

## PROGRAMME SPECIFICATION



|   |                                 |                                       |
|---|---------------------------------|---------------------------------------|
| 1 | <b>Awarding Institution</b>     | Newcastle University                  |
| 2 | <b>Teaching Institution</b>     | Newcastle University                  |
| 3 | <b>Final Award</b>              | MSc                                   |
| 4 | <b>Programme Title</b>          | International Marketing               |
| 5 | <b>Programme Code</b>           | 5145                                  |
| 6 | <b>Programme Accreditation</b>  | Chartered Institute of Marketing      |
| 7 | <b>QAA Subject Benchmark(s)</b> | N/A                                   |
| 8 | <b>FHEQ Level</b>               | 7                                     |
| 9 | <b>Last updated</b>             | Revised March 2014, Revised June 2014 |

### 10 Programme Aims

- 1 To produce graduates possessing deep knowledge and understanding of marketing theories and an ability to apply this within an international framework.
- 2 To provide advanced skills in the analysis of markets in an international context.
- 3 To develop logical thinking and critical analysis.
- 4 To equip graduates with a suite of key skills including the abilities to communicate effectively, to employ IT and library resources appropriately, to prioritise work and meet deadlines, to use initiative and to solve problems.
- 5 To provide a programme which satisfies the QAA subject benchmarks for Masters awards in business and marketing.
- 6 To offer graduates a route to a professional qualification recognised by the Chartered Institute of Marketing (CIM), or to pursue postgraduate research.

### 11 Learning Outcomes

The programme provides students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories of international business and marketing and combines theory with the practical application of skills required to generate solutions within their discipline.

#### Knowledge and Understanding

On completing the programme students should:

- A1 A systematic understanding and critical awareness of marketing and international marketing theory.
- A2 An ability to apply relevant theory to particular international case studies, markets and issues.
- A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market performance and consumer behaviour.
- A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant marketing issues and problems.

A5 An ability to identify ethical issues and their implications in marketing.

A6 A knowledge of comparative international business environments and how they differ across countries and institutions, including business firms, governments, international organisations, and the markets in which they operate.

### **Teaching and Learning Methods**

#### *Teaching Strategy*

The primary means of imparting knowledge and understanding in all the above is through lectures supplemented, as appropriate, with seminars, tutorials and computer classes, and students' independent study. Knowledge and understanding are promoted further by case studies and exposure to current literature. A4 is enhanced by the undertaking of an individual dissertation requiring a substantial literature review and, typically, primary data collection and analysis. This follows a dedicated taught module in research methods.

#### *Learning strategy*

Throughout the taught component of the programme, students are encouraged and expected to engage in independent reading and thinking. They are supported in this by the provision of reading lists relating to each module. Students are also encouraged to engage in group discussions of course material for student-led seminars and reflection on case studies.

### **Assessment Strategy**

Knowledge and understanding are assessed through a mixture of written examinations, held at the end of each module and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. There is also a 60 credit dissertation based on individual research which is assessed by means of progress plans in addition to the final written report.

### **Intellectual Skills**

On completing the programme students should be able to:

- B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory.
- B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market performance and consumer behaviour.
- B3 Present data and research findings in written format according to accepted disciplinary conventions.
- B4 Competently undertake research in the field of marketing / international marketing.

### **Teaching and Learning Methods**

#### *Teaching Strategy*

Compulsory modules present the key analytical frameworks of marketing and international business, and then case studies and empirical examples are used to illustrate application of these frameworks (B1). B2, B3 and B4 are addressed specifically by a dedicated 20 credit module in marketing research which covers, in depth, the alternative methodologies for undertaking research to marketing problems.

**Learning Strategy**

Students are encouraged to develop subject specific skills via study of the core syllabus supplemented by appropriate reading material on research methods, to which they are directed. Learning is further enhanced by active participation in seminars and group discussions in the compulsory modules. Opportunity for focused individual learning is offered via the dissertation, where students, guided by a supervisor, design and execute their own research projects on a relevant topic of their choice.

**Assessment Strategy**

B1 is assessed primarily unseen written examinations and a variety of continuous forms of assessment, including essays, problem-solving exercises and case studies. Elements of B2-B4 are also assessed in these ways. However, the main assessment vehicles for subject specific and professional skills are the marketing research module and dissertation, where students prepare, and received feedback on, a proposal and plan relating to their topic, before commencing the major part of their dissertation research.

