

PROGRAMME SPECIFICATION

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UG Programme Directory

PG Programme Directory

Award titles

Programme Title(s)

MSc Rheolaeth ac Arweinyddiaeth
MSc Management & Leadership

MSc Rheolaeth gyda Rheoli Prosiect
MSc Management with Project Management

MSc Rheolaeth gyda Rheolaeth Gofal Iechyd
MSc Management with Healthcare Management

MSc Rheolaeth gyda Rheolaeth Adnoddau Dynol
MSc Management with HR Management

MSc Rheolaeth gyda Rheolaeth Cadwyn Gyflenwi
MSc Management with Supply Chain Management

MSc Rheolaeth gyda Chyllid
MSc Management with Finance

MSc Rheolaeth gyda Seicoleg Trefniadol
MSc Management with Organisational Psychology

MSc Rheolaeth gyda Marchnata
MSc Management with Marketing

MSc Rheolaeth gyda Dadansoddeg Busnes
MSc Management with Business Analytics

MSc Rheolaeth gyda Busnes Rhyngwladol
MSc Management with International Business

Programme to be included in Graduation Ceremonies

Yes

Delivery period

September 2024 – September 2028

Intake points

In accordance with existing online calendar. Six intakes per year (every 8 weeks)



Regulatory details

Regulatory details
Awarding body
Wrexham University
Programme delivered by
Wrexham University North Wales Management School (WU Online) in partnership with HEP
Location of delivery
Online Delivery via Canvas
Faculty/Department
FSLS - North Wales Management School (WU Online)
Exit awards available
MSc Management & Leadership MSc Management with Project Management MSc Management with Healthcare Management MSc Management with HR Management MSc Management with Supply Chain Management MSc Management with Finance MSc Management with Organisational Psychology MSc Management with Marketing MSc Management with Business Analytics MSc Management with International Business PG Diploma Management PG Cert Management
Professional, Statutory or Regulatory Body (PSRB) accreditation
N/A This information is correct at the time of validation, please refer to the PSRB register for current accreditation status.
Please add details of any conditions that may affect accreditation (e.g. is it dependent on choices made by a student?) e.g. completion of placement.
N/A
HECoS codes
N100/100080
UCAS code
N/A
Relevant External Reference Points
<u><i>QAA subject benchmark statement/s, Characteristics Statements and PSRB accreditation guidelines</i></u> <i>QAA Subject Benchmark Statement – Master’s Degree in Business and Management, March 2023.</i> <u><i>https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-business-and-management-masters-23.pdf?sfvrsn=3570a881_18</i></u>
List the programmes that offer the Foundation Year route
N/A

Regulatory details
Mode of study
Online/distance learning part time
Normal length of study for each mode of study
PART TIME (as per existing online portfolio) - 2 years minimum duration, 4 years maximum duration
Language of study
English and Welsh
Transitional arrangements for re-validated provision if applicable
N/A – all new programmes
Repeat year students
N/A – all new programmes

OFFICE USE ONLY	
Date of validation event:	27 th June 2024
Date of approval:	29 th July 2024
Approved Validation Period:	5 years
Transitional arrangements approved (if revalidation)	<i>Enter details from section 3 following validation event confirming what arrangements are</i>
Date and type of revision:	<i>Enter the date of any subsequent revisions (Detail the type of revision made and the implementation date)</i>

Criteria for admission to the programme

Standard entry criteria

Entry requirements are in accordance with the University's admissions policy, please click on the following link for more information. [Admissions policies](#)

The University's general entry requirements are;

Qualification	Entry requirements
Foundation Year	48-72 Tariff points
Foundation Degree	48-72 Tariff points
3 year Bachelors degree	80-112 Tariff points

These figures are intended as a general guide. Each application is considered individually.

International entry qualifications are outlined on the UK National Information Centre for global qualifications and skills (UK ENIC) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English or Welsh must demonstrate English language proficiency.

European students are able to provide this evidence in a number of ways (please see [academic-entry-requirements](#) for details), including IELTS.

International students are required to provide an English Language Certificate which meets the requirements of the University (*please see [English-language-requirements](#) for details*).

Applicants will normally be expected to hold a good first honours degree (2:2 or above in any subject), or international equivalent. A non-graduate qualification, which the University deems to be of satisfactory standard for the purpose of post-graduate admission. Applicants may be a recent graduate, who has achieved their honours degree, and wishes to continue to post graduate studies to elevate their career opportunities. Where necessary, or as part of the University's policies and processes, applicants may be subject to additional selection criteria.

Non Standard entry criteria

Record of Prior (Experiential) learning

Applicants may enter the programme at various levels with Recognition of Prior Learning (RPL) or Recognition of Prior Experiential learning (RPEL) in accordance with the University General Regulations. Any programme specific restrictions are outlined below.

