



BIBS – vysoká škola (B.I.B.S., a.s.)

# **MSc in Business Management**

## **Programme Handbook**

### **2014/2015**

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# 1 WELCOME TO THE BIBS

Dear students,

I would like to address you at the beginning of the new academic year at our university. B.I.B.S. – university is a joint stock company, founded for the purpose of providing top-quality manager-economic, manager-legal and purely legal educational courses organized in cooperation with universities from the UK and Finland. We succeeded in creating a unique model of a university which is to prepare or improve the managers or lawyers through study programmes taught in accordance with the strict British and Finnish standards that are fully adapted to the Czech environment. The school was founded in 1998 and since then, more than 3,000 successful graduates have graduated from B.I.B.S.. They prove by their success at work that the knowledge and skills acquired at our university have significantly accelerated their careers.

B.I.B.S.s' approach to students and graduates is based on the believe that we are partners and our relationship is life-long and beneficial to both sides in order to develop ourselves and to be successful. We help you to learn to be independent thinkers, to debate, question and discuss key issues in the subjects of your choice, to be effective communicators and parts of a successful team and to understand management with consequences from a higher perspective. We help you to be more successful in your job, to brake the so called "glass floor" in your career, to find your dream job and to become enterprising and innovative. We help you to see new possibilities and to bring new horizons.

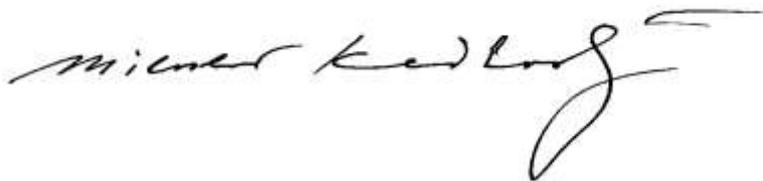
Enterprise and entrepreneurship are important to us at B.I.B.S.; these aspects are integral to the design of all our programmes. We are focusing on developing our study programmes in close connection to employers, business practitioners and professional bodies that help us in making our modules applicable, interesting and up-to-date.

The people you meet at B.I.B.S. are friendly and approachable. They are all keen to help you to succeed. Our aim is to develop your skills and inspire you to help you grow, build your potential through working in a vibrant, thriving and sustainable environment. Our academic staff comes from different backgrounds and they will enjoy sharing their professional experience, know-how, research work that they make within their businesses with you.

You are at the center of everything we do and we are committed to give you the best possible experience. We understand the importance of the commitment you have made with us and we appreciate the time you spend with us. Please remember that we are always pleased to hear what you have to say.

Our partnership does not end with the study, on the contrary, B.I.B.S. is here for you even after you graduate. You are offered a variety of alumni programs, built on the basis of our rich experience and diverse alumni network of business and public administration area. B.I.B.S. will be your alma mater to which you can return and get advice from an experienced trainer at any time and not only that, we are open to further cooperation on advisory activities, your next professional development in our programmes or help with training tailored for your organization. B.I.B.S. also deals with research in the field of the strategic management for a long time and anyone willing to join our team is more than welcome. This is also true for the field of teaching. Many of our successful teachers are our graduates. We are open to you and future teaching activities.

I hope you have successful, exciting and fulfilling time with us.

A handwritten signature in black ink, reading "Miloslav Keřkovský". The signature is written in a cursive style with a long, sweeping tail on the final letter.

doc. Ing. Miloslav Keřkovský, CSc., MBA  
Vice-Chancellor

## 2 WELCOME TO YOUR PROGRAMME

On behalf of the Programme Management Team, we would like to welcome you to Brno International Business School (B.I.B.S.) programme validated by Staffordshire University (SU).

MSc represents a modern master level study programme with globally recognized degree. In highly competitive environment we would like to offer a programme with focus on interconnection between the top academic research in business management and its practical implications in the business environment of enterprises on the one hand and small and medium companies on the other.

We define learning by the study experience you gain. It is our strongest commitment to foster stimulating learning environment. Modern technologies allow us to keep pace on foremost research and offer you the access to literature and global online resources in business management studies.

The strength of the master studies at B.I.B.S. is presence of practical dimension of business in the teaching and learning. Day-to-day business life of international corporations on one hand and local small and medium enterprises on the other is inexhaustible source of inspiration for us to improve our study programme.

Practical case studies are integral part of all study module contents. Lectures are accompanied with prominent guest speakers from business environment to share their success stories and personal experiences of dealing with managerial task in their businesses.

At B.I.B.S. and SU, we pride ourselves on being at the forefront of developing a student-centred approach to learning and teaching. Our belief that it is you and your total learning experience that matters the most to us is central to this approach. As such, this is your course and the more you contribute to it, the more you will benefit from it.

We put strong emphasis on continually upgrading our business management programme to prepare you, our students, to be able effectively fulfill professional tasks in your managerial roles. It is our main commitment to get you ready to face the challenges in highly competitive and fast changing business environment of 21<sup>st</sup> century. We are aware of the multiside pressure on managers resulting from the raising need of their respective companies and we would like to equip you with all the tools and instruments needed to effectively get things done.

Key strength of the MSc programme at B.I.B.S. is the quality and global recognition of the education that you receive. Top quality is guaranteed by the British education system represented by our partner - Staffordshire University. The diploma and degree obtained at this MSc programme is issued directly at Staffordshire University;

In addition, cooperation with Staffordshire University is for B.I.B.S. a source of know-how in the field of modern methodology of education and of expanding an international context of the programme which further enhances your study experience.

Studying the BIBS gives you also the opportunity to meet, make friends and network with a wide variety of participants of local, national and international origins, most of them on management positions or pursuing entrepreneurial careers. Building up relationships with your peers and colleagues will have a positive effect not only on your study, but also after your graduation. Strong bonds within our alumni network lay the key elements for growing businesses and exploiting new opportunities.

Appreciating and understanding different cultural approaches to business is a vital skill for today's global business managers. Our alumni network has been developed on the experience of running the Postgraduate Management qualifications for over 15 years.

You will also find that the programme on which you are about to embark is a demanding one. It requires a high level of both the class-room and individual commitment to meet the inherent intellectual challenges. However, it will prove to be an immensely rewarding period of study thanks to which your career progression should significantly benefit.

The final responsibility for the efficient administration of the course and study overall remains on the Programme Coordinator. Any particular generic questions, issues or concerns associated with the course or your successful participation should be brought to the Programme Coordinator's attention immediately.

Finally, we believe that you will benefit from and enjoy the MSc programme. If you have any ideas how to improve the course, we would certainly like to hear your views. You can send these directly to the Program Coordinator or by the Feedback form on the Intranet.

Thank you and we look forward to working with you.

We wish you successful studies.

Programme Management Team

## 3 USEFUL CONTACTS AND RESOURCES

### 3.1 ACADEMIC CONTACTS

<b>Programme Coordinator</b>	Ing., Mgr. Marián Belko, Ph.D. <a href="mailto:belko@bibs.cz">belko@bibs.cz</a>
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### 3.2 ADMINISTRATIVE CONTACTS

<b>Study assistant for MBA, MSE</b>	Bc. Pavel Klein <a href="mailto:klein@bibs.cz">klein@bibs.cz</a> tel.: +420 545 242 581
<b>Study assistant for MBA, MSE prague cohorts</b>	Martin Kotrč, Dip Mgmt <a href="mailto:kotrc@bibs.cz">kotrc@bibs.cz</a> tel.: +420 277 004 550

### 3.3 ADDRESS AND OPENING HOURS:

**BIBS OFFICES COULD BE FOUND AT THE ADDRESS BELOW – MORE INFORMATION AVAILABLE ON PHONE CALL: +420 545 210 792**

#### Headquarters Brno:

B.I.B.S., a.s.  
Lidická 81  
602 00 Brno  
IČ: 25534581  
DIČ: CZ25534581w

#### Branch Office Prague:

B.I.B.S., a.s.  
Státní zdravotní ústav, budova č. 1  
Šrobárova 48  
110 42 Praha 10

**Mo** 8:00-16:30  
**Tu** 8:00-15:30  
**We** 8:00-17:30  
**Th** 8:00-15:30  
**Fr** 8:00-17:30

**Mo** 9:00-18:00  
**Tu** 9:00-16:00  
**We** 9:00-18:00  
**Th** 9:00-16:00  
**Fr** 9:00-16:00

(lunch break daily from 13:00 to 14:00)