**Practical Skills**

On completing the programme students should be able to:

- C1 Adopt a critical approach to the evaluation of alternative theories relevant to marketing / international marketing problems.
- C2 Critically appraise market data and information offered from different sources.
- C3 Question or challenge accepted ideas or assumptions.
- C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them.

**Teaching and Learning Methods****Teaching Strategy**

Cognitive skills are developed progressively throughout the programme in modules containing seminars, case studies and small group discussions. Typically, lecture material includes leading edge or recent research that offers new or challenging insights to existing problems. In particular, critical appraisal skills are developed via compulsory modules in principles of marketing and international marketing. The module on international marketing draws heavily on refereed journal articles and call for critical assessment of leading theories. The marketing research module also encourages students to take a critical approach to data collection and analysis.

**Learning Strategy**

Throughout the programme, students develop cognitive skills by participating in group discussions, case study analysis and scrutiny of research findings and evidence. The dissertation offers the opportunity for students to apply their cognitive skills in-depth, guided by their supervisor. Design, execution and reporting of the final dissertation project enhance the learning of these skills in a focused manner.

**Assessment Strategy**

Cognitive skills are assessed through various forms of coursework (both group and individual assignments), including essays and case studies, in addition to unseen written exams. In particular, these skills are tested via the assessment methods of the compulsory module in international marketing. In this, students are required to undertake reviews of the literature on specific marketing topics, following a guided framework that obliges students to compare, contrast, and give their critical views on different journal articles.

**Transferable/Key Skills**

On completing the programme students should be able to:

- D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments.
- D2 Make effective use of library and other sources of information.
- D3 Make effective use of communication and information technology.
- D4 Plan, organise and prioritise work effectively to meet deadlines and objectives.
- D5 Work independently, with initiative and adaptability.
- D6 Employ problem-solving skills.
- D7 Where relevant, demonstrate numeracy by applying the appropriate computational techniques and interpret or critically evaluate the results.
- D8 Work within a team contributing appropriately and effectively towards the team based activity.

**Teaching and Learning Methods***Teaching Strategy*

Key skills are taught formally in the marketing research and dissertation in marketing modules. Dedicated sessions on information and database skills are delivered by library professionals at the start of the course. Management of workload in order to meet deadlines is promoted by means of a strict coursework timetable, and students are assisted in this by provision of time management guidelines and timetable proforma in the degree programme handbook. The mode of delivery of taught modules provides students with the opportunity to improve their problem solving abilities and to extend their communication, library, IT and time management abilities. The dissertation project provides students with further opportunities to develop all of these skills.

*Learning Strategy*

Students are provided with the opportunity to develop and practice all key skills as part of compulsory core modules. Compliance with continuous assessment methods obliges students to make appropriate use of library and IT facilities (D2 and D3). D1, D4, D5 and D6 are also developed as part of compulsory modules, via student participation in case studies, group discussions and informal class presentations.

The experience of preparing and executing the dissertation provides students with the opportunity to apply all key skills under the guidance of the supervisor.

**Assessment Strategy**

Communications, library and IT skills and the ability to meet deadlines are assessed indirectly by coursework (assignments, seminars, case studies, etc.). All key skills are indirectly assessed by the experience of undertaking the dissertation.

## **12 Programme Curriculum, Structure and Features**

### **Basic structure of the programme**

#### **A Programme Features**

This is a one year full-time modular programme. It consists of two parts: a taught component, which runs from late September until mid-May, and a project, for which a dissertation is submitted in early September. Successful completion of the taught component is required in order for a student to progress to the dissertation project.

The taught component of the course consists of 120 credits of modules. This is followed by a dissertation to a value of 60 credits. Dissertation projects involve desk research and a literature review combined with primary research. Students who produce excellent dissertations will be encouraged to publish their findings.

#### **B Programme Structure**

Semester 1 provides a foundation for teaching core principles in marketing, the international environment and consumer behaviour. All these are taught in a specific international context. In Semester 2, students specialise in international marketing (courses in international marketing, international brand management and international marketing communications management) and undertake relevant optional modules. The key elements of knowledge and understanding in international marketing (A1-A4) are taught within these core compulsory modules.

The subject specific and practical skills (B1-B4) are taught within the taught programme. The key skills (D1-D6) are developed within the modules. This skill is applied at an advanced level during the dissertation. Students are introduced to the University computing system during induction week. Furthermore, the application of computer skills in numerical analysis is employed intensively in NBS8508, NBS8514 and NBS8236. Computing skills are also employed within the dissertation.