Applicants may RPL a maximum of 60 credits onto the MSc Management & Leadership, MSc Management with Project Management, MSc Management with Healthcare Management, MSc Management with HR Management, MSc Management with Supply Chain Management, MSc Management with Finance, MSc Management with Organisational Psychology, MSc Management with Marketing, MSc Management with Business Analytics, MSc Management with International Business

DBS Requirements

N/A

Suitability for Practice Procedure

N/A

Aims of the programme

Throughout the online programme of study there is emphasis on strategic management within a range of business and management subject areas. The programme is aimed at career entry or pre-experience learners who wish to study areas of business in-depth, allowing for an element of specialism, to ensure the professional development and competence of individuals to prepare them to be operationally effective, through a structured programme of study.

There is emphasis on the application of theory and knowledge within business situations, and the solving of complex problems where operational solutions are sought. The content of the programme therefore will have a strong theoretical basis mixed with a range of relevant applied knowledge to ensure the development of professional practice:

- Flexibility of learning through a 100% online programme of study.
- Enable learners to study a major subject programme with relevant subject area business pathways, allowing focus on aspects of wider subject areas.

- Encourage learners to develop their academic thinking skills through a range of teaching and learning strategies and techniques.
- Develop learners' critical thinking and higher-level problems solving skills that are required when conducting academic research linked to the subject areas of business and management.
- Develop the application of professional knowledge through relevant theory and research, building on professional understanding, responsibility, integrity, and ethical practices.
- Reflect on the learners' own progress and undertake independent study.
- Provide academic guidance and support in the development of research projects and extended pieces of research and other scholarly outputs within the learners' chosen areas of pathway specialism.
- Equip learners with a range of techniques and methods applicable to professional activities and skills, as a means of enhancing future employment prospects through the evidencing of originality and creative thinking, making sound judgements in the absence of complete data.
- Support effective communication and exercise initiative, self-direction and autonomy.

Distinctive features of the programme

The Online MSc is a part time programme delivered 100% online and will have modular delivery pattern including modules of 15 credits. The delivery pattern follows the Carousel Model and encompasses a framework of nine taught 15 credit modules (135 credits) which will be six core modules (90 credits), two specialist pathway modules (30 credits) and one research methods module (15 credits). Further, the programme is made up of one literature review module (15 credits), and one dissertation module (30 credits). This programme equates to 180 credits, with the research methods, literature review and dissertation modules adding to 60 credits.

This learning programme offers distinct levels of support for learners, and flexibility throughout the duration of study. The Carousel feature enables learners the opportunity to 'hop off' modules which learners take a short break from studies and as well as an opportunity to work at their own pace, before 'hopping back on' to the programme.

The programme runs across the year, with a carousel of modules. While the carousel will present a structured pattern of module delivery, learners may not always study the modules in order of the carousel if they decide to 'hop off' the carousel at any point but will pick up the next available module when they re-join.

The programme itself enables learners to develop their own individual profiles by ensuring there are comprehensive opportunities for learners to analyse contemporary business situations, provide academic and professional judgement, application and solutions to real business problems, and reflect on own learning and development through models and frameworks, developing distinct areas of knowledge, skills and mindset traits which contribute to effective performance at mid-management, strategy and operations.

Specialism-wise there is a strong mix of business oriented subject areas, drawing on both traditional and contemporary business functions which form the foundations for global business competition and growth. These include management and leadership, marketing, finance, HR, healthcare, psychology of leadership, project management, supply chain management, international business and business analytics. This culminates in a subject specific research dissertation/project presented within an academic framework of effective methods of critical review, research objectives, results, and conclusions.

As an online programme, digital learning and technologies are key to the learning pedagogies, utilising the programme's virtual learning environment (Canvas) throughout the programme delivery. This enables access to tutor support, asynchronous materials and learning approaches to be readily available to learners at times convenient to them, as well as enabling opportunities for learners to revisit learning content at any time, if needed, supporting the independent aspect of their learning journey.

Credit Accumulation and exit awards

For all MSc routes the following applies:

Exit Awards

The PG Certificate Management is an exit award available for learners who have completed 60 credits at Level 7, and who are unable, or choose not to continue the programme.

The PG Diploma Management is an exit award available for learners who have completed 120 credits at Level 7 and who are unable, or choose not to continue the programme:

The PG Diploma MSc for all the following programme pathways are exit awards for students who have completed 120 credits at Level 7 and who are unable, or choose not to continue the programme:

A full degree MSc for all the following programme pathways are exit awards for students who have completed 180 credits at Level 7, those being made up of 135 taught modules (core and pathway specialism), 15 credits research methods, and 30 credit research dissertation project:

- MSc Management and Leadership
- MSc Project Management
- MSc Healthcare Management
- MSc Human Resource Management
- MSc Supply Chain Management
- MSc Finance
- MSc Organisational Psychology
- MSc Marketing
- MSc Business Analytics
- MSc International Business

Programme Structure Diagram, including delivery schedule

Part-time delivery

Carousel and Module Delivery Structure: Students will study 6 core modules, before moving to their specialisms, followed by their research and dissertation modules. This will also be the model of the carousel structure/ delivery.