### 3.4 BIBS MANAGEMENT CONTACTS

<b>Vice-Chancellor</b>	doc. Ing. Miloslav Keřkovský, CSc., MBA <a href="mailto:kerkovsky@bibs.cz">kerkovsky@bibs.cz</a>
<b>Managing director</b>	Mgr., Ing. Jindřich Zetek <a href="mailto:zetek@bibs.cz">zetek@bibs.cz</a>
<b>Operations &amp; IS/IT Director, Deputy Managing Director, responsible for communication with SU a NTU</b>	Ing. Petr Hanzelka, MBA <a href="mailto:hanzelka@bibs.cz">hanzelka@bibs.cz</a>
<b>Manager of foreign validation, quality and research projects and Coordinator of educational programs</b>	Mgr. Ing. Marián Belko, Ph.D. <a href="mailto:belko@bibs.cz">belko@bibs.cz</a>
<b>Head of marketing department</b>	Ing. Magdalena Langerová <a href="mailto:langerova@bibs.cz">langerova@bibs.cz</a>
<b>Head of economic department</b>	Martin Štěpnička (BA Hons) <a href="mailto:stepnicka@bibs.cz">stepnicka@bibs.cz</a>
<b>Head of study department</b>	Ing. Šárka Malinová <a href="mailto:malinova@bibs.cz">malinova@bibs.cz</a>

### 3.5 USEFUL INTERNET RESOURCES

**Web site:** <http://www.bibs.cz/>

**Online contacts:** <http://www.bibs.cz/kontakty/>

On our website, you can find comprehensive information about the programmes offered by B.I.B.S., such as contact details, teaching staff team, official board, etc.

**The student intranet:** <http://intra.bibs.cz/>

Communication with students takes place via the student INTRANET where you can find detailed information to your studies. Thanks to the intranet, you can consult with teachers or with other students, submit requests, sign up for an exam or lecture, etc. User manual for using the intranet, can be found on the intranet in the section "Important information" · "Other important files".

**Electronic libraries:** <http://intra.bibs.cz/e-library>

As a student of the MSc programme, you have an access to the full-text on-line databases of economic, managerial and legal literature. It is free of charge and easily accessible through the student intranet from any place where an Internet connection is. Some of the libraries require an access name and password which each student will receive via an e-mail after enrollment into the study.

## 4 WHAT ARE THE OVERAL AIMS OF THE AWARD?

The programme has been designed for graduates of the Bachelor's programme in Economics and Management and for holders of non-economics Master's degrees from other universities who wish to combine their current expertise with knowledge and skills in the area of business management.

The most distinctive feature of the program above all is the focus on global trends and international comparative perspective for graduates to be able to face modern business challenges in 21st century. The aim is to provide the participants with the relevant skills and knowledge necessary for the successful performance at lower and middle managerial positions in enterprises, or for their own entrepreneurial activities.

The MSc is aimed primarily at recent graduates who wish to gain an understanding of the principles of operational and tactical management, The larger focus of the MSc programme on operational and tactical management is what to some extent differentiates it from the MBA programme, which is focused mainly on strategic aspects of the company management.

Generic aims and outcomes apply for the full range of postgraduate business awards. They have been derived from and mapped against the National Benchmark Standards for Postgraduate Business and Management awards, the generalist master's degrees for carrier entry, including MSc in Management or Business Studies, referred to by QAA as Type 2. Detailed learning outcomes for all modules are given in the module descriptors. The following overall programme aims will enhance the employability of all successfully students and managers:

- To provide the personal and academic development necessary for lower level managers and senior business specialists operating in the demanding conditions of the 21<sup>st</sup> Century in an international comparative perspective.
- To develop transferable intellectual skills, particularly competencies associated especially with lower level management positions and the management and organisational context.
- To provide the underpinning knowledge and understanding required for effective operational and tactical management in the areas of financial resources, human resources, organisational structure and change both in local and global environment.
- To develop the ability to design and implement particularly lower level strategies for the effective use of the resources available, and the ability to see these within the context of the organisation's overall strategy.
- To develop an understanding of financial analysis techniques to assess corporate performance.

- To develop an understanding of the role of information and systems in the organisation and the implications of technological change on business strategy, management processes and organisational structures.
- To provide tools for analysis with the effect of the international development and the impact of environmental forces on organisations and to develop the students' ability to respond to and manage change.
- To develop research skills appropriate for a Master's level programme in Business Education.

## 5 MSC AWARD LEARNING OUTCOMES

On completion of the MSc graduates will be able to demonstrate the following learning outcomes.

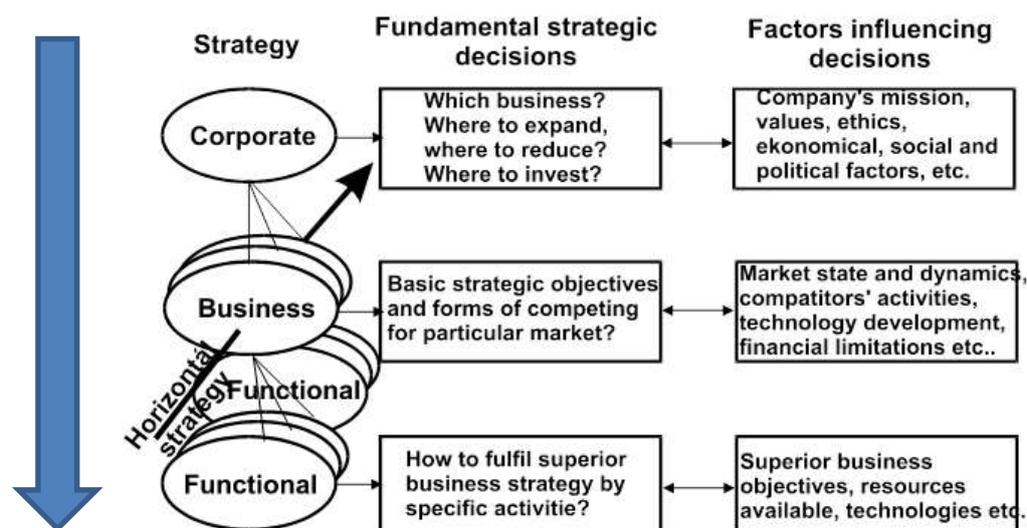
1. Demonstrate a systematic and critical understanding of theoretical concepts as well as the appropriate competencies related to the management, operation, and organisation of an enterprise in a global environment. **(Knowledge and Understanding)**
2. Demonstrate the qualities and intellectual skills in the application of business management knowledge in the practical tasks from global and local business environment. **(Application)**
3. Demonstrate the ability to learn independently and to take responsibility for continuing development in understanding business, including the contextualisation, analysis and experience capturing in the business field. **(Learning)**
4. Demonstrate the ability to critically to analyse and critically evaluate information using current research methods and advanced scholarship in the area of business management. Demonstrate also the ability to gather and select relevant data dealing with managerial tasks. **(Analysis)**
5. Demonstrate the qualities and intellectual skills in the communication in the oral and written form and the ability to use the information technologies for the communication and presentation of result demanded in enterprises and often used by managers in 21st Century. **(Communication)**
6. Work effectively and independently in both positions, as a member of a team or as an individual person, and accept the accountability of your actions and results in both situations regarding demand for business decisions. **(Problem Solving)**
7. Demonstrate critical and systematic understanding of the theories and current issues of in primarily operational and tactical environment and the development of conceptual frameworks to guide your application within organisations. **(Enquiry)**
8. Demonstrate initiative, insight, attitude of responsibility, creativity and leadership in the evaluation of complex business management issues in global and local perspective and in decision-making in complex and unpredictable business situations and environments. **(Reflection)**

## 6 HOW IS THE AWARD STRUCTURED?

All MSc students study according to the following overall programme scheme consisting of three key elements structured into study years and modules.

The individual modules represent specific teaching blocks regarding some crucial areas of business management. All the modules have 15 British credits, which is equivalent to approximately 150 study hours in total (which is a combination of direct, guided and independent learning).

The first year is designed as an introduction into the management and business life and its relation to an organization's structure and culture. First-year modules are compiled in such a way that they progress from the corporate level through the business level to the functional strategies, see Picture 1. Modules in the first year aim to provide a tool box of techniques and approaches regarding not only the management, but business mathematics and statistics, financial management and extremely important human resources as well. Aspects of contemporary business such as globalization, sustainability, corporate social responsibility and ethics are essential to each module.



**Picture 1: Hierarchy of company's strategies**

The second year is conceived with a particular emphasis on the acquisition of knowledge and skills that enable the students to correctly implement and manage the process of changes for new or modified strategies at all levels. It aims at providing you with a set of tools and techniques which will help you with dealing with modern challenges and global business trends, although the 21st century can be seen as an unprecedented period of fast changing business environment.