#### **C Programme Curriculum**

All candidates shall take the following core and compulsory modules:

| <i>Code</i> | <i>Credits</i> | <i>Title</i>                                      |
|-------------|----------------|---|
| NBS8045     | 10             | International Business Environment                |
| NBS8507     | 10             | International Marketing                           |
| NBS8508     | 10             | Market Analysis                                   |
| NBS8509     | 10             | International Brand Management                    |
| NBS8510     | 10             | International Marketing Communications Management |
| NBS8512     | 60             | Dissertation in Marketing                         |
| NBS8514     | 20             | Marketing Research                                |
| NBS8517     | 10             | Consumer Behaviour                                |
| NBS8526     | 20             | Principles of Marketing                           |

All candidates shall select 20 credits from the following elective modules:

| <i>Code</i> | <i>Credits</i> | <i>Title</i>                            |
|-------------|----------------|---|
| NBS8213     | 10             | Managing Design and Product Development |
| NBS8225     | 10             | Performance and Decision Management     |
| NBS8236     | 10             | Customer Relations Management           |
| NBS8518     | 10             | Small Business Marketing and Management |
| NBS8519     | 10             | E-marketing                             |
| ACE8107     | 10             | Food Policy and Marketing               |

The relationship between individual modules and specific learning outcomes are presented below and summarised in a matrix presented in Appendix 1 at the end of this document.

**Key features of the programme (including what makes the programme distinctive)**

Development of specific Intended Learning Outcomes occurs through the following modules:

- A1 A systematic understanding and critical awareness of marketing and international marketing theory. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8236, NBS8517, NBS8519
- A2 An ability to apply relevant theory to particular international case studies, markets and issues. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8514, NBS8512, NBS8236, NBS8213, NBS8517, NBS8518, NBS8519, ACE8107
- A3 An advanced knowledge of analytical frameworks and tools useful to the measurement and explanation of market and consumer behaviour. NBS8526, NBS8507, NBS8508, NBS8509, NBS8517, NBS8236, NBS8225, NBS8519
- A4 An understanding of appropriate research techniques to allow for detailed investigation into relevant international marketing issues and problems. NBS8514, NBS8508, NBS8509, NBS8236, NBS8213
- A5 An ability to identify ethical issues and their implications in management practice. NBS8045, NBS8514, NBS8517, NBS8526, NBS8512, ACE8107
- A6 A knowledge of comparative international business environments and how they differ across countries and institutions, including business firms, governments, international organisations, and the markets in which they operate. NBS8045, NBS8514, NBS8517, NBS8526, NBS8507, NBS8058, NBS8512, NBS8213
- B1 Conceptualise real world problems using analytical frameworks drawn from marketing, international marketing and international business theory. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8045, NBS8236, NBS8213, NBS8517, NBS8518, NBS8519, ACE8107
- B2 Deploy a range of qualitative and quantitative techniques to measure and analyse market and consumer behaviour. NBS8514, NBS8512, NBS8508, NBS8236, NBS8225
- B3 Present data and research findings in written format according to accepted disciplinary conventions. NBS8514, NBS8512, NBS8236, NBS8225
- B4 Competently undertake research in the field of international marketing. NBS8514, NBS8512, NBS8517, NBS8519
- C1 Adopt a critical approach to the evaluation of alternative theories relevant to international marketing problems. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8514, NBS8512, NBS8517, NBS8519, NBS8045
- C2 Critically appraise market data and information offered from different sources. NBS8514, NBS8512, NBS8508, NBS8518, NBS8225, NBS8236, NBS8045
- C3 Question or challenge accepted ideas or assumptions. NBS8526, NBS8507, NBS8508, NBS8509, NBS8514, NBS8512, NBS8517, NBS8213, ACE8107
- C4 Identify gaps or weaknesses in existing knowledge, derive valid hypotheses based on these, and identify appropriate means of testing them. NBS8514, NBS8512, NBS8508, NBS8509, NBS8510, NBS8236, NBS8517, NBS8519

