Postgraduate regulations

The content of our courses is reviewed annually to make sure it’s up-to-date and relevant. Individual modules are occasionally updated or withdrawn. This is in response to discoveries through our world-leading research; funding changes; professional accreditation requirements; student or employer feedback; outcomes of reviews; and variations in staff or student numbers. In the event of any change the University will consult and inform students in good time and will take reasonable steps to minimise disruption.

Faculty of Social Science

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MGTT175 REGULATIONS FOR THE DEGREE OF MASTER OF SCIENCE (MSc)

Global Marketing Management

Programme Regulations (from 2017/18)

Joint programme leading to a joint award of the University of Sheffield (TUOS) and Hong Kong Baptist University

1. A person who satisfies the admission requirements of the University of Sheffield and the Hong Kong Baptist University (HKBU) may be admitted as a candidate.

2. A candidate shall register as a student of the University of Sheffield and the Hong Kong Baptist University. A candidate shall attend and have appropriate access to facilities in accordance with the following Regulations.

3. For award purposes, 1 HKBU unit shall be counted as equivalent to 5 TUOS credits.

4. A candidate shall take the following:

   (a) At the University of Sheffield (semester 1) modules to a value of 75 TUOS credits in the following:

<table>
<thead>
<tr>
<th>Programme Code</th>
<th>Programme Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT60 45</td>
<td>F7 Marketing Management</td>
<td>15 TUOS credits</td>
</tr>
<tr>
<td>MGT60 73</td>
<td>F7 Global Marketing</td>
<td>15 TUOS credits</td>
</tr>
<tr>
<td>MGT61 80</td>
<td>F7 Contemporary Marketing Practices</td>
<td>15 TUOS credits</td>
</tr>
<tr>
<td>MGT61 81</td>
<td>F7 Marketing Communications</td>
<td>15 TUOS credits</td>
</tr>
<tr>
<td>MGT61 82</td>
<td>F7 International Consumer Behaviour</td>
<td>15 TUOS credits</td>
</tr>
</tbody>
</table>

   (b) At the Hong Kong Baptist University (semester 2), modules to a value of 12 HKBU units (equivalent to sixty TUOS credits) in the following:

<table>
<thead>
<tr>
<th>Programme Code</th>
<th>Programme Title</th>
<th>HKBU Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT72 50</td>
<td>International Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKT72 60</td>
<td>Strategic Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT72 80</td>
<td>Socially Responsible Marketing in an International Context</td>
<td>3</td>
</tr>
</tbody>
</table>

   (c) A candidate shall take either:

   - at the University of Sheffield
     | Programme Code | Programme Title | Credits |
     |----------------|-----------------|---------|
     | MGT68 9        | F7 Project Dissertation | 45 TUOS credits |

   or

   - at Hong Kong Baptist University
     | Programme Code | Programme Title | HKBU Units |
     |----------------|-----------------|------------|
     | MKT72 90       | Project Dissertation | 9 |

(equivalent to forty-five TUOS credits).

5. A candidate may proceed to the dissertation/final project, on the recommendation of the Examiners, if it is deemed that on successful completion the dissertation/final project a candidate will have gained sufficient credits to be considered for the award of Masters.

6. A candidate who has been awarded sixty TUOS credits in respect of modules listed at 4 (a) above, shall be eligible for the award of the Postgraduate Certificate in Global Marketing Management. The Postgraduate Certificate in Global Marketing Management will be awarded by the University of Sheffield only.

7. A candidate who has been awarded credits to the equivalent of one hundred and twenty TUOS credits (or units to the equivalent of 24 HKBU units) in respect of modules listed at 4 (a) and (b) above shall have completed the Postgraduate Certificate in Global Marketing Management which shall be jointly awarded by the University of Sheffield and Hong Kong Baptist University.