Indicative carousel timetable (please note this may be subject to change):

November 24	January 25	March 25	May 25	June (end) 25	Sept 25
ONLM701 Leadership & Organisational Behaviour	ONLM702 Marketing Management	ONLM703 Business Strategy	Subject Pathway 1	Subject Pathway 2	ONLM706 Economics for Manager

November 25	January 26	March 26	May 26	June (end) 25
ONLM704 Finance for Managers	ONLM705 Operations Management	ONLM709 Research Methods for Business and Management	ONLM710 Literature Review	ONLM711 Dissertation

To support students who may hop off there will be a second carousel to make it flexible for learners to rejoin without having to wait a long time for their modules to come around.

Programme Staffing:

Staffing of this programme will be considered within the business school WAM allocation in the first instance as well as module leadership, as a way of reducing sessional lecturer costs, and enhancing continuous programme quality. There will be some instances where sessionals will be required for pathway specialisms. If student numbers increase significantly, it may be the case that sessional lecturers are required; however, this will be monitored.

Module Title	Core	Level	Existing Module Code or 'New'	Credit Value	Semester of delivery	Possible Welsh element within module
Core Taught Modules						
ONLM701 Leadership & Organisational Behaviour	Core	7	New	15	Carousel	Y
ONLM702 Marketing Management	Core	7	New	15	Carousel	Y
ONLM703 Business Strategy	Core	7	New	15	Carousel	Y
ONLM704 Finance for Managers	Core	7	New	15	Carousel	Y
ONLM705 Operations Management	Core	7	New	15	Carousel	Y
ONLM706 Economics for Managers	Core	7	New	15	Carousel	Y
ONLM709 Research Methods for Business and Management	Core	7	New	15	Carousel	Y
Pathway 1 - MSc Management & Leadership						
ONLM707 Strategic Decision Making for Managers	Pathway	7	New	15	Carousel	Y
ONLM708 Diversity and Employee Engagement	Pathway	7	New	15	Carousel	Y
Pathway 2 – MSc Project Management						
ONLM712 Project Leadership and Communication	Pathway	7	New	15	Carousel	Y
ONLM713 Project Planning, Execution & Quality Control	Pathway	7	New	15	Carousel	Y
Pathway 3 - MSc Healthcare Management						
ONLM714 Quality Management	Pathway	7	New	15	Carousel	Y
ONLM715 Healthcare Leadership and Administration	Pathway	7	New	15	Carousel	Y
Pathway 4 - MSc HR Management						
ONLM716 Strategic Human Resource Management	Pathway	7	New	15	Carousel	Y
ONLM717 Organisational Change and Development	Pathway	7	New	15	Carousel	Y

Pathway 5 - MSc Supply Chain Management						
ONLM718 Supply Chain Management	Pathway	7	New	15	Carousel	Y
ONLM719 Supply Chain Logistics	Pathway	7	New	15	Carousel	Y
Pathway 6 – MSc Finance						
ONLM720 Financial Accounting and Analysis	Pathway	7	New	15	Carousel	Y
ONLM721 Corporate Finance	Pathway	7	New	15	Carousel	Y
Pathway 7 – MSc Organisational Psychology						
ONLM722 Psychology of Leadership	Pathway	7	New	15	Carousel	Y
ONLM723 Effective Workplace Training and Coaching	Pathway	7	New	15	Carousel	Y
Pathway 8 – MSc Marketing						
ONLM724 Integrated Marketing and Communications Strategy	Pathway	7	New	15	Carousel	Y
ONLM725 Brand Management	Pathway	7	New	15	Carousel	Y
Pathway 9 – MSc Business Analytics						
ONLM726 Applied Data Analytics for Decision Making	Pathway	7	New	15	Carousel	Y
ONLM727 Business Intelligence & Visualisation Tools	Pathway	7	New	15	Carousel	Y
Pathway 10 – MSc International Business						
ONLM728 Global Strategic Management	Pathway	7	New	15	Carousel	Y
ONLM729 Global Marketing	Pathway	7	New	15	Carousel	Y
Dissertation / Project						
ONLM710 Literature review	Core	7	Existing	15	Carousel	Y
ONLM711 Dissertation	Core	7	Existing	30	Carousel	Y

Intended learning outcomes of the programme

Knowledge and Understanding

	Level 7
A1	Demonstrate a critical appreciation of concepts, principles and theories related to business strategies and a range of applications.
A2	Evaluate the contribution to which roles and interactions contribute to a successful, contemporise organisation.
A3	Establish the principles of management decision making and the ways in which they contribute to business efficiency, growth and development.
A4	Demonstrate critical understanding and application of data and the key concepts of knowledge within the core and pathway subject areas, recognising the value and significance of metrics, analysis and good practice within the growing digital landscape.

Intellectual Skills

	Level 7
B1	Apply critical understanding of management within a global business context, including the analysis of models, theory and their application.
B2	Demonstrate a critical understanding and application of business theory and the context within which management is conducted.
B3	Contextualise understanding of the inter-relational functions within the national and/or international strategic and operational aspects of commercial drive within business and the business environment.
B4	Present insights and problem-solving techniques to existing and new challenges that face international business and management, taking account relevant academic literature and other sources of information.
B5	Synthesize relevant critical thinking through an independent and original research project using theory and techniques within a business context.