- D1 Communicate clearly and effectively in ways that would be expected at a managerial level in professional international marketing environments. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8514, NBS8517, NBS8236, NBS8213, NBS8518, NBS8045
- D2 Make effective use of library and other sources of information. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8517, NBS8213, NBS8514, NBS8236, NBS8518, NBS8519, NBS8225, ACE8107, NBS8045
- D3 Make effective use of communication and information technology. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8514, NBS8236, NBS8213, NBS8517, NBS8518, NBS8519, NBS8225, ACE8107, NBS8045
- D4 Plan, organise and prioritise work effectively to meet deadlines and objectives. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8514, NBS8517, NBS8236, NBS8213, NBS8518, NBS8519, NBS8225, ACE8107, NBS8045
- D5 Work independently, with initiative and adaptability. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8514, NBS8517, NBS8236, NBS8213, NBS8518, NBS8519, NBS8225, NBS8045
- D6 Employ problem solving skills. NBS8526, NBS8507, NBS8508, NBS8509, NBS8510, NBS8512, NBS8514, NBS8236, NBS8213, NBS8518, NBS8519, NBS8225
- D7 Where relevant, demonstrate numeracy by applying the appropriate computational techniques and interpret or critically evaluate the results. NBS8514, NBS8508, NBS8512, NBS8225
- D8 Work within a team contributing appropriately and effectively towards the team based activity. NBS8514, NBS8510, NBS8526

**Programme regulations (link to on-line version)**

<http://www.ncl.ac.uk/regulations/programme/>

**13 Criteria for admission**

*Entry qualifications*

An applicant may be approved for admission as a candidate for the Degree of Master of Science in International Marketing by the Degree Programme Director, provided that such an applicant satisfies the requirements of the University Taught Postgraduate Masters' Degree Entrance and Progress Regulations.

An upper 2<sup>nd</sup> class honours degree from a UK university, or its overseas equivalent, is the minimum qualification for entry. In exceptional circumstances where a candidate has significant work experience in the field of marketing, applicants with a lower 2<sup>nd</sup> class degree, or its overseas equivalent will be considered.

Applicants for whom English is not a first language must provide evidence of a satisfactory command of English, which is set as an IELTS score of not less than 6.5 or TOEFL 575 (paper-based) or 233 (computer-based).

If applicants need to improve their standard of English before beginning the MSc, various courses are provided by the INTO Newcastle University Centre.

*Admissions policy/selection tools*

Offers of places are made to suitably qualified candidates following an assessment of applicants' application forms and are conditional upon applicants achieving a minimum of an upper 2<sup>nd</sup> class honours degree or overseas equivalent (if they do not hold such a degree at the time of assessment), and satisfactory references.

*Non-standard Entry Requirements*

*Additional Requirements*

*Level of English Language capability*

IELTS 6.5 (or equivalent)

## **14 Support for Student Learning**

The Student Services portal provides links to key services and other information and is available at: <http://www.ncl.ac.uk/students/>

*Induction*

During the first week of the first semester students attend an induction programme. New students will be given a general introduction to University life and the University's principle support services and general information about the School and their programme, as described in the Degree Programme Handbook. New and continuing students will be given detailed programme information and the timetable of lectures/practicals/labs/ tutorials/etc. The International Office offers an additional induction programme for overseas students.

*Study skills support*

Students will learn a range of Personal Transferable Skills, including Study Skills, as outlined in the Programme Specification. Some of this material, e.g. time management is covered in the appropriate Induction Programme. Students are explicitly tutored on their approach to both group and individual projects.

Numeracy support is available through Maths Aid and help with academic writing is available from the Writing Development Centre (further information is available from the Robinson Library).

*Academic and Pastoral support*

Each undergraduate and taught postgraduate student will be assigned a personal tutor.\* A personal tutor is one part of a wider network of advice and guidance available to students to support their personal and general academic development. The module leader acts as the first point of contact for subject-specific academic advice. Thereafter the Degree Programme Director or Head of School may be consulted. Issues relating to the programme may be raised at the Student-Staff Committee, and/or at the Board of Studies. Within the academic unit, students may also receive additional academic and pastoral advice from a range of other student-facing staff including degree programme directors, dissertation/project supervisors, and administrative support staff.

\*Arrangements may vary for students taking special types of provision.

The University also offers a wide range of institutional services and support upon which students can call, such as the Writing Development Centre, Careers Service and Student Wellbeing Service. This includes one-to-one counselling and guidance or group sessions / workshops on a range of topics, such as emotional issues e.g. stress and anxiety, student finance and budgeting, disability matters etc. There is specialist support available for students with dyslexia and mental health issues. Furthermore, the Student Union operates a Student Advice Centre, which can provide advocacy and support to students on a range of topics including housing, debt, legal issues etc.



#### *Support for students with disabilities*

The University's Disability Support team provides help and advice for disabled students at the University - and those thinking of coming to Newcastle. It provides individuals with: advice about the University's facilities, services and the accessibility of campus; details about the technical support available; guidance in study skills and advice on financial support arrangements; a resources room with equipment and software to assist students in their studies.