8. A candidate who has been awarded credits to the equivalent of one hundred and eighty TUOS credits (or units to the equivalent of 36 HKBU units) shall be eligible for the award of Master of Science in Global Marketing Management which shall be jointly awarded by the University of Sheffield and Hong Kong Baptist University.

9. The University of Sheffield’s General Regulations for the Award of Higher Degrees, Postgraduate Diplomas and Postgraduate Certificates shall not apply to this Programme and are replaced by the General Regulations for the Award of Degrees by the University of Sheffield (TUOS) and Hong Kong Baptist University set out in this Agreement.

Joint General Regulations for the Award of Degrees by the University of Sheffield (TUOS) and Hong Kong Baptist University

SCOPE OF THESE REGULATIONS

1. Master of Science in Global Marketing Management, jointly awarded degree of the University of Sheffield and Hong Kong Baptist University

Postgraduate Diploma in Global Marketing Management, jointly awarded degree of the University of Sheffield and Hong Kong Baptist University

Postgraduate Certificate in Global Marketing Management, single award of the University of Sheffield
APPLICATION AND INTERPRETATION

2. For the purposes of these regulations
   “approved” in relation to a module means one approved
   as one of those available to a candidate in a particular
   phase of that programme;
   “candidate” means a candidate for the degree or other
   qualification or one of the degrees or qualifications
   governed by the Regulation in question;
   “credit” (or “unit”) means a value assigned to a
   programme of study or a part of a programme of study or
   a module comprised therein;
   “days” means working days;
   “Department” includes, where appropriate, Centre,
   Division, School or other academic unit;
   “examination” means a process of assessment (whether
   by written examination papers, viva voce examinations,
   written or practical assignments (including placements),
   continuous assessment of coursework, or other means)
   which enables the Examiners to return a mark or grade;
   and “examined” shall be construed accordingly;
   “Faculty” means the Faculty at the University of
   Sheffield acting in co-operation with the Faculty at Hong
   Kong Baptist University in which the relevant degree or
   other qualification is located;
   “full-time student candidate” means a candidate who is a
   registered student of the University and who is admitted
   as a candidate with a requirement of full-time attendance
   at a programme of study or research;
   “Head of Department” means the Head or Chairman of
   the relevant Department (and, where two or more
   Departments are concerned, the Heads of those
   Departments or a person nominated by the Head of
   Department to act on his or her behalf);
   “jointly awarded Degree” means a programme of study or
   research that is jointly developed, delivered and quality
   assured by the University of Sheffield in conjunction with
   one or more partner institutions and leads to a Degree
   awarded by the University of Sheffield in conjunction
   with the partner institution(s) to a student who has met, in
   the case of a programme of study, the University of
   Sheffield minimum credit threshold, or, in the case of a
   programme of research, the University of Sheffield’s
   requirements for research away from the University;
   “module” means a component of a programme of study in
   respect of which the Examiners return a grade and which
   in the case of modular programmes is assigned a value in
   terms of credits;
   “prerequisite” means a requirement which a candidate
   must meet before taking a module or other part of a
   programme of study;
   “recognised graduate” means holder of a degree awarded
   by a University, institute or body recognised for the
   purpose by the Senate;
   “session” means a period of two consecutive semesters
   beginning with the Autumn Semester;
   “special candidate” means a candidate who ceases to fall
   within the category applicable at the time of admission
   but desires to complete the programme of study or
   research;
   “weighted mean grade” or “cumulative Grade Point
   Average” (cGPA) means:

(a) the mean of the grades awarded to a candidate, the grades
    being weighted in proportion to the number of credits assigned to
    the work to which it relates; and

(b) in respect of the Programme of study “year” means a
    period of twelve months.