Subject Skills

	Level 7
C1	Apply relevant communication channels, methods and tools throughout business and management situations, to seek collaborative and insights-focused information for decision-making across a range of complex management issues.
C2	Interpret management information systems and data metrics for management decision-making
C3	Demonstrate ethical and corporate social responsibility across business functions.

	Level 7
C4	Demonstrate subject appropriate research and knowledge, which proposes higher level critical thinking, problem solving and solutions within a contemporary business and ethical context.
C5	Communicate complex ideas verbally and in writing, with a high level of fluency and academic expertise.

Practical, Professional and Employability Skills

	Level 7
D1	Demonstrate critical awareness of ethics and social responsibility within the management function.
D2	Apply independent learning, utilising a range of University resources and other methods and tools.
D3	Demonstrate continuous professional development through research, independent study, engagement with learning materials, activities and assessments.
D4	Demonstrate knowledge and understanding of business operations and management of functions, that articulate knowledge and understanding of strategic and operational impact within business nationally and globally
D5	Work independently, making decisions in complex situations, with self-direction and self-management to achieve their own personal and professional goals.

Intended Individual Programme Learning Outcomes

MSc Management & Leadership	
Cert PG Dip MSc	<p>Evidence of leadership skills, including the ability to communicate effectively, inspire others, and create a vision for their organisations (knowledge and understanding).</p> <p>Utilise data analytics to inform decision-making, measure performance, and identify areas for improvement (intellectual skills).</p> <p>Evidence of leading organisational change and development processes including change management, team building, and conflict resolution (subject skills)</p>

	Demonstrate a diverse and inclusive workplace that fosters employee engagement, retention, and satisfaction (practical, professional and employability skills).
PG Dip MSc	<p>Demonstrate a systematic understanding of knowledge and a critical awareness of current problems and insight informed by the forefront of the disciplines of management and leadership (knowledge and understanding).</p> <p>Present judgement in relation to social and ethical issues and practice (intellectual skills).</p> <p>Exercise initiative, personal responsibility and the ability for independent learning required for continuing professional development (subject skills).</p> <p>Demonstrate the ability to lead and manage in complex and unpredictable situations and the ability to influence and make decisions (practical, professional and employability skills).</p>
MSc	Construct and demonstrate self-directed research project and evidence advanced originality of research within management and leadership, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).

MSc Management with Project Management	
Cert PG Dip MSc	<p>Effectively use project management principles, tools, and techniques, including project planning, execution, quality control, and risk management (knowledge and understanding).</p> <p>Develop and manage project resources, including personnel, budgets, and timelines, as well as optimize project processes for maximum efficiency and effectiveness (intellectual skills).</p> <p>Apply relevant business principles to maximize project efficiency including financial forecasting, budgeting, and cost analysis (subject skills)</p> <p>Evidence of leadership of project teams and communicate with stakeholders, including project sponsors, clients, and team members (practical, professional and employability).</p>

PG Dip MSc	<p>Demonstrate evidence of critical application and understanding of project management principles, tools, and techniques and their role within a business context (knowledge and understanding).</p> <p>Evidence of subject processes and methods and associated academic theory to inform and achieve defined outcomes (intellectual skills).</p> <p>Demonstrate ethical responsibility and sustainability within the project management profession, making the best possible resource choices for long term business success. (subject skills).</p> <p>Evidence project management strategies and techniques and demonstrate how these are utilised to successfully lead and optimize project processes for maximum efficiency and effectiveness (practical, professional and employability skills).</p>
MSc	<p>Construct and demonstrate self-directed research project and evidence advanced originality of research within management and project management, demonstrating a variety or research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).</p>

MSc Management with Healthcare Management	
Cert PG Dip MSc	<p>Demonstrate application of current and emerging challenges to health and health services (knowledge and understanding).</p> <p>Formulate a holistic and ethical healthcare strategy based on critical research within the global landscape (intellectual skills)</p> <p>Evidence and promotion of innovative solutions to problems, by forming research questions and appropriate strategies (subject skills).</p> <p>Demonstrate an in-depth understanding of the healthcare economy, and its effects on the global political environment, market reforms, investments and policy making (practical, professional and employability skills).</p>
PG Dip MSc	<p>Demonstrate comprehensive understanding of theories and concepts involving change and ability to apply these to new problems and scenarios in health services and deliveries (knowledge and understanding).</p>

	<p>Critically evaluate research and enquiry methodologies to develop skills to identify approaches to new or complex challenges and uncertainties that can affect organisations (intellectual skills).</p> <p>Demonstrate effective administrative, management, leadership skills as managers of change in complex and changing organisations (subject skills).</p> <p>Synthesize strategic discourse with operational structures thereby forming strong links between theory and practice (practical, professional and employability skills).</p>
MSc	<p>Construct and demonstrate self-directed research project and evidence advanced originality of research within management and healthcare management, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).</p>

