University. The structure has built in efficiencies with 90 credit of core delivered via three interdisciplinary modules.

Completion time for these full time programmes is one full academic year, made up of three terms across 12 months.

The four pathways contain of a number of core modules, which will enable students to lead from within through innovation and creative thinking, shaping them into a leader ready for the ever-changing context of Business.

The modules are interdisciplinary in nature enabling students to critically demonstrate and understand the integration of the key business functions enhancing their ability to design and deliver effective organisation-wide strategies across sectors.

Students will undertake modules that will help to set and manage aspirations for success. They will continue or commence with the concept of being a lifelong learner. Both Professionalism and Continuing Personal Development will be investigated from a sectoral perspective.Key skills will be explored such as Emotional Intelligence influencing skills, networking and leadership. These are flexible and can be cohort specific. Links to local Businesses and use on campus space will be utilised to deliver these. Research techniques will be examined, covering current theories and their application.

The formulation of business strategy, the execution of business strategy and how this creates competitive advantage will be investigated. Alongside the investigation of strategic business decisions using data covering examples for the three pathways: banking, digital marketing and supply chain.Strategic change and strategic alliances along with change management approaches will be delivered with a focus on digital transformation.

Management theories will be explored within the context of organisations, covering areas such as systems theory, contingency theory and scientific management theory.

People growth and development are investigated looking at Strategic Human Resource Management, talent management and people development linked to corporate and sector standards.

Financial markets will be examined, an understanding of financial markets and financial instruments (a broad understanding of financial systems including banking, insurance, and financial intermediation)

Strategic Marketing will explore the concept of strategic marketing management as a system that will provide vision to businesses, monitor and understand the dynamic environment, generate strategic options, and develop marketing strategies based on sustainable competitive advantage.Operations Management will include Operations Strategy and its fit within the overall business context, as well as the planning, management and control of the Operations Management function. Managing risk, resilience and agility will include strategies for evaluating risks, it will reflect the role of business continuity planning, crisis management, leadership and decision making in building a resilient organization.

These MBA pathway programmes are aimed primarily at international students; however, there may also be a local market for those currently in employment who wish to upskill post Covid.

Pathways:

Students undertaking the Banking pathway should undertake both Banking optional modules.

Students undertaking the Digital Marketing pathway should undertake both the Digital Marketing optional modules.

Students undertaking the Leadership pathway should undertake both the Leadership module and one further optional module.

Students undertaking the Logistics and Supply Chain Management should undertake both the optional Supply Chain modules.

Note students cannot change pathways once the optional modules commence. It will not be a published option.

Graduate Attributes, Employability & Personal Development Planning

The MBA pathways aims to provide a robust underpinning in the knowledge, skills and understanding necessary for participants to operate effectively as general managers in a variety of environments such as Digital Marekting, Logistics, Supply Chain and Banking.

As the MBA has four different pathways the student can tailor their MBA to suit their aspirations which better places the UWS MBA graduate to achieve the employment they desire. The very nature of the programme, as well as the significant online peer interaction provides students with extensive networking opportunities allowing them to develop an international network of peers.

Integrated into the programme is a strong focus on PDP. This is front loaded with the Professioanal Management Skills module, aiding students identfty and build on their skills base. From there, modular embedding of PDDP and opportunities beyond the programme run from the campus or online.

Work Based Learning/Placement Details

At the Dissertation stage there is the option of either the Strategic Business project or the Developing Professional Practice modul. The DPP module will enable students to work with an employer on a project relatted to their pathway.

The Business project is theory based and can include the gathering of primary data. It challenges students to integrate their past learning from the previous stages of the MBA in a rigorous research project, which will be of value in better understanding a key business issue. In so doing, students will develop their knowledge and confidence in designing, developing, compiling and delivering strategic business projects.

The Developing Professional Practice module is designed to put theory into practice within a real world setting across and within Sectors: local, national and global. The module will enable students to develop skills and knowledge, both specialist and transferrable, enhancing their employability. It will enable students to build networks by connecting and working with professionals in industry.

Engagement and Attendance

In line with the Academic Engagement and Attendance Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on Moodle, and complete assessments and submit these on time.

For the purposes of this programme, this equates to the following:

As per University engagement policy.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality and Diversity Policy

The programme takes account of the diverse group of students joining the programme. To ensure we meet these needs there will be clear rules and expectations of how students should be treated: fairly and equally. Negative attitudes will be challenged and their be the creation of an all inclusive culture or staff and students.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

A. PG Cert

Learning Outcomes (Maximum of 5 per heading)

	Knowledge and Understanding
A1	Demonstrate a critical and integrated understanding of the core areas of business including leadership, management, marketing, HRM, and operations, finance and enterprise within both a national and global context

	Practice - Applied Knowledge and Understanding
B1	Apply relevant knowledge and understanding to a range of complex situations
B2	Practice in a wide range of professional contexts

	Communication, ICT and Numeracy Skills
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Effectively use various communication skills through presentations, role play and group exercises
C3	Develop and apply numeracy skills as appropriate to the assist in decision making processes
C4	Undertake critical evaluation of wide range of numerical and graphical data

	Generic Cognitive Skills - Problem Solving, Analysis, Evaluation
D1	Critically analyse new and abstract problems and issues related to the current business environment
D2	Analyse and evaluate key current issues within the business context
D3	Develop critical responses to problems and issues

	Autonomy, Accountability and Working With Others
E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Work effectively in peer relationships

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes

* Indicates that module descriptor is not published.

Footnotes
Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

Criteria for Progression and Award - LC
Students will be awarded the PG Cert in Management when they have successfully completed two core modules: Leading and Managing a Business and Professional Management Skills.