Also in the second year, the knowledge in the field of business and functional strategies such as Information technologies, Operations Management, Electronic Commerce and others are deepened.

In the second year you will also be able to follow your own specialization, because you can select one elective module from a variety of topics that comply with your particular needs in business management education.

At the end of the course (the 3<sup>rd</sup> year), students are required to submit a comprehensive management Dissertation (15.000-20.000 words) in order to prove their skills and ability to realize the independent design and research in the strategic business management.

## 6.1 MSC AWARD STRUCTURE

<b>Postgraduate Certificate = PGC (level 7)</b>				
Year 1	Introduction to Management (15)	Managing Human Resources (15)	Managing Finances and Risk (15)	Business Mathematics and Statistics (15)
<b>Potential award = PGD (level 7)</b>				
Year 2	Change and Leadership (15)	Marketing Management (15)	Managing Information (15)	Elective* (15)
<b>Potential award = Master of Science</b>				
Year 3	Management Research Methods (15)		MSc Dissertation (45)	

Electives\*:

- Business Development
- Strategic Operations Management
- Electronic Commerce
- Strategic Procurement Management
- Project Management
- Intercultural Management
- Knowledge & Innovations Management
- Managing Public Private Relationship

## 6.2 MODULE COHERENCE WITH THE BIBS CONCEPT OF STRATEGIC MANAGEMENT

MBA modules in which are presented issues	Knowledge and skills obtained in the study
<b>Introduction to Award/Programme</b>	
Introduction to MBA Programme	
<b>Introduction to the theory and practice of the Strategic Management</b>	
Introduction to Strategic Management	Comprehensive overview of the Strategic Management issues
Knowledge & Innovations Management	
Intercultural Management	
Managing Public Private Relationship	
<b>Corporate Level of the Strategic Management</b>	
Introduction to Strategic Management	Knowledge needed to deal with corporate strategies and adjustment of organizational structures and corporate culture to fit adopted corporate strategy
Change & Leadership	
<b>Business Level of the Strategic Management</b>	
Introduction to Strategic Management	Knowledge needed to deal with business strategies and business plans.
Business Development	
<b>Functional Level of the Strategic Management</b>	
Marketing Management	Knowledge needed for solving functional strategies: Marketing strategy Financial strategy HRM strategy IS/IT strategy POM strategy EC strategy Procurement Strategy
Managing Finances and Risk	
Managing Human resources	
Managing Information	
Strategic Operations Management	
Electronic Commerce	
Strategic Procurement Management	
<b>The issue of implementation and control of the strategy goals fulfilment</b>	

Change & Leadership	Knowledge required for management of strategic changes.
Project Management	
<b>MSc Dissertation</b>	
Research Methods & Introduction to Dissertations	Solutions of a complex strategic management issue with application in the real environment.
Dissertation - implementation of research, scheduled for dissertation and individual Consultations	

## 7 HOW WILL I LEARN ON THIS AWARD

The basic model of 15 credits module cycle is based on the combination of direct, guided and independent learning.

In the beginning, students are given a set of reading recommendations with a particular goal to be able to effectively enter into the first bloc of direct learning (16 hours/one weekend). Lessons normally include not only teaching, but all the other didactic support to enhance the student learning experience (workshops, discussions, group works).

After that, a period of guided learning (usually lasting 3-6 week) follows, when students are given a set of goals, activities and partial assignments helping them comprehend the specific issues and topics and getting in touch with the specific topic in business management.

The final module is concluded by one day of final teaching (which may not only summarize what is learned, but also engage students in all other kinds of activities, such as presentations of their results etc.) and after that, students are required to submit final assignments fulfilling the requirements given to students by a teacher at the beginning of the module (assignment briefs are also included in the module handbooks).

*The teaching strategy currently carried out has proven their effectiveness in practice.*

These approaches can be summarized as follows:

- learning clearly focusing on workplace,
- the use of theoretical framework relevant to the current management practice,
- the requirement that managers reflect on the experiential learning that occurs in the workplace,
- participants developing their own individual learning agenda with the course team,
- assignment and dissertation requirements focusing on managers' work situations,
- the development of managers' personal learning resources and research skills,
- the development of managers' effectiveness in their organizations

To facilitate the features above, the course team will seek to:

- continuously update their knowledge of a given subject,
- adapt the content of the material to be delivered so as to provide the greatest relevance to the context of business and management,
- deliver sessions in a highly participative and interactive style,
- ensure that the extensive experience of the participants is harnessed effectively during the delivered sessions
- make full use of the group work, including problem solving activities, case studies and group projects,

- assist participants in focusing the assignments to enhance personal and organizational benefits,
- provide effective supervision for the management projects and dissertations, facilitate student consultancy projects.
- projects and dissertations, facilitate student consultancy projects.

## 7.1 MODEL OF GUIDED LEARNING AT MASTER LEVEL PROGRAMMES AT B.I.B.S.

One of the principles of the new form of teaching in individual courses/modules is a continuous work with a student so that the teacher module leader, coordinator or management of the programme manage to guarantee a continuous involvement of a student to a variety of activities, not only in the direct teaching. The main advantage of this approach is, in particular, a significant increase of active bonds to their studies (*study experience*) and the school as a whole for students.

The scope of work with and total study workload (*workload*) on a student is bound to the criterion of the number of credits per module. The basic module is rated by obtaining 15 (British) credits which corresponds to the total load (including individual study) of 150 hours according to the following schedule:

Number of credits	15
Direct teaching ( <i>lectures, workshops, team presentations</i> )	24 hours (3 x 8 h = weekend plus a day)
Guided learning ( <i>assigning subtasks, guided on-line discussions, etc. according to the below</i> )	12 hours
Individual learning: ( <i>individual work, e-consultation, final assignment</i> )	114 hours
In total	150 hours

### 7.1.1 WHAT IS THE "GUIDED LEARNING" (*GUIDED LEARNING*)?

The guided learning is a form of study that combines the sub-elements of a daily and distance form of study (and should represent an optimal balance of both). It is a part of study which takes place "in distance", however, it is provided with a firmly and specifically set rules and is particularly implemented via an electronic interaction and other tools for remote communication.

In comparison to the individual forms of study (which also includes some tools for remote communication, such as the e-consultation), a teacher is the crucial member. Elements and tools of the guided learning are mandatory and integrated part of the study and a student engages regularly through them to the events in the module.

The guided learning is a platform that gives an opportunity to significantly improve the study experience (*study experience*) to the school and teaching staff team thanks to deepening the interactivity, a student's active involvement (*learning by doing*) and a didactic support that a student receives.

It includes three basic forms (in accordance with the involvement of different elements):  
the interaction of teacher-student / interaction of student-student / interaction of text-student

### **The module's life cycle:**

For each module which is a part of the programme, it is valid a basic model of the course of study and the distribution to parts (the so-called module's life cycle) according to the following schedule:

Part 1	Study preparation (pre-reading) (2 weeks)	
Part 2	Teaching 1 + 2 (divided into "blocks"-- <i>sessions</i> ) (2 days, 8 h + 8 h)	Ongoing tasks and assignment of a part of the assignment
Part 3	Guided and individual learning (3 weeks/6 weeks)	
Part 4	Teaching 3 (divided into "blocks"-- <i>sessions</i> ) (1 day, 8 h)	
Part 5	Guided and individual learning (4 weeks)	The final assignment (max. 5000 words)

### **7.1.2 PART 1: STUDY PREPARATION**

In the framework of the new model of teaching, a significant emphasis is placed on the stage of preparation which should include students' familiarization with the primary literature, suggestions for a content of a module, etc.

The students' task should be to write a brief summary of the read texts (*executive summary*) in the range of half a page, where they summarize the main points of the read text. The next task for each student should be to create two to three questions to each text (and to submit it to a teacher via the intranet) as a stimulus for discussion in class.

This section will also include a short questionnaire (formulated by a teacher) to find out what a student expects from the study.

### **7.1.3 PART 2: TEACHING 1 + 2**

We believe that our lectures are delivered in an interesting and motivating way. We highly recommend you to participate in the classes. The first part focuses on a teacher's, or a team of teachers', presentations, however, an integral part is also students' activities in the form of workshops, discussions, case studies, so that students put the discussed issues in practice and understand it better. The aim should be to develop teamwork and an ability to present to individuals.