MSc Management with HR Management	
Cert PG Dip MSc	<p>Demonstrate Human Resource Management in the wider context of business and management both systematically and creatively (knowledge and understanding).</p> <p>Evidence of theoretical and conceptual models of International Human Resource Management and demonstrate how this impacts the wider business environment (intellectual skills).</p> <p>Evidence understanding of the broader contextual issues of changing organisational contexts (subject skills).</p> <p>To ensure students develop an awareness of the importance of ethical impact and equality of opportunity and diversity within a business context (practical, professional and employability skills).</p>
PG Dip MSc	<p>Demonstrate critical knowledge regarding human resource management and associated areas of study within individual and team-based activities (knowledge and understanding).</p> <p>Evidence problem solving skills and techniques in a range of situations and consider the views of others openly, and to be sensitive to the culture, business and practices of others (intellectual skills).</p>

	<p>Demonstrate subject appropriate research and application of theory, which proposes higher level critical thinking, sound judgement and solutions across workforce related limitations, utilising good practice and ethical and cultural approaches (subject skills).</p> <p>Demonstrate effective and critical collaboration with others in the learning process and to undertake intellectual debate within business, management and HR functions (practical, professional and employability skills).</p>
MSc	<p>Construct and demonstrate self-directed research project and evidence advanced originality of research within management and human resource management, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).</p>

MSc Management with Supply Chain Management	
<p>Cert PG Dip MSc</p>	<p>Demonstrate advanced knowledge of logistics and supply chain management, including in an international context (knowledge and understanding).</p> <p>Communicate ideas effectively and succinctly to a professional audience (intellectual skills).</p> <p>Identify and manage issues pertaining to the supply chain in an ethical and sustainable manner (subject skills).</p> <p>Analyse and synthesise both intrinsic and external factors affecting business situations, especially those related to logistics and supply chain management (practical, professional and employability skills).</p>
<p>PG Dip MSc</p>	<p>Demonstrate a systematic understanding of relevant business functions across national and international boundaries within the context of supply chain management (knowledge and understanding).</p> <p>Identify and manage issues pertaining to the supply chain in an ethical and sustainable manner, with a view to ensuring that supply chain management underpins business sustainability and corporate social responsibility (intellectual skills).</p> <p>Synthesise and apply the necessary knowledge with tools in order to formulate decisions in the area of logistics and supply chain management (subject skills).</p>

	Analyse and synthesise both intrinsic and external factors affecting business situations, especially those related to logistics and supply chain management (practical, professional and employability skills).
MSc	Construct and demonstrate self-directed research project and evidence advanced originality of research within management and supply chain management, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).

MSc Management with Finance	
Cert PG Dip MSc	<p>Demonstrate strategies for new business ventures, including identifying opportunities, evaluating risks, and securing funding (knowledge and understanding).</p> <p>Evidence the principles of capital budgeting, risk management, and financial analysis to make sound strategic financial decisions for business (intellectual skills).</p> <p>Demonstrate application of the regulations and laws governing global financial markets and how they affect businesses operating across borders (subject skills).</p> <p>Utilize financial analysis and other data and research to make strategic and operational decisions (practical, professional and employability skills).</p>
PG Dip MSc	<p>Demonstrate knowledge of financial statements and other data and research to evaluate organisational financial health and support strategic organisational decision-making (knowledge and understanding).</p> <p>Demonstrate critical awareness of current issues surrounding financial markets informed by research (intellectual skills).</p> <p>Identify the inter-relational functions within the strategic and operational aspects of finance evidencing wider commercial impact within business and the business environment (subject skills).</p> <p>Learn from a wide range of sources including journal articles and demonstrate application of information within the context of corporate ethical and social responsibility (practical, professional and employability skills).</p>

MSc	Construct and demonstrate self-directed research project and evidence advanced originality of research within management and finance management, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).

MSc Management with Organisational Psychology	
Cert PG Dip MSc	<p>Evidence critical application of knowledge and understanding in the practice of organisational psychology and it's impact in the workplace (knowledge and understanding)</p> <p>Ability to reflect critically and constructively upon own professional, intellectual and personal development within the context of organisational psychology training (intellectual skills).</p> <p>Ability to integrate and synthesise information from diverse sources (subject skills).</p> <p>Demonstrate ethical and sustainable evidence of the use of organisational psychology and it impact on the organisation (practical, professional and employability skills).</p>
PG Dip MSc	<p>Evidence sound understanding and knowledge within organisational psychology and its application within a business context (knowledge and understanding).</p> <p>Demonstrate problem solving skills in a range of situations, considering needs within a organisation, people and environmental context, and be sensitive to the culture, business and management practices of others (intellectual skills).</p> <p>Demonstrate the skills required to interpret, evaluate, synthesise, and critically analyse information from a range of sources within an organisational psychology context (subject skills).</p> <p>Demonstrate scrutiny, analysis and evaluation of current ethical and other business issues which may impact organisations and their people both positively and adversely (practical, professional and employability).</p>
MSc	Construct and demonstrate self-directed research project and evidence advanced originality of research within management and organisational psychology, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data,

	qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).
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MSc Management with Marketing	
Cert PG Dip MSc	<p>Demonstrate a strong understanding of the unique challenges and opportunities involved in global marketing, including cultural differences, legal requirements, and market trends (knowledge and understanding).</p> <p>Evidence the impact of effective brand strategy alignment with business goals and data based on brand management principles (intellectual skills).</p> <p>Demonstrate marketing communication strategies that effectively create a cohesive message and reach target audiences (subject skills).</p> <p>Utilise marketing analytics tools and techniques to measure the effectiveness of marketing campaigns, Analyse consumer behaviour, and identify opportunities for improvement (practical, professional and employability).</p>
PG Dip MSc	<p>Demonstrate knowledge on the key areas of marketing and the application of marketing analytics within a business context (knowledge and understanding).</p> <p>Apply and critically assess a wide range of digital marketing, social media and data analytics theories and relevant techniques in each subject area (intellectual skills).</p> <p>Demonstrate critical application of Marketing Communications issues and how Marketers define and solve problems (subject skills).</p> <p>Employ marketing communications tools and techniques, and utilise these for decision-making and other campaigns within an organisation (practical, professional and employability)</p>
MSc	Construct and demonstrate self-directed research project and evidence advanced originality of research within management and marketing, demonstrating a variety or research techniques, enquiry and methodologies in quantitative data, qualitative data

	or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).
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MSc Management with Business Analytics	
Cert PG Dip MSc	<p>Demonstrate use of data for decision-making using various data analytics techniques to extract insights from data and make informed decisions (knowledge and understanding).</p> <p>Evidence use of various BI and visualization tools to represent complex data in easy-to-understand formats for decision-makers (intellectual skills).</p> <p>Design, develop, and manage complex databases to efficiently store and retrieve large volumes of data (subject skills).</p> <p>Demonstrate ethical impact and consideration within data analytics (practical, professional and employability skills).</p>
PG Dip MSc	<p>Demonstrate capability in the use of spreadsheets, databases, data analytics technologies and tools, statistical analysis software to analyse and evaluate different types of data (knowledge and understanding).</p> <p>Demonstrate a critical understanding and application of relevant business theory within the context of data analytics and its function within which management is performed (intellectual skills).</p> <p>Apply relevant communication channels, methods and tools when presenting insights-focused information for decision-making and solutions across a range of complex management issues (subject skills).</p> <p>Apply data analytics, statistics and forecasting techniques and tools to support organisational decision making and ensuring corporate social responsibility is underpinned when presenting information (practical, professional and employability)</p>
MSc	<p>Construct and demonstrate self-directed research project and evidence advanced originality of research within management and business analytics, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).</p>

MSc Management with International Business	
Cert PG Dip MSc	<p>Evidence knowledge of a range of business and management issues and problem-solving techniques within an international context (knowledge and understanding).</p> <p>Evidence knowledge of international business issues and justify viable strategic solutions, drawing on relevant theories and practice (intellectual skills).</p> <p>Investigate management ideas and rationales in the context of international cultural perspectives and global business practices (subject skills)</p> <p>Critical evaluation of complex and uncertain business environments through the consideration of ethical dilemmas including global sustainability (practical, professional and employability).</p>
PG Dip MSc	<p>Evidence international business knowledge within an international context, demonstrating knowledge of the international, multi-cultural and global nature of business disciplines (knowledge and understanding).</p> <p>Demonstrate critical understanding and theoretical knowledge of contemporary business issues, presenting solutions across boundaries (intellectual skills).</p> <p>Apply a critical lens to theories, models and tools and Interpret management information systems and data metrics for management decision-making to improve international business functions (subject skills).</p> <p>Demonstrate sustainable business practices and operations in an international context synthesising a variety of academic and professional sources (practical, professional and employability).</p>
MSc	<p>Construct and demonstrate self-directed research project and evidence advanced originality of research within management and international business, demonstrating a variety of research techniques, enquiry and methodologies in quantitative data, qualitative data or a mixed approach, and to form judgement, critical observation and intended outcomes (intellectual skills, subject skills, practical, professional and employability skills).</p>

Learning and teaching strategy

As this programme is being delivered 100% online via Canvas VLE to students who will work at a distance, it is important to provide a learning experience that suits the students' study context. In addition, it will also have to be taken into consideration the fact that online distance learning (DL) students in part time study are typically professionals in early-stage often full-time employment, who have busy work and home lives and hence are time-poor, tending to be strategic in approaching their studies.

In view of these expectations, the learning and teaching approach has the following characteristics. Each 15-credit module is broken into 7 study weeks, with a further week for completion of final assessment. Each week is treated as a distinct learning portion, with separate content presentation and deadlines for the completion of learning activities. The structured integration of knowledge, presentation, content and practice activities is provided in order for the students to have the opportunity to investigate and apply the learning content as well as demonstrate their level of progress through the use of the VLE tools, such as discussion boards and quizzes. Sections of content, with associated activities, are used in order to make the modules accessible and digestible, and to enable the students to demonstrate their progress and acquisition of knowledge and skills. Similarly, this provides opportunities for the module leader and tutors to provide feedback, support and intervention where required. Knowledge and understanding are developed through the use of a variety of content presentation methods, such as online videos, narrated presentation (micro-lectures), text content written by the module leader, hyperlinked web content, digital reading resources, and the students' own research and collaboration.