#### *Learning resources*

The University's main learning resources are provided by the Robinson and Walton Libraries (for books, journals, online resources), and Information Systems and Services, which supports campus-wide computing facilities.

All new students whose first language is not English are required to take an English Language Proficiency Test. This is administered by INTO Newcastle University Centre on behalf of Newcastle University. Where appropriate, in-session language training can be provided. The INTO Newcastle University Centre houses a range of resources which may be particularly appropriate for those interested in an Erasmus exchange.

### **15 Methods for evaluating and improving the quality and standards of teaching and learning**

#### *Module reviews*

All modules are subject to review by questionnaires which are considered by the Board of Studies. Changes to, or the introduction of new, modules are considered at the Board of Studies and/or the School Teaching and Learning Committee. Student opinion is sought at the Staff-Student Committee and/or the Board of Studies. New modules and major changes to existing modules are subject to approval by the Faculty Learning, Teaching and Student Experience Committee.

#### *Programme reviews*

The Board of Studies conducts an Annual Monitoring and Review of the degree programme and reports to Faculty Learning, Teaching and Student Experience Committee. The FLTSEC takes an overview of all programmes within the Faculty and reports any Faculty or institutional issues to the Faculty Learning, Teaching and Student Experience Committee.

#### *External Examiner reports*

External Examiner reports are considered by the Board of Studies. The Board responds to these reports through Faculty Learning, Teaching and Student Experience Committee. External Examiner reports are shared with institutional student representatives, through the Staff-Student Committee.

#### *Student evaluations*

All modules, and the degree programme, are subject to review by student questionnaires. Informal student evaluation is also obtained at the Staff-Student Committee, and the Board of Studies. The results from student surveys are considered as part of the Annual Monitoring and Review of the programme and any arising actions are captured at programme and School / institutional level and reported to the appropriate body.

#### *Mechanisms for gaining student feedback*

Feedback is channelled via the Staff-Student Committee and the Board of Studies.

#### *Faculty and University Review Mechanisms*

Every six years degree programmes in each subject area undergo periodic review. This involves both the detailed consideration of a range of documentation, and a review visit by a review team (normally one day in duration) which includes an external subject specialist and a student representative. Following the review a report is produced, which forms the basis for a decision by University Learning, Teaching and Student Experience Committee on whether the programmes reviewed should be re-approved for a further six year period.

#### *Accreditation reports*

This programme has been recognised by the Chartered Institute of Marketing. Successful completion of the programme will allow graduates to register for the CIM professional postgraduate diploma of marketing. The CIM does not undertake monitoring or reviews of programmes. Instead it is the responsibility of the Degree Programme Director to inform the CIM of any major changes to the programme that may impact on the accreditation.

#### *Additional mechanisms*

None.

## **16 Regulation of assessment**

#### *Pass mark*

The pass mark is 50% (Postgraduate Programme)

#### *Course requirements*

Progression is subject to the University's Masters Degree Progress Regulations, Taught and Research and Examination Conventions for Taught Masters Degrees. There are reassessment opportunities, with certain restrictions. Limited compensation up to 40 credits of the taught element and down to a mark of 40% is possible for candidates who commenced their programme in 2013/14 or earlier. For students starting their programme in 2014/15 or later, no compensation is possible.

The University employs a common marking scheme, which is specified in the Taught Postgraduate Examination Conventions, namely:

#### **Summary description applicable to postgraduate Masters programmes**

|             |                       |
|-------------|-----------------------|
| <50         | Fail                  |
| 50-59       | Pass                  |
| 60-69       | Pass with Merit       |
| 70 or above | Pass with Distinction |

#### **Summary description applicable to postgraduate Certificate and Diploma programmes**

|             |      |
|-------------|------|
| <50         | Fail |
| 50 or above | Pass |

#### *Reassessment*

- 1 Candidates who satisfy the examiners in the assessment specified for a module may not enter again for that assessment.

#### *Reassessment of Taught Modules*

a) A candidate who fails to satisfy the examiners in the assessment relating to modules to a credit value of not more than 40 in Semester 1 or Semester 2 at the first attempt may be reassessed on one further occasion. Such reassessment shall take place before the end of the academic year during which the first examination took place.

b) A candidate who fails to satisfy the examiners in the assessment relating to modules to a credit value of more than 60 credits (considering both Semester 1 and Semester 2) shall be deemed to have failed the examination as a whole and have no right of reassessment.

