Course Specification

Published Date:	21-May-2026
Produced By:	Multi Type Usr Record For All Personnel
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	BU133P01UM BU133P31UM	Full-time Part-time	12 Months 2 Years
Course Title:	International Master of Business Administration (IMBA)		
Hierarchy of Awards:	International Master of Business Administration International Master of Business Administration Postgraduate Diploma Management Studies Postgraduate Certificate Management Studies University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	14/Sep/2026		
Last Review:			
Course Specification valid from:	2025/6		
Course Specification valid to:			

Academic Staff

Course Leader:	Kai Ma
Head of Department:	Dr Lee Crofts

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

The International Masters of Business Administration with Professional Practice is a forward-looking programme designed for ambitious individuals who have pre-experience, seeking to develop the knowledge, skills and mindset to succeed in an increasingly complex and interconnected world. The course provides a broad-based and practice-focused business education that prepares students to think strategically, act responsibly and lead with confidence across international and cultural boundaries. You will explore the key functions and practices of business and understand how they interact within the wider global and digital environment.

What makes the IMBA distinctive is its strong practical element, global outlook, and commitment to developing culturally agile, technologically adept, and sustainability-conscious leaders. To help you prepare for your future career, you will be supported in undertaking a professional placement or work-based learning opportunity. This experience will allow you to apply your learning within an organisational setting and further develop the skills and confidence needed to enhance your employability and career prospects.

The programme combines academic rigour with real-world application, ensuring that students not only understand contemporary business theory but can apply it effectively in practice. Through interactive learning, work-based learning opportunities and real-world cases, you will gain valuable hands-on experience and insights into current organisational challenges.

Learning is further enriched through the integration of digital technologies that are shaping the modern workplace. The course places a strong emphasis on leadership development, ethical decision-making and reflective practice, empowering students to become adaptable, self-aware professionals capable of making a meaningful impact within their organisations and communities.

By the end of the programme, graduates will possess a holistic understanding of global business management, enhanced professional competencies and the confidence to operate effectively in dynamic, diverse and digitally driven environments. The IMBAP is not merely a qualification, but a transformative learning experience that empowers students to navigate and shape the future of global business.

Educational Aims of the Course:

Intakes:

September

January

May

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2022/3	H	Part Time	£5500.00
2023/4	H	Part Time	£5775.00
2024/5	H	Part Time	£5918.00
2025/6	H	Full Time	£12203.00
2025/6	Overseas	Full Time	£16950.00
2025/6	H	Part Time	£6102.00
2026/7	H	Full Time	£
2026/7	Overseas	Full Time	£19859.00
2026/7	H	Part Time	£

PSRB:

None

Course Structure:

January (Full-time)

Module	Title	Credits	Period	Type
7MG022	The Postgraduate Independent Project	60	CRYRA	Core
7MK036	Strategic Global Marketing and Brand Management	30	SEM2	Core
7BU062	Strategic Operations Management	30	SEM2	Core
7AC016	Strategic Financial Management and Accounting	30	SEM3	Core
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM3	Core

January (Part-time)

Module	Title	Credits	Period	Type
7AC016	Strategic Financial Management and Accounting	30	SEM3	Core
7MK036	Strategic Global Marketing and Brand Management	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM3	Core
7BU062	Strategic Operations Management	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

May (Full-time)

Module	Title	Credits	Period	Type
7AC016	Strategic Financial Management and Accounting	30	SEM3	Core
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM3	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

May (Part-time)

Module	Title	Credits	Period	Type
7AC016	Strategic Financial Management and Accounting	30	SEM3	Core

May (Full-time)

Module	Title	Credits	Period	Type
7MK036	Strategic Global Marketing and Brand Management	30	SEM1	Core
7BU062	Strategic Operations Management	30	SEM1	Core

May (Part-time)

Module	Title	Credits	Period	Type
7MK036	Strategic Global Marketing and Brand Management	30	SEM1	Core

May (Part-time)

Module	Title	Credits	Period	Type
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM3	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

May (Part-time)

Module	Title	Credits	Period	Type
7BU062	Strategic Operations Management	30	SEM1	Core

September (Full-time)

Module	Title	Credits	Period	Type
7AC016	Strategic Financial Management and Accounting	30	SEM1	Core
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM1	Core
7MK036	Strategic Global Marketing and Brand Management	30	SEM2	Core
7BU062	Strategic Operations Management	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

September (Part-time)