The aim is to use a variety of these methods to assist the students to remain engaged. Skills development is facilitated using a variety of learning activities, presented through the VLE. Online forums will be used for discursive and collaborative tasks and students may be asked to work together in whole-class or small group activities. Students will carry out research, reflect on their own professional practice, collaborate on the development of reports and presentations, and carry out practice activities appropriate to the module topic.

The use of the online tools for the students to discuss or record their results allows for the module leader and online tutors to see the progress the students are making and to provide constructive feedback. Training support for the use of any required digital tools can be provided. All of these activities will be planned, so that they constructively align with the module and weekly learning outcomes, as well as formative and summative assessment tasks, to ensure their efficacy in enabling the students to achieve the outcomes. The learners' application of their learning and theories presented in the modules is crucial for their successful completion of the programme, and the collaborative tasks planned into the weekly structure provide plenty of opportunity for learners to collaborate and effectively share knowledge and learning with their classmates. This collaboration also provides an excellent opportunity for internationalisation of the teaching content, as it is anticipated that the programme will recruit globally.

Learning and teaching undergoes a change in style at the research project stage. Specialist group supervision is provided to support the student through the various research project stages which make up the submission and work within the confines of the research design and question.

In accordance with sound educational research and current good practice, the programme will be delivered and assessed through a broad range of methods, reflecting the distinctive features of the programme, providing learning opportunities in a supportive environment to ensure knowledge transfer is affected. Regular communication will be scheduled in the form

of programme meetings to share best practice and engage in reflective practice from an individual perspective and contribute views for improvement.

The Wrexham University Skills Framework

At Wrexham University we aim to help students develop and enhance key employability skills and capabilities during their study. There are three key areas with different attributes, attitudes and skillsets and the aim is to help students have the opportunity to enhance and develop skills such as resilience, adaptability, confidence, team working, emotional intelligence and communication, creativity and acting ethically and sustainably. Programmes are designed to enable students to develop and enhance these skills via module content, module learning outcomes and assessment opportunities. Each module will help provide different opportunities for developing and enhancing these capabilities.

The programme has been designed using an Employability Level Descriptor in collaboration with the Careers and Employability team. The Employability Level Descriptor document is reviewed as part of validation and following approval will be published in the student programme handbook.

The Careers and Employability team are available to provide additional careers education activities for all programmes as well as individualised information, advice and guidance. Learners gain access to self-directed learning resources by logging into our [careers portal](#). Here students can book professional careers guidance appointments and make employment and volunteering applications and learn to build and develop their CV and applications.

Work based/placement learning statement

N/A

Welsh medium provision

The Online MSc will have the facility to deliver through the medium of Welsh and English. Modules are available through the medium of Welsh, and learners who choose to learn and submit their assignments through the medium of Welsh will be able to do so.

As this is a new programme, the team is keen to develop a bilingual culture, through ensuring learners are aware of opportunities to learn through the medium of Welsh. Module content is already available in Welsh, and the programme leader is seeking a team within the business school to ensure this is supported with documents such as bilingual handbooks. There is already a member of academic team who has previously supported learners through the medium of Welsh, including assessment feedback.

Part of ensuring the Welsh culture is embedded into this programme from the beginning is to build networks and utilise resources such as Coleg Cymraeg Cenedlaethol. The programme team will seek to develop a commitment where we are able to support via conversations and will continue discussions with our HEP partners to identify how the bilingual marketing of this programme can be facilitated.

Assessment strategy

The aim of this strategy is to make best use of assessment practices that similarly meet the needs of learners in this context. The nature of the assessment tasks will be derived through a process of constructively aligning these with the learning outcomes and learning activities for the module and will be designed to ensure coverage. When students are working at a distance, it is critical to ensure that they are demonstrating progress through the submission of work in the VLE. This method of learning lends itself well to smaller submissions are more achievable in the working week. Lectures are structured to scaffold student learning through guided instruction, practice, feedback, and assessment. Modules include both formative and summative assessment.

The assessment structure will be two summative assessments, for core and pathway modules. For research methods, the assessment structure will be three summative assessments, and for literature review and dissertation there will be one 100% submission per module.

Students will have an eighth week to submit their final assignment before moving on to the next module. Students completing their dissertation will have a sixteenth week to submit the final work. Methods that will facilitate this include accumulative report writing or case studies, portfolios of work, or assessments that build directly on the previous submission and its feedback. Grading and feedback will be provided ahead of any next assessment for each module, unless otherwise stated by the programme leader/principal lecturer/associate dean.