MINIMUM QUALIFICATIONS FOR
ADMISSION AS A CANDIDATE

3. A person may be admitted as a candidate who
   (a) is a recognised graduate and who has attained a standard
       at least equivalent to that of a good Honours Degree in a subject
       related to that of the proposed programme of study or research; or
   (b) has passed a qualifying examination in such a subject at a
       standard equivalent to Level 3 and at a time and subject to such
       conditions (which may include attendance for an appropriate
       programme of study) as may be prescribed by the Faculty; or
   (c) has been deemed qualified for admission as a candidate
       by the Faculty; or
   (d) being a candidate for a Postgraduate Diploma, is
       permitted by the Faculty to transfer to candidature for a Master’s
       Degree in the same subject;
   (e) has met the prescribed English language requirements for
       the Programme prescribed by the University of Sheffield and Hong
       Kong Baptist University

SPECIAL CANDIDATES

4. Where a candidate ceases to fall within the category
   applicable at the time of admission but desires to complete the
   programme of study or research, the candidate may be permitted to
   do so as a special candidate under conditions approved in each case
   by the Senates of each University, other than those admitted under a
   remote location scheme approved by the Senate.

Regulations for Higher Degrees by coursework (or coursework and dissertation)

5. The following Regulations apply to the MSc, Postgraduate Diploma and Postgraduate Certificate in Global Marketing Management.

PROGRAMMES OF STUDY

6. The Senate of the University of Sheffield and the Senate of Hong Kong Baptist University shall on the recommendation of the
   Faculty make Regulations providing for one or more programmes of
   study leading to the award of the Degree.

7. The Regulations for each programme of study shall
   specify the modules required of or available to candidates, and may
   specify other requirements (which may include requirements
   assigned no value in terms of credits) to be met by a candidate before
   successful completion of the programme of study. The availability of
   modules specified in the Regulations for a programme of study is
   subject to the conditions as to pre-requisites and unacceptable
   combinations of modules published on the authority of the Senate of
   the University of Sheffield the Senate of Hong Kong Baptist
   University. Where a candidate is required to register for a module,
   that registration may only be amended with the permission of the
   Faculty, on the recommendation of the Programme Director.

8. A reference in a Regulation to a particular programme of
   study or module does not mean that the programme or module will
   necessarily be available in any particular session. The availability of
   any module may be subject to conditions as to the minimum or
   maximum size of classes, the availability of accommodation,
   timetabling restraints, and, where the Regulations for a programme
of study contain requirements satisfaction of which depends upon the provision of facilities by another institution or body, the agreement of that institution or body.

9. Where a Regulation enables or requires a candidate to make a choice, the candidate’s choice requires approval. The approval of the Head of the Department responsible for the programme of study is required for the subject of a special topic, special study, dissertation, extended essay or project and, where the Regulations require a candidate to make a choice between modules for the candidate’s choice of modules. Where the programme of study is the responsibility of more than one Department, the Heads of those Departments will agree on the procedure for giving such approval and publish it to candidates. Except where these Regulations or the Regulations for a particular programme of study provide otherwise, the choice of a module as an unrestricted module within a programme of study requires the approval only of the Head of the Department offering the module.

10. A candidate may amend the registration in respect of any semester with the consent of the Head of Department but not after the end of the third week of the relevant semester. Amendment to registration after the end of the third week of the relevant semester shall be made only with the permission of the Faculty.

RECOGNITION OF CREDITS/UNITS AND EXAMINATIONS

11. Credits awarded under the Regulations of the University of Sheffield and units awarded under the Regulations of Hong Kong Baptist University include credits and units obtained in respect of a part of a programme of study which a candidate registered at the University of Sheffield and at Hong Kong Baptist University are permitted or required by the Regulations to complete at each of these universities.

AEGROTAT CASES

12. Where the Examiners are satisfied by appropriate medical evidence that a candidate was prevented by illness from completing an examination but are satisfied that the work done by the candidate shows beyond reasonable doubt that the candidate would have passed the examination, they may recommend that the candidate be deemed to have passed the examination and that the candidate be awarded the credits assigned to relevant modules but without the award of a grade. The credits awarded in respect of such modules shall not be taken into account in determining the candidate’s eligibility for the award of merit or distinction.