Combined Studies Award
1.61 A School Board of Examiners is empowered to make an exit award of CertHE/DipHE/BA/BSc or PgC/PgD in Combined Studies where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award.

B. PG Dip
Learning Outcomes (Maximum of 5 per heading)

	Knowledge and Understanding
A1	Demonstrate a critical and integrated understanding of the core areas of business including leadership, management, marketing, HRM, and operations, finance and enterprise within both a national and global context
A2	Demonstrate a critcal understanding of the core areas of the pathway specialism within both a national and global context
	Practice - Applied Knowledge and Understanding
B1	Apply relevant knowledge and understanding to a range of complex situations
B2	Utilise a range of specilaised skills and practices at the forefront of the relevant pathway
B3	Practice in a wide range of professional contexts
	Communication, ICT and Numeracy Skills
C1	Use a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information
C2	Effectively use various communication skills through presentations, role play and group exercises
C3	Develop and apply numeracy skills as appropriate to the assist in decision making processes

C4	Undertake critical evaluation of wide range of numerical and graphical data

Generic Cognitive Skills - Problem Solving, Analysis, Evaluation

D1	Critically analyse new and abstract problems and issues related to the current business environment
D2	Analyse and evaluate key current issues within the business context
D3	Analyse key current issues within the relevant pathway
D4	Develop critical responses to problems and issues

Autonomy, Accountability and Working With Others

E1	Exercise substantial autonomy and initiative in professional and equivalent activities
E2	Work effectively in peer relationships

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes

* Indicates that module descriptor is not published.

Footnotes
All students undertake core module of Creating Business advantage

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes

* Indicates that module descriptor is not published.

Footnotes
Banking and Finance pathway takes Financial Risk Management and Financing Business

Logistics and Supply Chain Management pathway take Supply Chain Management and Logistics Management

Digital Marketing pathway takes Digital Marketing Strategy and Theoretical Perspectives in Digital Marketing

Leadership pathway takes Emerging Leadership and Development plus one of the above noted options

Criteria for Progression and Award

Criteria for Progression and Award – LD
Students undertaking the PgDip in International Management must obtain 120 credits by undertaking the core modules (90 credits)and obtaining 30 credits from the specified options noted above.
Students completing the required modules and who satisfy the above criteria are eligible for the exit award of the Postgraduate Diploma Management
Postgradute Diploma Banking and Finance
Postgraduate Diploma Digital Marketing
Postgraduate Diploma Logistics and Supply Chain Management

Combined Studies Award
1.61 A School Board of Examiners is empowered to make an exit award of CertHE/DipHE/BA/BSc or PgC/PgD in Combined Studies where a student has met the credit requirements for an award in line with SCQF credit minima (see Regulation 1.21), but cannot continue on the named award.

C. Masters
Learning Outcomes (Maximum of 5 per heading)

Knowledge and Understanding	
A1	Critical demonstration of detailed knowledge of the literature relevant to pathway
A2	Critical understanding of specialised theories, principles and concepts relevant to the chosen pathway
A3	Display awareness of current issues relevant to the pathway
Practice - Applied Knowledge and Understanding	
B1	Apply a significant range of skills, techniques and practices associated with the relevant pathway area
B2	Evaluate approriate research strategies across a wide body of literature
B3	Critically evaluate evidence and theories relevant to the pathway project
B4	Demonstrate originality and creativity in practice
Communication, ICT and Numeracy Skills	
C1	Develop key academic skills such as critical reading, writing and research
C2	Communicate effectively across a range of situations, using the appropriate communication tools
C3	Use appropriate software to support and enhance analysis and presentation of quantitative and qualitative information
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Crtically evaluate issues within organisations and identify methods to overcome these

D2	Demonstrate research and consultancy techniques to investigate a practical issue/problem
D3	Critically demonstrate and consolidate knowledge, skills, practices and thinking in the discipline
D4	Conceptualise new and define new issues and problems
Autonomy, Accountability and Working With Others	
E1	Demonstrate effective consultancy and project management skills where applicable
E2	Work effectively in peer relationships
E3	Demonstrate high capacity self management
E4	Demonstrate reflection and critical awareness

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
11	BUSN11129	Creating Business Advantage	30				Core to all pathways
11	BUSN11126	Developing Professional Practice	60				Either this or SBP
11	MARK11045	Digital Marketing Strategy	15				Digital Marketing pathway
11	BUSN11130	Emerging Leadership & Development	15				Leadership pathway
11	ACCT11038	Financial Risk Management	15				Banking and finance pathway
11	ACCT11039	Financing Business	15				Banking and finance pathway
11	BUSN11127	Leading and Managing Business	30				Core to all pathways
11	BUSN11131	Logistics Management	15				Logistics pathway
11	BUSN11128	Professional Management Skills	30				Core to all

SCQF Level	Module Code	Module Name	Credit				Footnotes
							pathways
11	BUSN11076	Strategic Business Project	60				Either this or DPP
11	BUSN11132	Supply Chain Management	15				Logstics pathway
11	MARK11046	Theoretical Perspectives in Digital Marketing	15				Digital Marketing pathway

* Indicates that module descriptor is not published.

Footnotes
Banking and Finance pathway takes Financial Risk Management and Financing Business

Logistics and Supply Chain Management pathway take Supply Chain Management and Logistics Management

Digital Marketing pathway takes Digital Marketing Strategy and Theoretical Perspectives in Digital Marketing

Leadership pathway takes Emerging Leadership and Development plus one of the above noted options

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Criteria for Award

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework .

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Changes

Changes made to the programme since it was last published:

Version Number: 1