Assessment methods will be varied to include formats such as online quizzes, reports and essays, case studies, projects, portfolios of work, reflective statements and reflective portfolios, strategic plans, presentations and journals. There will be a mixture of individual and group-work activities. Formative assessment tasks will be provided in the modules to further allow students to demonstrate their progression and gain feedback on their work. In addition, the assessment schedule of the programme considers the dual needs of assessment for learning and assessment of learning. The strategy is to provide a sequence and variety of assessment tasks to reflect the modular learning outcomes which contribute towards the achievement of the award. Assessments are written in a manner which incorporates subject specific theory and content together with consideration of professional practice and educational scholarship based on current scenarios, where applicable. Each assessment pack includes the standard Masters level marking criteria as a foundation for consistency and provides clarity with regard to the subsequent academic judgements. Feedback provision will be in accordance with current policies and practices in place throughout the University to support ongoing progression and development. Up to date details are provided in the Programme Handbook. All assessments are subject to inclusion in current quality practices which include second marking of a satisfactory sample and external examiner scrutiny. The following pages contain details of indicative assessment types, which will be a varied mix of assessment types. More specific detail can be found in the module specification, and of modules to be delivered on the carousel model.

The assessment type and weighting (below) has been structured to take account of previous student feedback from the Online MBA. Due to the fast-paced nature of this programme, student have previously found it challenging to adjust where module weightings have differed. The standardising of weighting across all modules will mean students will know ahead of each module what their assignment weighting will be, and can plan for this accordingly.

Module code & title	Assessment type and weighting	Indicative submission date
ONLM701 Leadership & Organisational Behaviour	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM702 Marketing Management	40% Presentation 60% Written Assignment	Week 3 Week 8
ONLM703 Business Strategy	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM704 Finance for Managers	40% In-class Test 60% Written Assignment	Week 3 Week 8
ONLM705 Operations Management	40% Presentation 60% Portfolio	Week 3 Week 8
ONLM706 Economics for Managers	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM707 Strategic Decision Making for Managers	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM708 Diversity and Employee Engagement	40% Presentation 60% Written Assignment	Week 3 Week 8
ONLM712 Project Leadership and Communication	40% Written Assignment 60% Portfolio	Week 3 Week 8
ONLM713 Project Planning, Execution & Quality Control	40% Written Assignment 60% Portfolio	Week 3 Week 8
ONLM714 Quality Management	40% Written Assignment 60% Portfolio	Week 3 Week 8
ONLM715 Healthcare Leadership and Administration	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM716 Strategic Human Resource Management	40% Presentation 60% Written Assignment	Week 3 Week 8
ONL717 Organisational Change and Development	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM718 Supply Chain Management	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM719 Supply Chain Logistics	40% Presentation 60% Written Assignment	Week 3 Week 8
ONLM720 Financial Accounting and Analysis	40% Presentation 60% Written Assignment	Week 3 Week 8

Module code & title	Assessment type and weighting	Indicative submission date
ONLM721 Corporate Finance	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM722 Psychology of Leadership	40% Presentation 60% Coursework	Week 3 Week 8
ONLM723 Effective Workplace Training and Coaching	40% Written Assignment 60% Portfolio	Week 8
ONLM724 Integrated Marketing and Communications Strategy	40% Presentation 60% Portfolio	Week 3 Week 8
ONLM725 Brand Management	40% Presentation 60% Written Assignment	Week 3 Week 8
ONLM726 Applied Data Analytics for Decision Making	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM727 Business Intelligence & Visualisation Tools	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM728 Global Strategic Management	40% Presentation 60% Portfolio	Week 3 Week 8
ONLM729 Global Marketing	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM709 Research Methods for Business and Management	40% Written Assignment 60% Written Assignment	Week 3 Week 8
ONLM710 Literature review	100% Written Assignment	Week 8
ONLM711 Dissertation	100% Written Assignment	Week 16

Assessment and award regulations

Derogations

N/A

Non Credit Bearing assessment

N/A

Borderline Classifications (Undergraduate programmes)

N/A

Restrictions for trailing modules (Taught Masters)

There are no restrictions for trailing modules.

Accreditation

NA

Quality Management

All provision is expected to comply with the University processes for quality assurance, the QAA Quality Code and any specific PSRB requirements to ensure the quality of the learning and teaching on the programme. The University uses the following mechanisms to help evaluate, enhance and review programmes delivery:

Student Evaluation of Module Questionnaire
Student Voice Forum
Individual student feedback
Student representatives
Continuous Programme Monitoring and Enhancement reports
Periodic review and re-validation process
External Examiner reports
PSRB requirements and accreditation activities
National Student Survey (NSS)

Support for Students

The University has a range of departments that offer support for students such as:

- HEP Student Support
- Library & IT Resources
- Inclusion Services
- Careers Service
- Chaplaincy
- Counselling & Wellbeing
- Student Funding and Welfare
- Student Administration

Please access the University's website at www.wrexham.ac.uk to find out more about the Departments.

The Student Union offers support for students, please access their website at to find out more. <https://www.wrexhamglyndwrsu.org.uk/>

Students are allocated a Student Success Coordinator (SSC) to provide proactive encouragement and support throughout their online journey and to identify when students need further guidance in order to succeed. The SSC should always be the first point of contact for any queries or concerns. The SSC will not provide any academic advice but will direct students to the appropriate member of the academic team if an academic issue is

identified. Should assistance be required from another department in the University, the SSC will then advise on contacting the relevant student services department.

Equality and Diversity

Wrexham University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's Equality and Diversity Policy, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so. Please click on the following link for more information about [equality and diversity](#).