### **7.1.4 PART 3: GUIDED AND INDIVIDUAL LEARNING**

The first block of study is followed by a part the individual study, but mainly in the form of the guided learning (guided/blended learning).

Students are assigned subtasks and the scope by a teacher and the module manual. The tasks are processed usually within the framework of an appropriate application on the INTRANET. On the INTRANET, students may also find an established continuous schedule, form of filling and submission.

### **7.1.5 PART 4: TEACHING 3**

This is the final block (one day of teaching). It may include another new materials which has not been discussed during the previous lectures. But it should predominantly link the previous parts, build on the previous tasks and complete the learning section of the module.

Due to the forms of the previous parts, this section will include the presentation of results (group and individual) and be followed by a group discussion.

### **7.1.6 PART 5: GUIDED AND INDIVIDUAL LEARNING**

The final part of the module's cycle which again includes some guided learning activities so that the result is a synergistic effect of the learning (a combination of teaching and student's own learning).

A part of the mandatory task is to fill in general feedback to individual attributes of the module by a student (user experience, quality of materials, performance of the teacher, organization of teaching, etc.)

This part is concluded by a successful submission of the final assignment.

#### **Possible forms of activities in the framework of the guided learning may include:**

- establishment of a specific blog or a post on a common blog of the module;
- sharing your own ideas or thoughts in the form of a common database (module's Wikipedia);
- participation in webinar;
- establishment and contribution to group discussion on a topic given in advance (with teacher's active involvement);

- group presentations of partial and final results;
- to watch the assigned videos on the Internet (YouTube, TED, etc.);
- to individually find an assignment and share additional resources, articles, and videos with others;
- evaluation of the current events in the field of learning (monitoring news and its commentaries);
- self-assessment audit/test in a specific thematic area (an unrated continuous test prepared by a teacher);
- common Skype discussion,
- sophisticated feedback on the module (+ an overall assessment of the module by a student at the end of the module)

A specific definition of individual activities and what is expected from the students can be found in the manuals to individual modules.

## **8 B.I.B.S. POSTGRADUATE ATTRIBUTES**

This study is a variant of the master level business management study programme, considered as the qualifying standard of managers. The study is addressed to experienced managers holding an office in the top management.

On successful completion of the MSc, B.I.B.S. graduates will be able to demonstrate the following key attributes:

1. To evaluate the position of tactical and operative management for her/his organization from a broad perspective, based on the value of the management for long term goal setting and business cycles;
2. The orientation and understanding in key concepts of the academic research and theories of business management and awareness of the consequences of their application in the environment of a particular firm or company;
3. The effective use of the available resources, to develop goals and actions, human relationships and analytic reasoning abilities necessary for fulfilling these goals;
4. The ability to assess managerial decisions and their consequences, namely at the operational and tactical level from the managerial perspective;
5. The orientation in an information flow from external and internal environment of the company, including the big data and their significance for the operational management;
6. To identify and respond continuously to the global challenges of the changing business environment to maintain a compliance of the company's strategies and plans with the operational and tactical level of the management;
7. Enhanced managerial skills and exceptional leadership in interpersonal relations and team management which are important for the business growth;
8. To take responsibility for continuing their and all the key members' in their managerial team professional developments;
9. To demonstrate creativity in applying their knowledge in terms of the business management and its implication on a daily basis in the company;

These key attributes have been mapped against all modules and therefore, the overall MSc learning outcomes are outlined above. The development of these key attributes reflects our intention to provide students and graduates with the managerial know-how which is highly demanded in the fast changing world of business in the 21<sup>st</sup> century. In addition, these key attributes support the core pillars of employability, enterprise and entrepreneurialism as our strategic objectives.

## APPENDICES

### 9 SUPPORT & GUIDANCE

#### 9.1 ACADEMIC SUPPORT AND GUIDANCE

Throughout your course you will meet the Module Lecturers at the taught sessions and between them in guided learning activities. If you require additional advice and guidance, please do not hesitate to contact the Module Lecturers, Award Leader/Coordinator or the Student Assistant. One-to-one support tutorials can be arranged on request, either be online by intranet, face to face, by telephone or by e-mail.

Please contact your lecturers if you have any concerns about assessment or any other aspect of your course by intranet consultation. Generic support with studying, assignments and assessments can be found on the BIBS intranet or on the SU library Learning Support website :

- [http://www.staffs.ac.uk/support\\_depts/infoservices/learning\\_support/index.jsp](http://www.staffs.ac.uk/support_depts/infoservices/learning_support/index.jsp)

#### 9.2 GENERAL SUPPORT AND GUIDANCE

If you have concerns about your ability to complete your course for any reason, you are strongly encouraged to speak to student **Programme Coordinator** and hopefully a mutually agreeable support strategy can be offered to you. If you have any general concerns, the **Study Assistant** can help you with a wide range of educational issues as well as offering specialist information and support.

Please contact your **Programme Coordinator** on email adress or telephone number:

- [slezak@bibs.cz](mailto:slezak@bibs.cz)
- <http://www.bibs.cz/kontakty/>

Please contact your Study Assistant on email adress or telephone number:

- [msc@bibs.cz](mailto:msc@bibs.cz)
- <http://www.bibs.cz/kontakty/>

#### 9.3 STUDENTS WITH SPECIAL NEEDS

BIBS is strongly committed to ensure that all students can achieve their full potential and all students are at BIBS treated equally and assessed on their own merit regardless of their gender, religion or disability. Students having any specific learning difficulty or disability which might affect their progress, you are advised to disclose this to one of their Study Assistant or Programme Coordinator at the earliest opportunity. Every effort will be made to implement any reasonable adjustments to the learning environment in order to support them through the modules.

The Study Department provides support for disabled students and also a counselling service to support students who may experience issues that affect their mental wellbeing. All students are ensured access to range of information, advice and facilities such as offering study needs assessments.

## 10 AWARD REGULATIONS

Your award is regulated by the University's Academic Award Regulations. These are available on the Staffordshire University web-site and can be accessed at:

- <http://www.staffs.ac.uk/legal/policies/awardregs/index.jsp>

For more information please contact Study Department.

**Bellow is brief summary of regulations applying to your award.**

### 10.1 AWARDS OF THE UNIVERSITY: LEVELS AND VOLUME OF CREDIT

#### **Awards Located at Particular Levels in the Framework for Higher Education Qualifications**

**Table 1** provide information about the minimum number of credits required at various academic levels for categories of award offered by the University.

<b>Table 1 FHEQ Level</b>	<b>Award Title</b>	<b>Credits and credit level</b>
<b>POSTGRADUATE - Masters Level L7</b>		
	Postgraduate Certificate (PgCert)	60 credits overall, normally minimum of 45 credits at Level 7 and a maximum of 15 credits at Level 6
	Postgraduate Diploma (PgDip)	120 credits overall, normally minimum of 90 credits at Level 7 and a maximum of 30 credits at Level 6
	Master of Science (MSc)	180 credits overall, normally minimum of 150 credits at Level 7 and a maximum of 30 credits at Level 6

## 10.2 REGISTRATION – HOW LONG DO I HAVE TO COMPLETE AN AWARD/LEVEL?

Standard length of MSc award is **2,5 years**.

You have a maximum length of time from when you first register for your award to complete that award and there is also a maximum length of time in which to complete each intermediate level or stage of the award, where appropriate. These times are given in the following table:

Award on which you are enrolled	Maximum overall registration period	Maximum registration period for any one award level (UG) or stage (PG)
<b>POSTGRADUATE AWARDS</b>		
Postgraduate Certificate (60 credits)	2 years	N/A
Postgraduate Diploma (120 credits)	4 years	2 years
Masters (180 credits)	5 years	2 years

These time scales apply equally to full-time and part-time students and any periods of intermission from your award will count towards the period of registration. If you find that you need to take longer than these time limits allow, you must apply to the Academic Registrar and Director of Student Experience at SU for permission.

In the case of expulsion from study to study failure conditions is no longer possible to re-enter the program.

## 10.3 MODULE ENROLMENT – HOW DO I KNOW WHICH MODULES TO ENROL ON?

The Award structure for your award will normally specify some modules as "Core". These are compulsory modules and must be taken in order to complete your chosen award. You may also find that some modules are listed as Options. Option modules are those which you select from within a prescribed set for a particular named award. If you are required to study some option modules, you must choose modules attracting the specified number of credits.

## 10.4 ATTENDANCE – WHEN DO I HAVE TO ATTEND?

Your attendance is required at all teaching sessions for the modules for which you have enrolled. Sessions include all tutor-led activities such as lectures, seminars, tutorials and presentations. "Sessions" should not be interpreted as "weeks". For small group sessions (sessions which involve a sub-set of the whole module cohort) you must attend the sessions to which you have been assigned.