Module	Title	Credits	Period	Type
7AC016	Strategic Financial Management and Accounting	30	SEM1	Core
7HR041	Beyond Borders: Global and Cross-Cultural Employment Challenges	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
7MK036	Strategic Global Marketing and Brand Management	30	SEM1	Core
7BU062	Strategic Operations Management	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

NONE

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
PGCERT01 Critical evaluate and apply current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice (Knowing)	
PGCERT02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGCERT03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences. (Doing)	
PGCERT04 Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGCERT05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGCERT06 Reflect on your own achievements, identify future goals and plan for a further career or study (Being)	
PGDIP01 Demonstrate critical evaluation of current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice. Show how you have applied this knowledge in original and insightful ways. (Knowing)	
PGDIP02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGDIP03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences employing discipline conventions and expectations. (Doing)	
PGDIP04 Demonstrate self-direction and originality in tackling and solving problems, acting independently and autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGDIP05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGDIP06 Reflect on your own achievements and plan for a future career or further study (Being)	
MA01 KNOWING - Critically analyse and synthesise key theories, principles and concepts across the main areas of business and management.	
MA02 KNOWING - Evaluate strategic and operational decision-making, taking into account sustainability, digital transformation, cultural diversity and ethical considerations.	
MA03 DOING (skills) - Apply advanced analytical and problem-solving skills to interpret complex organisational challenges and develop innovative, evidence-based solutions.	
MA04 DOING (skills) - Demonstrate critical enquiry through the real-world application of business knowledge, employing reflective, research-informed and project-based approaches to enhance professional competence.	

Learning Outcomes	Modules
MA05 BEING (self-awareness and attributes) Develop a global outlook, cultural agility and ethical awareness, to lead, collaborate and influence effectively across different cultural and organisational settings.	
MA06 BEING (self-awareness and attributes) Show intellectual independence, resilience and professional integrity through the synthesis of knowledge, skills and self-reflection.	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

IMBA is taught through a blended learning approach that combines online study with interactive, in-person sessions. This flexible structure is designed to help you build confidence and competence as you progress from core business foundations to more complex strategic and applied topics.

Each module has a dedicated Canvas course, the University's online learning platform, where you will find a clear overview of weekly activities, key resources, and guidance on how to engage with the material. Learning materials are delivered in short, focused sections and include videos, readings, and interactive exercises. These online elements prepare you for your in-class workshops, where you will explore ideas in greater depth through discussion, problem-solving, and practical activities.

Face-to-face sessions are delivered in a workshop format that encourages participation and critical thinking. You will take part in group work, flipped learning, and student-led discussions that help you apply theory to real-world business contexts. Regular opportunities for formative feedback are built into both online and classroom activities, giving you the chance to reflect on your learning and improve before final assessments. Summative feedback, provided within four working weeks.

Digital fluency and the ethical use of technology are key features of the IMBA. You will work with contemporary digital tools that mirror those used in professional practice. The course is developed in line with Universal Design principles, ensuring accessibility and inclusion for all students. Case studies and examples are drawn from a wide range of global contexts, reflecting the diversity of modern business.

This engaging and professionally relevant learning experience will equip you with the insight, adaptability and confidence to thrive in a dynamic global environment.

Assessment Methods/Assessments:

Assessment on the IMBA programme is designed to support your learning journey, helping you apply theory to practice while developing the skills and confidence expected of a global business professional. You will experience a balanced mix of assessment types that reflect real-world business practice, for examples, reports, presentations, case studies, research projects, reflective portfolios or live projects. This variety ensures that assessment remains both engaging and inclusive, catering to different strengths and learning styles.

Assessments are carefully spaced across the academic year to ensure a manageable workload. You will receive clear guidance and marking criteria in advance so that you know exactly what is expected. Formative assessments, such as in-class discussions, draft submissions, or peer feedback exercises, are built into each module to help you practise key skills and receive early feedback before submitting your final work. This ongoing feedback is an important part of the learning process, allowing you to build confidence and improve your academic and professional performance.

Through assessment, you will demonstrate your ability to think critically, analyse complex information, and propose evidence-based solutions to real organisational issues. Many tasks are designed to mirror professional contexts, requiring you to use problem-solving, teamwork, communication, and strategic decision-making skills, which are all essential for management roles.

Inclusivity is central to the IMBA's assessment design. Tasks are created in line with the University's accessibility standards and Universal Design principles, ensuring that all students can demonstrate their learning effectively. Where appropriate, you will also have opportunities to personalise your assessments by choosing case studies, industries, or topics that align with your career ambitions or lived experiences.

