

Validated Programme Element Specification for LBIC Pre-Masters in Business and Management

Applicable for all postgraduate students commencing the programme element on or after 1st September 2021

Version No.	Date	Notes – Brunel Q&S USE ONLY	QA
1	Jul 2021	Specification for Academic Year 2021-22.	RDC
1.1	Jul 2021	Addition of MSc Artificial Intelligence Strategy to Brunel programme list.	RDC

Validated programme element	
1. Awarding and validating institution	Brunel University London
2. Providing institution(s)	London Brunel International College
3. Associated Home Brunel University college / department / division	College of Business, Arts and Social Sciences/Brunel Business School
4. Associated Contributing Brunel University college / department / division	N/A
5. Programme Element accredited by	N/A
6. Validated for inclusion in Brunel University programmes at Level	7 (Masters)
7. Validated for inclusion in Brunel University programmes (list):	MSc Marketing MSc International Business MSc Management MSc Human Resource Management MSc Human Resources & Employment Relations MSc Corporate Brand Management MSc Global Supply Chain Management MSc Business Intelligence and Digital Marketing MSc Accounting and Business Management MBA MSc Artificial Intelligence Strategy
8. Type of programme element	Pre-Masters
9. Normal length of element for each mode of study	12 weeks
10. Maximum length of element for each mode of study	See Programme Specification for Brunel programme of which this element forms part
11. Programme Intakes	January May September for the following Programmes only: <ul style="list-style-type: none"> • MSc Marketing • MSc Management • MSc Human Resource Management • MSc Human Resources & Employment Relations • MSc Business Intelligence and Digital Marketing • MSc Accounting and Business Management • MBA • MSc Artificial Intelligence Strategy
12. Modes of study	F/T

13. Modes of delivery	Standard
14. N/A	N/A
15. N/A	N/A
16. JACS code	In line with Brunel University London programme
17. LBIC-related Route Code(s)	N500PNVMKT: MSc Marketing N120PNVINTBS: MSc International Business N200PNVMGT: MSc Management N600PNVHRM: MSc Human Resource Management N600PNVHRER: MSc Human Resources & Employment Relations N290PCORBRM: MSc Corporate Brand Management N290PNVGSCM: MSc Global Supply Chain Management N100PBUSINDM: MSc Business Intelligence and Digital Marketing N400PNVABM: MSc Accounting and Business Management N200PNVMBA: MBA TBC: MSc Artificial Intelligence Strategy
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education which includes the English Framework for Higher Education Qualifications within Part A on Setting and Maintaining Academic Standards Most recent QAA Subject Benchmark Statement- Business and Management Brunel 2030
19. Admission Requirements/pre-requisites for the programme element	See https://www.lbic.navitas.com/academic-requirements for standard entry requirements. English Language entry requirements: minimum of IELTS 6.0 (with 5.5 minimum in each component part) or equivalent.
20. Other relevant information	The programme element is compliant with both the generic assessment regulations of Navitas UK and those more specifically of the College and Brunel University, see Senate Regulations 3 and 4.
21. Any departure from relevant regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	None
22. Further information about study with LBIC can be found from the LBIC website.	https://www.lbic.navitas.com/

23. EDUCATIONAL AIMS OF THE PROGRAMME ELEMENT

The educational aims of the programme element are to:

1. Develop in students fundamental knowledge and understanding of business and its internal and external operating processes, inclusive of planning and strategy, growth, marketing, products/services, finance and accounting systems, information systems, and the management and development of human resource within organisations.
2. Develop in students an appreciation and desire to learn based on competent intellectual and practical skills that build to a set of transferable skills that will support them in all aspects of their onward academic studies/careers and support their decision making in an informed manner.
3. Ensure that students have attained the prescribed level of inter-disciplinary language competence.
4. Prepare students for postgraduate study to meet the required academic standards.

24. LEARNING OUTCOMES

The programme element provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive

(thinking) skills (C) and other skills and attributes (S) in the following areas:

Level	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
Pre Master	K	Demonstrate understanding of the theories, applications and models of management	-	-	NM4602
Pre Master	K	Demonstrate understanding of organisational structure and business environment	-	-	NM4602
Pre Master	K	Demonstrate understanding of managing uncertainty and complexity in a business environment	-	-	NM4602
Pre Master	K	Demonstrate understanding of contemporary issues in business such as ethics, social responsibility and transparency.	-	-	NM4602
Pre Master	K	Define and critically assess arguments and evidence from a range of academic sources	-	-	NV4604
Pre Master	K	Recall and explain approaches to effective critical reading at postgraduate level	-	-	NV4604
Pre Master	K	Select, synthesise and critically assess information from a variety of written sources to reach informed conclusions	-	-	NV4604
Pre Master	K	Define the basis of knowledge and the problems of knowing	-	-	NV4608
Pre Master	K	Describe key research concepts and critically compare various research methodologies	-	-	NV4608
Pre Master	K	Demonstrate understanding of research methods and methodologies	-	-	NV4608
Pre Master	K	Identify and explain ethical considerations and their application to and impact on research	-	-	NV4608
Pre Master	K	Demonstrate the ability to undertake all the key activities involved when producing a written piece of work for submission at postgraduate level	-	-	All
Pre Master	C	Analyse multifaceted management problems using appropriate methods	-	-	NM4602
Pre Master	C	Plan, construct and deliver effective arguments.	-	-	NV4604
Pre Master	C	Demonstrate a critical approach to knowledge acquisition commensurate with postgraduate level study	-	-	NV4607
Pre Master	C	Demonstrate ability to identify and critically review appropriate academic literature	-	-	NV4608
Pre Master	C	Evaluate capabilities when involved with research and writing	-	-	NV4607 NV4608 NV4604
Pre Master	S	Source, read, assimilate, evaluate, utilise and reference any literature relevant to the topic	-	-	All
Pre Master	S	Plan and execute in a competent manner, oral and written works appropriate to the discipline and level being studied	-	-	All
Pre Master	S	Collect, record, collate and analyse data using established techniques where applicable, on an individual and a group scenario	-	-	All
Pre Master	S	Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate	-	-	All