If you are studying modules by distance learning which do not require your physical attendance at the University, "attendance" will be interpreted as participation in any scheduled activities for students on those modules.

## 10.5 ABSENCE – WHAT HAPPENS IF I MISS CLASSES?

If you are absent from a module(s) or programme of study on four consecutive sessions in a semester, including lectures, tutorials, seminars, laboratory based classes and scheduled distance learning activities for reasons other than personal illness without the written approval of the appropriate tutor or Head of School in which your award is based you may be deemed to have withdrawn from the module(s) or programme of studies and your registration on that module(s) or programme of studies cancelled. Some awards may have their own, more stringent award specific regulations on attendance which will be published in your Student Handbook. It is your responsibility to make yourself aware of such regulations. You may be excluded from further teaching, denied access to examinations and refused the opportunity to submit assessment for the module or award. If withdrawn from a module you will need to seek permission to start again on the same module (or a replacement where applicable) or award the following year. This may affect your eligibility to progress to the next Level of your award, and may affect any financial support you are receiving from whatever source.

If your absence/illness affects any aspect of your assessment you may be eligible to submit a claim for extenuating circumstances. For further details of this you should read the **Procedures for Making a Claim for Extenuating Circumstances** ([http://www.staffs.ac.uk/assets/extenuating\\_circumstances\\_procedure\\_tcm44-25749.pdf](http://www.staffs.ac.uk/assets/extenuating_circumstances_procedure_tcm44-25749.pdf) ). It is important that you keep your personal tutor / award tutor / the Faculty Office informed of any significant periods of absence as then they can at least support any claim for extenuation and / or discuss with you whether intermission is an appropriate option

## **10.6 WITHDRAWAL FROM A MODULE**

You may not withdraw from a module later than 3 weeks after the start of the module, unless you are changing your mode of study or intermitting from your award for an approved reason (these are: health reasons, financial reasons, employment-related reasons, other personal reasons). If you are able to complete some, but not all, of the modules you are studying, you may not intermit from just those you are unable to complete. In this case, you should use the Extenuating Circumstances procedures. Similarly, if you are studying modules sequentially (ie taking only one module at a time) and find that you are unable to complete the module, but do not wish to withdraw from the award, you should submit Extenuating Circumstances.

If you withdraw or are withdrawn from a module because of non-attendance or other reason, you will be considered to have failed that module. Any subsequent re-enrolment on that module or replacement of that module will be considered as a second attempt for which the maximum percentage will be 40 for undergraduate awards, 50 for postgraduate. If you are already attempting that module for the second time at the point you withdraw or are withdrawn from the module, you will be deemed to have failed the module with no entitlement for further enrolment on that module.

## **10.7 ASSESSMENT – HOW WILL I BE ASSESSED?**

### **Module Assessment**

You will be assessed in every module for which you enrol. You may be required to undertake more than one element of assessment for a module, and you will be given information on what is expected of you at the start of the module. The assessment will be linked to the teaching and learning methods of the module and will be designed to test your achievement of the module's learning outcomes. A range of assessment methods may be used including formal examinations, class tests, essays, projects and case studies. All assessment must be treated with equal gravity and you must attempt all elements.

### **Breaches of Assessment Regulations - Academic Misconduct**

Academic misconduct (cheating and/or plagiarism) of any kind will not be tolerated at Staffordshire University and will be dealt with very seriously. Academic misconduct is defined as an attempt by a student to gain an unfair advantage in any assessment. One aspect of Academic Misconduct is plagiarism which is defined as the representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying assessment requirements. Plagiarism also includes allowing your work to be copied by another student.

The University's "Procedure for Dealing with Breaches of Assessment Regulations: Academic Misconduct" will give you more detail about what constitutes cheating and plagiarism and about what

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happens if you are suspected of cheating or plagiarism. This Procedure is included as Appendix III of the Regulations for the Academic Awards of Staffordshire University and the web link is shown below. It is your responsibility to make sure you read, understand and comply with it.

[http://www.staffs.ac.uk/assets/academic\\_misconduct\\_tcm44-26770.pdf](http://www.staffs.ac.uk/assets/academic_misconduct_tcm44-26770.pdf)

### **Submission and Late Submission of Coursework – what happens if I submit my work late?**

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. The submission date will be specified for each piece of assessment for each module. It is your responsibility to make sure you know when your submission dates are and to comply with them. Failure to meet this deadline will be treated as a non-submission and 0% will be recorded for that component and you will only be allowed a referral in that element(s) of the module at the discretion of the appropriate Board.

The only exceptions to these rules apply where a valid claim for extenuating circumstances can be made. For further details you should read the Procedures for Making a Claim for Extenuating Circumstances.

### **Module Results/Assessment Referencing Criteria – what do my marks mean?**

You will be given a result for your performance in each module. Your result will be determined by considering your performance in relation to the relevant assessment criteria. The assessment criteria will be closely linked to the learning outcomes of the module and will be included within the handbook for each module.

Where there are two or more elements of assessment within a module, the overall result for the module will be determined according to the weighting of each assessment. However, you will be required to achieve a specified minimum mark in each element of assessment in order to achieve an overall pass in the module. If you fail to achieve the specified minimum in an element of assessment you will be required to undertake further assessment.

The University uses a percentage marking scale to record your overall module results. This is slightly different for undergraduate and postgraduate awards, as detailed below:

<b>Postgraduate</b>	
<b>Percentage range</b>	<b>Associated masters outcome</b>
70-100%	Distinction
60-69%	Merit
50-59%	Pass
40-49%	Fail which may be compensated (see section 4.5.2 and subject to award specific regulations). A minimum mark of 40% must be achieved in each element of assessment in order for a module to be passed overall.*
0-39%	Fail which cannot be compensated
N	Fail due to non-submission which cannot be compensated (See Section 4.5.1ii). No further attempt allowed

## **10.8 PRINCIPLES OF GOOD FEEDBACK**

Good feedback should:

1. Be an interactive process involving student-tutor and student-student dialogue;
2. Facilitate the development of self assessment and reflection;
3. Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task;
4. Be developmental, progressive and transferable to new learning contexts;
5. Be ongoing and embedded in the learning process;
6. Motivate, build esteem and confidence to support sustainable lifelong learning;
7. Support the development of learning groups and communities.

## **10.9 COURSEWORK AND OTHER ASSESSMENTS, EXCLUDING EXAMINATIONS**

You will normally receive feedback on all your assessments, other than examinations, within 20 working days following the date of submission of your assessment or actual date of the assessment (in the case of class tests). For some assessments the feedback period will be less than 20 working days. However, it may be the case that the 20 day rule for some assessments cannot be met for

justified reasons (for example, modules on which a large number of students are enrolled). However, it is anticipated that this will apply to only a small number of modules on your award and, in those cases, the feedback return period will not exceed 25 days.

In order to ensure that feedback is provided within 20 days, in most cases, the marks for your work will be provisional and will be subject to final ratification by the appropriate Assessment Board in due course.

## **10.10 FORMAL UNIVERSITY EXAMINATIONS**

Feedback for examinations will always be provided and should be available as soon as possible after the relevant examination. Where appropriate, feedback on examinations at the end of the last teaching block in the final year should be provided in the form of generic, group feedback through the University VLE. At the latest, feedback should be provided at least four weeks before the next examination period.

The University hopes that you will also play your part by ensuring that you collect feedback from the relevant sources as soon as it is available.

## **10.11 EXTERNAL EXAMINERS**

As with all universities in the UK, Staffordshire employs external examiners who are specialist in the area you are studying. The majority are drawn from other universities or colleges in the country, although some will also come from industry or other relevant professions. External examiners look at the assignments that are set for you and the work you produce. They are asked to confirm that the standards are appropriate for the level at which you are studying. They attend assessment and award boards and write an annual report for the University which is used as part of the process, (which includes student representatives) of monitoring the quality and standards of your award. You are entitled to see these reports and if you wish to do so you should contact your Faculty office.

**NB:** It is not appropriate for you to make direct contact with external examiners, in particular regarding your individual performance in assessments. There are other mechanisms you can use if you are unhappy with your results or other aspects of your award, such as the appeal and complaints procedures.

External examiners have been informed that if they are contacted directly by students they should decline to comment and refer the student back to the University.

