

Academic Year 2022/23

MSc Advanced International Business Management and Marketing (Dual Award)

Code: 4108 F

Notes

- (i) *These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- (ii) *A core module is a module which a student must pass.*
- (iii) *A compulsory module is a module which a student is required to study.*
- (iv) *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

1. Programme structure

- (a) The programme is available for study in full-time module only.
- (b) The period of study for full-time mode shall be 17 months starting in September.
- (c) The programme comprises modules to a credit value of 180 credits (90 ECTS).
- (d) All candidates shall take the following compulsory modules:

Newcastle University

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|---|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
| NBS8952 | International Marketing | 10 (5 ECTS) | | 10 | | 7 | | |
| NBS8269 | Research Methods for Business and Management Dual Award | 10 (5 ECTS) | | 10 | | 7 | | |
| NBS8913 | Role of Business in Society – Issues and Challenges | 10 (5 ECTS) | | 10 | | 7 | | |
| NBS8946 | Customer Relationship Management | 10 (5 ECTS) | | 10 | | 7 | | |

University of Groningen

| <i>Code*</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|--------------|--------------------------|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
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Last updated: 14.04.2022

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|---------|--|----------------|----|--|--|---|------|--|
| GRN8812 | International Business Strategy | 10 (5 ECTS) | 10 | | | 7 | Core | |
| | | | | | | | | |
| GRN8801 | Foreign Market Entry Strategies | 10 (5 ECTS) | 10 | | | 7 | Core | |
| GRN8817 | Managing Cultural Differences | 10 (5 ECTS) | 10 | | | 7 | Core | |
| GRN8716 | Multinationals and Corporate Social Responsibility | 10 (5 ECTS) | 10 | | | 7 | Core | |

**GRN code numbers are codes allocated by Newcastle University, University of Groningen refer to modules by descriptive title only.*

- (e) Whilst in Newcastle candidates will select 20 credits (10 ECTS) of elective modules from the following lists, at least 10 credits (5 ECTS) of which must from the following marketing module list:

Marketing modules:

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|---|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
| NBS8910 | International Marketing Communications Management | 10 (5 ECTS) | | 10 | | 7 | | |
| NBS8919 | Digital Marketing | 10 (5 ECTS) | | 10 | | 7 | | |
| NBS8962 | Contemporary Trends in Marketing | 10 (5 ECTS) | | 10 | | 7 | | |

Whilst in Newcastle candidates may select one elective module worth 10 credit (5 ECTS) from the following MBA module list as part of their 20 credits (10 ECTS) of elective modules:

MBA/Consultancy modules:

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|--|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
| NBS8013 | Leading Organisational Change | 10 (5 ECTS) | | 10 | | 7 | | Block |
| NBS8495 | Emerging Economies: Challenges and Opportunities | 10 (5 ECTS) | | 10 | | 7 | | Block |
| NBS8496 | Digital Business | 10 (5 ECTS) | | 10 | | 7 | | Block |
| NBS8296 | Innovation Consultancy project | 10 (5 ECTS) | | 10 | | 7 | | |

- (f) Whilst in Groningen, candidates will select three elective modules 10 credit (5ECTS) from a list to be provided annually by the Degree Programme Director.

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|--------------------------|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
| | Elective | 10 (5 ECTS) | 10 | | | 7 | Core | |
| | Elective | 10 (5 ECTS) | 10 | | | 7 | Core | |
| | Elective | 10 (5 ECTS) | 10 | | | 7 | Core | |

- (g) The compulsory dissertation will be taken over semester 3 of year 1 and semester 1 of year 2* and will be jointly supervised and delivered by Newcastle and Groningen.

| <i>Code</i> | <i>Descriptive title</i> | <i>Total Credits</i> | <i>Credits Sem 1</i> | <i>Credits Sem 2</i> | <i>Credits Sem 3</i> | <i>Level</i> | <i>Type</i> | <i>Mode</i> |
|-------------|---------------------------|----------------------|----------------------|----------------------|----------------------|--------------|-------------|-------------|
| NBS8199 | Dissertation (Dual Award) | 50 (25 ECTS) | 50 | | | 7 | | |

**For the purposes of administration this module is listed as semester 1 of year 2 in the regulations*

2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

3. Progress

Before proceeding to the dissertation, candidates are normally expected:

- (i) to pass the taught modules*
- (ii) to have their ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by their supervisor

** Candidates can fail 20 credits of non-core modules and still proceed in accordance with the postgraduate taught examination conventions.*