		manner to identify and determine key facts/themes and relevancy.			
Pre Master	S	Apply basic research and referencing techniques to all aspects of study, information collation, information presentation and formulation of academic opinion.	-	-	All

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

Lecture, Seminars/Workshops and Tutorials

Lecture

- Purpose: - To deliver basic module material.
- Structure: Teaching is interactive with opportunities for individual and group formative exercises. Teaching rooms will have access to electronic/online resources to support the lecture.

Seminar/workshop

- Purpose: To develop team work skills and confidence by giving constructive feedback to fellow students.
- Structure: Sessions are normally conducted according to preparation for specific topics and provide a collegiate atmosphere to encourage students to interact with class members building their class, or 'team', knowledge and skills.

Tutorial

- Purpose: To enable one to one dialogue and feedback
- Structure: Appropriate number of 10 minute tutorial slots arranged with each student as part of the teaching hours

Self-directed study

Each student is expected to undertake a minimum number of hours in individual study per week in order to support and build the skills, knowledge and understanding presented in each lecture and seminar groups. It is expected that students will increase the number of individual study hours as they approach summative assessment events. The ability for students to expand their learning by creating effective self-directed study patterns is a transferable skill deemed fundamental to further academic success as well as a key time-management tool.

All students have access to Brunel University Library which supports learners through a range of services. The library is well stocked with books and journals and citation indexes for researching further primary and secondary sources. There are also bookable group study rooms and access to specialist Librarians who can help with any enquiries.

All students have access to University ASK services through the University Library and academic English support (as requested) through IPLC.

Electronic journals and electronic books are available through the Brunel University's e-resources gateway. As appropriate, students can access Black Board, the University Virtual Learning environment.

All students are provided with access to a range of on line resources through the college student portal/learning environment.

Teaching and learning methods

A range of teaching methods are used in this module: lecture/seminar/workshop supported by a blended learning approach through the Virtual Learning Environment including the use of blogs to support learning. There will be continual interaction through classroom based formative exercises which will enable individual and small group learning opportunities.

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

Summative assessment methods are varied to ensure students have a variety of learning opportunities throughout their programme. These will include: individual coursework; self-reflection report; personal development plan; group and individual report; final examination; research plan and presentation.

25. Programme element structure and progression requirements (if applicable)

Programme Element Structure

Compulsory assessment block codes, titles and credit

Code	Title	Credits

Optional assessment block codes, titles and credits

Compulsory study block codes, titles and credit volume

Optional Study block codes, titles and credit volume

Compulsory modular block codes, titles and credits

Code	Title	Credits
NV4607	Interactive Learning Skills and Communication 5	15
NV4604	Critical and Creative Thinking	15
NM4602	Management Principles	15
NV4608	Research Methods	15

Optional modular block codes, titles and credits

Code	Title	Credits

Assessment and Progression Requirements

For inclusion in Programmes:

MSc Marketing
MSc International Business
MSc Management
MSc Human Resource Management
MSc Human Resources & Employment Relations
MSc Corporate Brand Management
MSc Global Supply Chain Management
MSc Business Intelligence and Digital Marketing
MSc Accounting and Business Management
MBA
MSc Artificial Intelligence Strategy

The following assessment or modular blocks are core

NV4607 Interactive Learning Skills and Communication 5
NV4604 Critical and Creative Thinking
NM4602 Management Principles
NV4608 Research Methods

Progression requirements as per Brunel University London [Senate Regulation 3](#)

NV4607 – Pass at Grade C-/50%
NV4604 – Pass at Grade C-/50%
NM4602 – Pass at Grade C-/50%
NV4608 – Pass at Grade C-/50%

Reassessment

Students will be entitled to be re-assessed in a maximum of 30 credits in total in modules for which they have failed, at the first attempt, to achieve the pass mark(s) as defined above under 'Progression requirements'; any such reassessment of a module may only be attempted on one occasion and shall be capped at the pass mark for the module as defined above under 'Progression requirements'.

Please note: this specification provides a concise summary of the main features of the programme element and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a major modification occurs.