## **10.12 MODULE FAILURE - WHAT HAPPENS IF I FAIL A MODULE?**

If you have failed to satisfy the assessment criteria of the module, you will be awarded a **fail** (0-49% postgraduate). If you have failed to submit any assessment for the module, you will be given a "0" mark (Fail due to non-submission) for the element(s) of that module and you will only be allowed a further attempt at that element(s) of the module at the discretion of the appropriate Board.

### **If I fail a module, can I resit it?**

#### **1. If you made an attempt at your assessments at the first attempt:**

You will only be guaranteed an opportunity to attempt referrals **once IF, and only if**, you have made an attempt at the assessment(s) on the first occasion unless a claim for Extenuating Circumstances has been successful.

#### **2. If you did not make an attempt at your assessments at the first attempt:**

If you do not submit work or attend assessments at the first attempt, that guarantee of a referral is lost and the appropriate Board will decide whether or not to allow you a referral. In making its decision, the Board may take account of your engagement with that module.

If the Board does allow you a referral(s) and you do not take the referral(s) at the time notified to you by your Faculty/School, no further referral opportunity will be given to you and you may fail the award.

### **When can I take my resit(s)?**

In all cases, if you are allowed a referral(s), the referral(s) must be taken at the next resit opportunity. For many students, this will be in August 2015 but will depend on the nature of the award and the timing of your assessments.

It is your responsibility to make sure that you know when you are required to resit.

## **10.13 COMPENSATION**

In certain circumstances, the Assessment Board may recommend to the Award Board that you should not be required to undertake further assessment of a failed element of assessment, but that the failure should be compensated.

What is Compensation?

Compensation is the awarding of credits for a failed module if you have demonstrated elsewhere in your modules your ability to satisfy the learning outcomes of your award level.

## **10.14 CONCERNS & COMPLAINS**

We endeavour through our support systems to deal with any concerns and complaints informally. Within your department, we advise you to talk to your Module Tutor, Award Leader or Personal Tutor as soon as possible. You can also talk to the Faculty Student Guidance Advisor or central Guidance Officer.

If you are still dissatisfied then the University has in place a Complaints Procedure. You can also use the Complaints Procedure if you feel you have been subject to discrimination, harassment, bullying or abuse. For more information visit the appropriate University web page:

[www.staffs.ac.uk/courses\\_and\\_study/student\\_life/student\\_handbook/appeals\\_complaints\\_and\\_conduct.jsp](http://www.staffs.ac.uk/courses_and_study/student_life/student_handbook/appeals_complaints_and_conduct.jsp)

## **10.15 ACADEMIC MISCONDUCT & PLAGIARISM**

The University & Faculty takes the issue of academic dishonesty, plagiarism or cheating very seriously. If you are caught breaking the University's rules, you can expect to be punished – this might mean failing an assignment, failing a module or even failing your award and being asked to leave the University.

It is vitally important that you understand the rules regarding plagiarism. These can be found at:

- [http://www.staffs.ac.uk/assets/academic\\_misconduct\\_tcm44-26770.pdf](http://www.staffs.ac.uk/assets/academic_misconduct_tcm44-26770.pdf)

There are several resources available to help you in writing and preparing assignments so that you do not break the rules. You might want to look at the following resources.

- <http://www.staffs.ac.uk/studyskills>

If in doubt, make sure you ask your tutor before you submit work, or arrange to see someone in the Study Skills Centre (located in the library).

## **10.16 EQUALITY & DIVERSITY**

Staffordshire University is committed to equality of opportunity and diversity: these are part of the core values of the institution. We aim to be an inclusive organisation where everyone has a fair opportunity to fulfill their potential.

At Staffordshire University we recognise that people are unique individuals. We are committed to ensuring that all our students and staff - whatever their background, nationality, cultural heritage, age, race, disability, ethnic origin, gender, sexual orientation, religion, belief, colour, gender identity, skills and experiences - are able to study or work in an environment free from discrimination, harassment, bullying and victimisation. We all have a responsibility to ensure that this happens, and students and staff are expected to behave in a way that promotes a welcoming and inclusive environment for all.

The Students' Charter sets out the University's commitment to students and your responsibilities as a student. This can be found at [www.staffs.ac.uk/legal/policies/studentcharter/](http://www.staffs.ac.uk/legal/policies/studentcharter/) The University also has a behaviour policy to inform students and staff of the behaviour expected of students. This can be found at: [www.staffs.ac.uk/legal/policies/index.jsp](http://www.staffs.ac.uk/legal/policies/index.jsp)

More information, support and advice about any aspect of equality and diversity at Staffordshire University can be obtained from [www.staffs.ac.uk/diversity](http://www.staffs.ac.uk/diversity)

## **10.17 ACCREDITATION OF PRIOR LEARNING**

The Accreditation of Prior Learning is the term used when a student uses his or her previous experiences to gain admission to a programme of study; admission to a module; admission at an intermediate stage in a programme (advanced standing); or to gain exemption from part of a programme of study. These previous experiences may be work-based learning, general learning experiences (experiential) or certificated qualifications.

You should normally apply for exemptions or admission with advanced standing through the AP(E)L scheme when you apply for a place on the award, or immediately upon registration for your modules. You will not be allowed to apply for AP(E)L in a module once you have submitted any assessment for that module. If you apply for exemptions or admission with advanced standing through the AP(E)L scheme you may be required to undergo some assessment to determine the relevance of your experiences/qualifications.

The APL and AP(E)L forms can be obtained from the Faculty Office. The APL and AP(E)L Board meets in early October. It is chaired by one of the Faculty's Programme Area Managers and its purpose is to consider all the APL and AP(E)L applications received from students and uphold or reject these applications dependant on the evidence provided.

## 10.18 CLASSIFICATION OF AWARDS

Award Boards have the discretion to make awards at Pass, Merit and Distinction at the Certificate, Diploma and Masters stages.

Your eligibility for awards with Merit or Distinction will be determined using the average grade point per 15 credits studied.

Where you have studied a Masters award by stages (i.e. enrolling on Postgraduate Certificate, Postgraduate Diploma and then Masters), the grades from the modules studied in all three stages (i.e. 180 credits) will be used to calculate the classification of your Masters award. Similarly, if you have studied a Postgraduate Diploma in two stages (i.e. Postgraduate Certificate and then Postgraduate Diploma), the grades from the modules in both stages (ie 120 credits) will be used in the calculation.

## 10.19 CRITERIA FOR PASS

If you have enrolled for a **Postgraduate Certificate**, have completed the requirements of your award and have achieved an overall average mark of 50% to 59.99%, you will be awarded a **Pass** in your Postgraduate Certificate.

If you have enrolled for a **Postgraduate Diploma**, have completed the requirements for your award and have achieved an overall average mark of 50% to 59.99% you will be awarded a **Pass** in your Postgraduate Diploma.

If you have enrolled for a **Masters award**, have completed the requirements for your award and have achieved an overall average mark 50% to 59.99%, you will be awarded a **Pass** in your Masters Degree.

No award can be given if your Average Mark is below 50%.

## 10.20 CRITERIA FOR AWARDS WITH MERIT

### Postgraduate Certificate

If you have enrolled for a **Postgraduate Certificate**, have completed the requirements of your award, have achieved 50% or above in all your modules or been compensated in no more than 15 credits, **and** have achieved an Average mark of 60% to 69.99%, you **will** be awarded a

### **Postgraduate Certificate with Merit**

**OR**

**If you have:**

- **Achieved an overall average of at least 57%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 30 Level 7 Credits at 60% or above the Award Board will award you a Postgraduate Certificate with Merit**

### Postgraduate Diploma

If you have enrolled for a Postgraduate Diploma, have completed the requirements of your award, have achieved 50% [40%] or above in all your modules or been compensated in no more than 30 credits and have achieved an Average mark of 60% - 69.99%, you will be awarded a **Postgraduate**

### **Diploma with Merit**

**OR**

- **If you have:**
- **Achieved an overall average of at least 57%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 60 Level 7 Credits at 60% or above the Award Board will Award you a Postgraduate Diploma with Merit**

### Masters

If you have enrolled for a **Masters award**, have completed the requirements of your award, have achieved 50% or above in all your modules or been compensated in no more than 30 credits **and** have achieved an Average Mark of 60% to 69.99%, you **will** be awarded a **Masters Degree with Merit**.

**OR**

- **If you have:**
- **Achieved an overall average of at least 57%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 90 Level 7 Credits, including the Dissertation or Project, at 60% or above**
- **the Award Board will award you a Masters Degree with Merit**

## 10.21 CRITERIA FOR AWARDS WITH DISTINCTION

### Postgraduate Certificate

If you have enrolled for a **Postgraduate Certificate**, have completed the requirements of your award, have achieved 50% or above in all your modules or been compensated in no more than 15 credits, **and** have achieved an Average mark of 70% or above, you **will** be awarded a **Postgraduate Certificate with Distinction**.