Overall, assessment on the IMBA is not simply about grading performance; it is an integrated, developmental process that helps you grow as a reflective, capable, and globally minded business leader.

Further Information for Student:

Transition Support

IMBA is designed to help students settle into postgraduate study and navigate the transition into an advanced academic and professional environment. You will take part in a structured induction that introduces key academic skills, digital tools, and the collaborative learning approach used across the programme. Early sessions are intended to build confidence in areas such as critical thinking, academic writing and reflective learning, which can be particularly helpful for those returning to study or coming from different educational backgrounds.

Support for your learning and development is built into the course structure through accessible tutors, guided activities, and regular formative feedback. These elements are designed to help you strengthen your analytical, research and communication skills as you progress through the programme.

For students following the professional practice route, there are opportunities to prepare for and reflect on the placement experience with the support of an academic guide. This helps you connect theory with real-world practice, while developing the skills and confidence needed for future professional opportunities.

Student feedback is an important part of how the IMBA continues to evolve. Views are gathered through module evaluations, course committees and informal discussions, helping the teaching team to refine the learning experience and ensure it remains relevant and engaging. Overall, the course aims to provide an environment that supports steady academic, professional and personal growth throughout your studies.

Student Support

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, academic coaching for Level 3 and 4 students, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

IMBA is designed to remain dynamic, relevant, and responsive to the fast-changing global business environment. The curriculum is regularly reviewed and refreshed to ensure that what you study reflects the latest research, emerging business theories, and contemporary global issues such as cross-cultural awareness, digital transformation, sustainability, and ethical leadership. Our teaching team actively engages in research and professional practice, bringing current insights, case studies, and real-world examples directly into the classroom.

As an IMBA student, you are encouraged to engage with research throughout your studies, not only by drawing on the expertise of University of Wolverhampton staff but also by developing your own skills in critical inquiry, data analysis, and evidence-based decision-making. From your early modules to your final project, you will learn to investigate complex organisational challenges, interpret data critically, and propose innovative, practical solutions.

The course is built around the University's Graduate Attributes: Global Citizen, Knowledgeable, Professional, and Digitally Fluent, ensuring that your learning experience equips you with the mindset and competencies required to thrive in international and multicultural contexts. You will explore global business perspectives, develop cross-cultural communication skills, and gain a strong appreciation of the social and environmental responsibilities of leadership.

Contemporary themes such as sustainability, corporate governance, and responsible innovation are embedded across the course, encouraging you to think critically and creatively about how organisations can drive positive change. Through problem-based learning and real-world business projects you will be challenged to apply your knowledge to real-world contexts and consider the wider implications of strategic decisions.

Finally, the IMBA fosters a spirit of lifelong learning which encourages you to stay curious, adaptable, and forward-thinking in your professional journey. By the time you complete the course, you will be equipped not only with up-to-date business knowledge but also with the critical and creative capabilities to lead effectively in a complex, interconnected world.

Personalisation Opportunities:

IMBA provides meaningful opportunities for you to personalise your learning in line with your career ambitions, interests, and lived experiences. Many modules include flexible assessments that allow you to focus on areas relevant to your professional goals, such as sustainability, digital transformation, or international strategy. You are encouraged to draw on your own background and experiences in discussions, projects, and case analyses, helping to make learning both relevant and practical.

Inclusive learning is central to the IMBA. The course integrates diverse global perspectives and values the contribution of individual experiences to shared understanding. Regular academic guidance and reflective activities help you evaluate your progress and make informed decisions about your development.

By tailoring your learning journey, you will strengthen your expertise, confidence, and sense of purpose as a future global business leader.

Employability in the Curriculum/Employability and Professional Development:

The IMBA is designed to support you in becoming a confident, capable and globally minded professional, with the opportunity to apply your learning directly in real workplace contexts. This route combines academic rigour with practical experience, helping you explore career pathways while reflecting on your professional goals.

Throughout the programme, you will engage in projects and work-based activities that allow you to link theory to practice, develop essential workplace skills, and gain insight into the operation of organisations across different sectors and cultures. You will build key competencies such as critical thinking, leadership, collaboration, problem-solving and project management, all of which are valued by employers in international business environments.

The course also encourages reflective practice, helping you to identify your strengths, monitor your development, and articulate your achievements effectively. Guidance on professional skills, such as CV writing, interview techniques, and workplace communication, is embedded within the programme, supporting your employability.

Through this combination of academic learning and professional practice, IMBAP aims to help you develop a strong sense of professional identity, ethical awareness, and adaptability, preparing you to contribute confidently and responsibly in diverse and dynamic business settings.