#### *Continuation to Dissertation*

a) Candidates who satisfy the examiners in the assessment for the taught element of the programme shall be eligible to proceed to the dissertation. At the discretion of the examiners, candidates who are to be reassessed may proceed to the dissertation.

b) The dissertation shall normally be submitted not later than 12 months from the commencement of the programme of advanced study.

c) The time limits specified above may be extended by up to one month by the Degree Programme Director and up to a further three months by the Dean of Postgraduate Studies.

#### *Revision and Resubmission of Dissertation*

Candidates who fail to satisfy the examiners in the dissertation may, on the recommendation of the Board of Examiners, be permitted to resubmit the dissertation on one further occasion on a date to be determined by the Board of Examiners, which shall not be later than 12 months after the date of their first submission.

#### *Award of Diploma*

A Diploma may, at the discretion of the examiners, be awarded to candidates who failed to satisfy the examiners for the award of the Degree of Master of Science in International Marketing but who:

- a) satisfied the examiners in the assessment of the taught element of the programme but did not submit a dissertation; or
- b) Submitted a dissertation and achieved an insufficient level of attainment for the award of a Master's degree, but in the opinion of the examiners nonetheless achieved a sufficient level of attainment for the award of a Diploma.

#### *Role of the External Examiner*

An External Examiner, a distinguished member of the subject community, is appointed by the University following recommendation from the Board of Studies. The External Examiner is expected to:

- i. See and approve assessment papers
- ii. Moderate examination and coursework marking
- iii. Attend the Board of Examiners
- iv. Report to the University on the standards of the programme

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/postgraduate/>

The School Brochure <http://www.ncl.ac.uk/marketing/services/print/publications/ordering/>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

The Degree Programme Handbook

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided. The accuracy of the information contained is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

## Mapping of Intended Learning Outcomes onto Curriculum/Modules

| Module  | Type            | Intended Learning Outcomes |         |            |                        |
|---------|-----------------|----------------------------|---------|------------|------------------------|
|         |                 | A                          | B       | C          | D                      |
| NBS8045 | Core/Compulsory | 5,6                        | 1       | 1, 2       | 1, 2, 3, 4, 5          |
| NBS8507 | Core/Compulsory | 1, 2, 3, 6                 | 1       | 1, 3       | 1, 2, 3, 4, 5, 6       |
| NBS8508 | Core/Compulsory | 1, 2, 3, 4, 6              | 1, 2    | 1, 2, 3, 4 | 1, 2, 3, 4, 5, 6, 7    |
| NBS8509 | Core/Compulsory | 1, 2, 3, 4                 | 1       | 1, 3, 4    | 1, 2, 3, 4, 5, 6       |
| NBS8510 | Core/Compulsory | 1, 2                       | 1       | 1, 4       | 1, 2, 3, 4, 5, 6, 8    |
| NBS8512 | Core/Compulsory | 1, 2, 5, 6                 | 2, 3, 4 | 1, 2, 3, 4 | 1, 2, 3, 4, 5, 6, 7    |
| NBS8514 | Core/Compulsory | 2, 4, 5, 6                 | 2, 3, 4 | 1, 2, 3, 4 | 1, 2, 3, 4, 5, 6, 7, 8 |
| NBS8517 | Core/Compulsory | 1, 2, 3, 5, 6              | 1, 4    | 1, 3, 4    | 1, 2, 3, 4, 5, 6, 7, 8 |
| NBS8526 | Core/Compulsory | 1, 2, 3, 5, 6              | 1       | 1, 3       | 1, 2, 3, 4, 5, 6, 8    |
| NBS8213 | Optional        | 2, 4, 6                    | 1       | 3          | 1, 2, 3, 4, 5, 6, 8    |
| NBS8225 | Optional        | 3                          | 2, 3    | 2          | 2, 3, 4, 5, 6, 7       |
| NBS8236 | Optional        | 1, 2, 3, 4                 | 1, 2, 3 | 2, 4       | 1, 2, 3, 4, 5, 6, 7    |
| NBS8518 | Optional        | 2                          | 1       | 2          | 1, 2, 3, 4, 5, 6       |
| NBS8519 | Optional        | 1, 2, 3                    | 1, 4    | 1, 4       | 2, 3, 4, 5, 6          |
| ACE8107 | Optional        | 2, 5                       | 1       | 3          | 2, 3, 4                |