**OR**

- **If you have:**
- **Achieved an overall average of at least 67%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 30 Level 7 Credits at 70% or above**
- **the Award Board will award you a Postgraduate Certificate with Distinction**

### Postgraduate Diploma

If you have enrolled for a **Postgraduate Diploma**, have completed the requirements of your award, have achieved 50% or above in all your modules or been compensated in no more than 30 credits **and** have achieved an Average mark of 70%, you **will** be awarded a **Postgraduate Diploma with Diploma**

**OR**

- **If you have:**
- **Achieved an overall average of at least 67%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 60 Level 7 Credits at 70% or above**
- **the Award Board will award you a Postgraduate Diploma with Distinction**

### Masters

If you have enrolled for a **Masters award**, have completed the requirements of your award, have achieved 50% or above in all your modules or been compensated in no more than 30 credits **and** have achieved an Average Mark of 70% or above, you **will** be awarded a **Masters Degree with Distinction**.

**OR**

- **If you have:**
- **Achieved an overall average of at least 67%**
- **And Achieved at least 50% in all modules**
- **And Achieved at least 90 Level 7 Credits, including the Dissertation or Project, at 70% or above,**
- **the Award Board will award you a Masters Degree with Distinction**

# 11 ASSESSMENTS ON THE MSC

## MSC MODULES AND ITS ATRIBUTES

Year	Module		Credits	Learning Hours				Module Leader	Assessment Details		
	Code	Name		Total	Direct Teaching	Guided Learning	Independent Study		Weighting	Type	Length (words)
1	MSE_IM	Introduction to Management	15	150	32	4	114	Milicia Antonino	100%	A	3 000
1	MSE_MHR	Managing Human Resources	15	150	24	12	114	Kostroň Lubomír	100%	A	3 000
1	MSE_MFR	Managing Finances and Risk	15	150	24	12	114	Oplatek Jan	100%	A	3 000
1	MSE_BMS	Business Mathematics and Statistics	15	150	24	12	114	Mezník Ivan	100%	A	3 000
2	MSE_CHL	Change and Leadership	15	150	24	12	114	Červený Radim	100%	A	3 000
2	MSE_MM	Marketing Management	15	150	24	12	114	Hužva Patrik	100%	A	3 000
2	MSE_MI	Managing Information	15	150	24	12	114	Dvořák Jiří	100%	A	3 000
2	-	Elective	15	150	24	12	114	-	100%	A	3 000
3	MSE_MRM	Management Research Methods	15	150	24	12	114	Kozlová Lucie	100%	A	3 000

3	MSE_DIS	MSc Dissertation	45	450	8	12	430	Keřkovský Miloslav	100%	A	20 000
<b>Electives</b>											
2	MSE_BD	Business Development	15	150	24	12	114	Slezák Jiří	100%	A	3 000
2	MSE_SOM	Strategic Operations Management	15	150	24	12	114	Valsa Ondřej	100%	A	3 000
2	MSE_EC	Electronic Commerce	15	150	24	12	114	Dvořák Jiří	100%	A	3 000
2	MSE_SPM	Strategic Procurement Management	15	150	24	12	114	Němeček František	100%	A	3 000
2	MSE_PM	Project Management	15	150	24	12	114	Pospíšil Karel	100%	A	3 000
2	MSE_IM	Intercultural Management	15	150	24	12	114	Červený Radim	100%	A	3 000
2	MSE_KIM	Knowledge & Innovations Management	15	150	24	12	114	Kostroň Lubomír	100%	A	3 000
2	MSE_MPPR	Managing Public Private Relationship	15	150	24	12	114	Belko Marián	100%	A	3 000

## **12 ORGANIZATIONAL AND ADMINISTRATIVE MATTERS OF THE STUDY – HOW TO PROCEED?**

### **12.1 COMMUNICATION**

#### **1) Students communicate with us mainly electronically, through the students' INTRANET.**

Nowadays, in the age of the Internet, nearly all communication is carried out electronically. Therefore, we use this method of communication with you, namely through the students' INTRANET. The access to the students' intranet can be found at our website [www.bibs.cz](http://www.bibs.cz).

From the comfort of your home or any other place with an internet connection you can, thanks to the students' intranet, acquire without any constraint, at any time, day or night, all the necessary information and perform administrative tasks associated with teaching and the organization of your study.

Tip: For the user manual with detailed instructions on how to use the intranet, visit your intranet under "Important Information", in the subsection "Other important files" under the name "User manual for the intranet of BIBS".

**Please note that the Student Affairs Department does not have permission to perform any acts on behalf of the student that are available through the INTRANET.**

**Using the intranet, you can conveniently and easily perform the following:**

- logon to your consultation, examination or lectures
- submit changes in deadlines for submitting your assignments
- submit applications (acceptance of subjects, the extension, interruption of studies, joint assignments, etc.)
- **consult and discuss with lecturers or among students**

ATTENTION! The school Information System uses automatic e-mail communication for sending important information and notices. Via e-mail notification, a lot of important messages are sent, so please be sure you keep your email updated using the intranet (section "Personal" - "Changes to personal data")! In this section you can update all your personal information (changes in address, phone, e-mail, etc.). We recommend that you put your photo into the system, which will make our communication with you easier.

**2) In order to accelerate communication with our school, we ask you to contact our staff according to their working / functional responsibilities:**

**-Matters relating to administration, organization and registration of study results should be directed to the Study Assistant**

**-In special matters relating to teaching in individual modules (including electronic consultation on assignments) communicate directly with the heads of the educational modules.**

-For **remarks regarding the whole programme and its organization** (comments, complaints, ideas on improvement, etc.), consult directly with the Programme coordinator.

-**In matters relating to payments of the study fees, billing**, etc. directly contact the head of the economic department.

**3) To make contact by phone in all study matters, we recommend using the Brno reception number 545210 792.** This number is in operation during business hours by our staff, who will help you solve your issue or arrange other contacts for you.

## **12.2 REGISTRATION IN THE YEAR, STUDY LITERATURE AND ITS COLLECTION**

On the opening day of lectures, the students are provided with study literature and textbooks (the so-called Learning Package). If a student cannot come to collect materials on the given date, the literature can be exceptionally picked up in our office, in agreement with the study Assistant. The Assistant of the programme has to be notified about the fact in advance, by at least five working days.

Study literature can be sent by mail for a handling fee specified in the price list ([www.bibs.cz](http://www.bibs.cz)). Note, however, that literature cannot be handed over if the student has not been properly enrolled for the study, i. e. if the contract of study has not been properly concluded.

For more information contact your study Assistant.

Tip: The current Learning Packages of all training modules are published at the beginning of the academic year on the intranet, where you can download them if necessary. You can find them in the section Modules, which will display a list of all modules of your study programme. After double-clicking on the selected module, a window will open which displays the Documents section. In this section you will always find the current Learning Package for the module and the academic year.

Further details on the studies will be communicated to students at the beginning of studies, and thereafter continuously on the intranet.

## **12.3 INFORMATION ON LECTURES AND SCHEDULES**

**Lectures** are organized at weekends, in blocks of modules so that after the lectures of the module end, the students can begin to submit the module's specified tasks - assignments. Submission deadlines are usually set at one / two months from the date of the lecture; with some modules the deadlines are set differently according to the lecturers' instruction. Students have deadlines for submitting assignments displayed on the intranet under section "Study results".

Students are kept informed of the date and time of lessons in each module. The current schedule is available on the intranet under the section "Schedules".

**Students are required to register for each lecture through the intranet under the section "Registrations and applications", subsection "Registration for lectures". Registration for lectures must be made by Wednesday before the day of the lecture. Thank you for your compliance with this deadline.**

Tip: For the user manual with detailed instructions on how to use the intranet, see the section on the intranet "Important Information", in the subsection "Other important files", under the name "User manual for the intranet of BIBS". The section "Schedules" is more specified on page 13-16.

The venue for lectures is stated in the schedule on the intranet. Any changes/clarifications of the teaching schedule as well as information on additional professional events are always announced on the **intranet**.

An assistant is present at every lecture. She takes care of matters relating to material security of studies, distribution of study materials and refreshments.

## **What are the questions you most often ask?**

### **1) How do I find the schedules of other groups?**

Schedules of all study groups are available on the intranet. In the section "Schedules" enter the following data into the filter:

- Program: MSc
- The module year: from 1 to 1 or from 2 to 2 depending on what year it is
- Date: interval from - to, or if you are interested in a full academic year, just select the option "All"
- Group: ATTENTION, leave this item blank, or remove the label which automatically sets the group by pressing CTRL + left mouse button

### **2) Is it possible to take a make-up lecture with another group?**

If due to compelling reasons you cannot attend the lecture of your study group, it can be exceptionally made up with another group. You have to register for this lecture as well. If it is no longer possible to register for the lecture for reasons of capacity, the system will inform you of this fact, and the registration will not be possible.

### **4) How to book accommodation at the time of weekend lectures?**

In the event that you commute to the place of education and need accommodation in the city, you can use the offer of discounted hotel deals via the intranet. Booking accommodation forms part of the electronic form "Registration for lectures" and here you can choose from several accommodation

facilities. Accommodation booked via the intranet is automatically sent directly to the chosen hotel, with a copy sent to your e-mail address as well. The staff of the selected hotel confirms the reservation directly to you and no later than in two working days.

## 12.4 I WANT TO START USING E-CONSULTATION?

The section E-consultation should be primarily used for most of your communication with the school, especially for consultation of written theses, dissertations, etc. (unlike e-mail it makes the communication with the lecturer faster and clearer, in the case of a delayed response or other deficiencies in communication, it then facilitates the solution to the situation).

**In the section E-consultation on the Intranet, you can see the following sections:**

- **Module** - use this option only for consultation on written theses for individual modules.
- **Dissertation** - this subsection is used only for consultation on dissertations / diploma theses.
- **Programme** – use this subsection if you want to consult or comment on matters associated with the organization of your studies, or the whole programme.
- **Newsgroups** - use this section to set up a general discussion group on any topic outside consulting assignments or dissertations and organization of studies.
- **Archive** - In this section you will find all consultations (newsgroups) stored in the archive. Storing to archive is done by pressing "Archive", which can be found in the list of news groups in the relevant section, always on the right in the relevant newsgroup. Even after moving newsgroups of the partition to an archive, you can normally continue working with the newsgroup, i. e. add comments, files, etc. By adding a comment or a file within a given newsgroup, it will again become active.
- **Setting up an E-consultation** - on the intranet under "E-consultations", select the subsection "Module" or any other subsection (e. g. "Dissertation," etc. – according to what consultation you need) and then by clicking on the link "Set up new consultation" you will create a new newsgroup. When creating a new newsgroup you choose a name for the newsgroup, your study programme and the desired module. Then it is necessary to assign the lecturer by highlighting his name and move it from the left window to the right one using the arrow – Figure No.2. Then by clicking the "OK" button, you complete the creation of a new consultation which will open at the same time.

E-consultation allows written communication with the lecturer and the insertion of documents. If you want to send a **file to your consultant, insert** it by clicking the "**Downloads**" button in the small menu. Then there will appear a blank box and a "**Browse**" button; **you click the button and select the files on your PC. Then click the "OK" button and the file will be inserted.** The

lecturer will automatically be informed about the consultation and should give you an answer within a maximum of three days.

Tip: Help for a function of the Out of office reply. If the lecturer is for a certain length of time out of the office without access to the Internet, he/she can set up notifications and select an alternate for consultation. In this case, you will get a reply about the absence of the lecturer immediately, and then you will communicate with the alternate lecturer.

## **12.5 INSTRUCTIONS FOR SUBMITTING WRITTEN WORK (ASSIGNMENTS)**

- All students, before the beginning of the school year, receive a teaching schedule that contains dates for individual modules and deadlines for submission of assignments. Students will find the dates for submission of assignments on the intranet under "Study Results".
- Students are required to submit assignments on schedule (or if necessary to postpone the deadlines in time).
- Assignments are to be delivered in one copy at the Student Affairs Department while the student is also required to attach an electronic version of the assignment on the intranet (both versions of the assignments must be identical). Without receiving both versions of the assignment it cannot be handed in for assessment. The same applies to the revised theses that have to meet the same requirements as the work submitted for the first time (the rules for submitting the assignments can be adjusted during the academic year; you will be duly informed about any changes).
- After the assignment has been submitted, the submission of the work can be cancelled in up to 24 hours (for example in the case of erroneous insertion of a file etc.), namely on the intranet under "Assignment Submission" - subsection "Archives of applications." This cancellation does not affect the submission deadline, so if you submit the work after the deadline, it will be penalized.
- All submissions go automatically through anti-plagiarism check. When the system detects similarities with other work to a degree of more than 25%, the student shall be informed by email as well as on the intranet under the section "tasks" within 24 hours after submission. The student is then obliged to add a statement/explanation on this similarity. If a student fails to add the statement, the work will not be presented for evaluation. If the student's statement is added within 24 hours after the task is generated (24 hours since the similarities were found) the time will not be counted in the deadline of the submission.
- The student learns about the results of the evaluation through the intranet within a maximum of three weeks of submission of the electronic and printed versions of the assignment at the

Student Affairs Department. In case the limit is exceeded, please contact your Programme coordinator.

- Guidelines for the preparation of assignments and their evaluation criteria are included in the study literature (Learning Package) of the learning modules.
- In all modules of the MSc programme "sample double marking" is applied - a system for rating a sample of selected works (a selected sample of work is evaluated by a second assessor; the total evaluation of the work is the average of two independent appraisals). The exception is the Management Research Methods and MSc dissertation, where "full double marking" is applied, i.e. each work is always assessed by two assessors

## 13 MANAGEMENT TEAM AND MODULE LEADERS

Role	Name	Contact
Programme Coordinator	Ing. Mgr. Marián Belko, Ph.D.	<a href="mailto:belko@bibs.cz">belko@bibs.cz</a>
Head of Study Department	Ing. Šárka Malinová	<a href="mailto:malinova@bibs.cz">malinova@bibs.cz</a>
Programme Study Assistant	Bc. Pavel Klein	<a href="mailto:klein@bibs.cz">klein@bibs.cz</a>
Module	Module Leader	Contact
<b>Year I</b>		
Introduction to Management	Ing. Antonino Milicia, Ph.D., MBA	<a href="mailto:milicia@bibs.cz">milicia@bibs.cz</a>
Managing Human Resources	doc. PhDr. Lubomír Kostron, CSc., MA	<a href="mailto:kostron@bibs.cz">kostron@bibs.cz</a>
Managing Finances and Risk	Ing. Jan Oplatek, MBA	<a href="mailto:oplatek@bibs.cz">oplatek@bibs.cz</a>
Business Mathematics and Statistics	Prof. RNDR. Ivan Mezník, CSc.	<a href="mailto:meznik@bibs.cz">meznik@bibs.cz</a>
<b>Year II</b>		
Change and Leadership	Dr. Ing. Radim Červený, MBA	<a href="mailto:cerveny@bibs.cz">cerveny@bibs.cz</a>
Marketing Management	Mgr. Patrik Hužva, MSc., MBA	<a href="mailto:huzva@bibs.cz">huzva@bibs.cz</a>
Managing Information	Ing. Jiří Dvořák, Ph.D.	<a href="mailto:dvorak@bibs.cz">dvorak@bibs.cz</a>
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Management Research Methods	Doc. Lucie Kozlová, Ph.D.	<a href="mailto:kozlova@bibs.cz">kozlova@bibs.cz</a>
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<b>Electives</b>		
Business Development	Ing. Jiří Slezák, MBA	<a href="mailto:slezak@bibs.cz">slezak@bibs.cz</a>
Strategic Operations Management	Ing. Ondřej Valsa, CSc., MBA	<a href="mailto:valsa@bibs.cz">valsa@bibs.cz</a>
Electronic Commerce	Ing. Jiří Dvořák, Ph.D.	<a href="mailto:dvorak@bibs.cz">dvorak@bibs.cz</a>
Strategic Procurement Management	Ing. František Němeček, MBA	<a href="mailto:nemecek@bibs.cz">nemecek@bibs.cz</a>
Project Management	Prof. Ing. Karel Pospíšil, Ph.D., MBA	<a href="mailto:pospisil@bibs.cz">pospisil@bibs.cz</a>
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Knowledge and Innovations Management	doc. PhDr. Luboš Kostron, CSc., MA	<a href="mailto:kostron@bibs.cz">kostron@bibs.cz</a>
Managing Public Private Relationship	Ing. Mgr. Marián Belko, Ph.D.	<a href="mailto:belko@bibs.cz">belko@bibs.cz</a>