13. Where the Examiners are satisfied by appropriate medical evidence that a candidate was prevented by illness from completing a substantial part of the Examination for a Degree, and are satisfied that the work done by the candidate shows beyond reasonable doubt that the candidate would have passed the examination, they may recommend that the candidate be awarded an Aegrotat Degree.

MINIMUM PERIOD OF STUDY

14. The programme of study and research for the MSc in Global Marketing Management shall be not less than one year for a full-time candidate.

GRADES

15. The Examiners shall award a grade in respect of each module/course or other part of the programme of study. Apply to all matters relating to grading, failure and resubmission of modules or a dissertation delivered by the University of Sheffield.

15.2 For courses or a dissertation delivered by Hong Kong Baptist University, the grade shall be expressed as a letter on the scale set out in Regulation 7 of Hong Kong Baptist University General Regulations for Taught Postgraduate Programmes. Courses with a grade of C- or above shall be awarded units. Hong Kong Baptist University’s General Regulations for Taught Postgraduate Programmes shall apply to all matters relating to grading, failure and resubmission of courses or a dissertation delivered by Hong Kong Baptist University.

AWARD OF CREDITS/UNITS

16. A candidate who satisfies the Examiners in the examination for a module/course or dissertation shall be awarded the credits/units assigned to that module/course.

16.1 In the case of modules or a dissertation delivered by the University of Sheffield, the units awarded to that module or dissertation shall be awarded for work that has been awarded a grade of not less than 50.

16.2 In the case of courses or a dissertation delivered by Hong Kong Baptist University, the units assigned to that course or dissertation shall be awarded for work that has been awarded a grade of not less than C-.

CREDITS/UNITS REQUIRED FOR A MASTER’S DEGREE OR POSTGRADUATE DIPLOMA OR CERTIFICATE

17. A candidate who is awarded credits equivalent to 180 University of Sheffield credits or units equivalent to 36 Hong Kong Baptist University units, with an overall cumGPA of 2.50 or above in the part of the programme delivered by HKBU shall thereby pass the Examination for the Award of the MSc in Global Marketing Management. A candidate who is awarded credits to the equivalent of 120 University of Sheffield credits or units equivalent to 24 Hong Kong Baptist University units, with an overall cumGPA of 2.50 or above in the part of the programme delivered by HKBU shall be eligible for the award of the Postgraduate Diploma. A candidate who is awarded 60 University of Sheffield credits shall be eligible for the award of the Postgraduate Certificate.

DISTINCTIONS AND MERITS

18. The Examiners may in their discretion recommend the award of a mark of distinction or merit to a candidate registered for a Master’s degree who achieves the required grades in the part of the programme (modules/courses and dissertation where relevant) delivered by each of the Universities, as set out in 18.1.

<table>
<thead>
<tr>
<th>Required grades in the part of the programme delivered by the University of Sheffield</th>
<th>Required grades in the part of the programme delivered by HKBU</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the award of distinction</td>
<td>A weighted mean grade of not less than 69.5, with a grade of not less than 70 in at least a half of the credits</td>
</tr>
<tr>
<td>For the award of</td>
<td>A weighted mean TUOS</td>
</tr>
</tbody>
</table>

F= Framework for Higher Education Qualifications (FHEQ) Level
19. The Examiners may in their discretion recommend the award of a mark of distinction, merit or pass to a candidate registered for a Postgraduate Diploma who achieves the required grades in the part of the programme (modules/courses) delivered by each of the Universities, as set out in 19.1:

<table>
<thead>
<tr>
<th></th>
<th>Required grades in the part of the programme delivered by the University of Sheffield</th>
<th>Required grades in the part of the programme delivered by HKBU</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the award of distinction</td>
<td>A weighted mean grade of not less than 69.5, with a grade of not less than 70 in at least a half of the credits</td>
<td>An overall cumGPA of 3.67 or above, with no course grade below B- and no repeated courses</td>
</tr>
<tr>
<td>For the award of merit</td>
<td>A weighted mean TUOS grade of not less than 59.5, with a grade of not less than 60 in at least a half of the credits</td>
<td>An overall cumGPA of 3.40–3.66</td>
</tr>
</tbody>
</table>

20. In the case of a candidate who meets the requirement for a distinction or merit in the part of the programme delivered by one of the Universities, but does not meet the same requirement in the other part, the Examiners may in their discretion recommend the most appropriate award based on all the evidence before them, including an appropriately weighted and scaled combination of both parts of the programme, notwithstanding Regulations 18 and 19 above.

**Dissertations**

21. The dissertation shall be of a length and be presented in typed form not later than the time prescribed by the Programme Director in accordance with relevant University rules.

22. A candidate shall state in the dissertation the sources from which the information it contains is derived and the extent to which the candidate has made use of the work of others.

23. A candidate may not submit a dissertation a substantial part of which consists of material which has been submitted for any other Degree or qualification.

**Failure**

24. The Examiners may prescribe conditions to be satisfied by the candidate, and in the absence of any other provision, the re-examination, re-submission or repeating of modules/courses shall be within one year of the notification of the result.

**Time-limits and Extensions**

25. Except with the permission of the Faculty, a full-time candidate must complete the programme of study for a Master’s Degree within a period one year greater than the minimum required to complete the programme of study; and any period during which the Faculty has granted a candidate leave of absence shall be ignored in calculating the time-limit.

Applicable time-limits for full-time and part-time candidates may, for good reason, be extended by not more than one year by the Faculty and, in exceptional cases, by a further period by the Senate of the University of Sheffield and the Senate of Hong Kong Baptist University on recommendation of the Faculty. In any case in which the Faculty refuses to extend or recommend the extension of a time-limit, the Senate shall consider the case (including the views of the Faculty) and may grant the extension.
DISCIPLINE OF STUDENTS

26. A candidate is subject to both the University of Sheffield’s Regulations as to the Discipline of Students and Hong Kong Baptist University’s regulations on the discipline of students. A candidate excluded from the programme under the regulations of either university will automatically be excluded from the entire MSc in Global Marketing Management.

MGTT202 ENGINEERING COMPETENCE (PGDIP PT) (2017-2018)

Year 1

1A. A person may be admitted as a student who:

(a) is a recognised graduate in an appropriate discipline or has gained educational qualifications deemed acceptable by the Head of School;

and

(b) is registered on the Level 7 Postgraduate Engineer Apprenticeship.

1B. A student will take

- MGT6246 F7 People and Organisations SPR 20
- MGT6245 F7 Operations: Process and Organisational Improvements SPR 20
- MGT6241 F7 Global Challenges: Future, Ethics and Sustainability (I) SPR 0

Year 2

2A student will take

- MGT6244 F7 Managing Complex Projects & Risk Management AUT 20
- MGT6243 F7 Leading Change AUT 20
- MGT6247 F7 Technological Innovation and Corporate Entrepreneurship SPR 20

MGTT203 MANAGEMENT FOR ENGINEERS (PGDIP PT) (2017-2018)

Year 1

1. A student will take

- MGT6246 F7 People and Organisations SPR 20
- MGT6245 F7 Operations: Process and Organisational Improvements SPR 20
- MGT6241 F7 Global Challenges: Future, Ethics and Sustainability (I) SPR 0

Year 2

2. A student will take

- MGT6244 F7 Managing Complex Projects & Risk Management AUT 20
- MGT6243 F7 Leading Change AUT 20
- MGT6247 F7 Technological Innovation and Corporate Entrepreneurship SPR 20
- MGT6239 F7 Corporate Strategy SPR 20
- MGT6242 F7 Global Challenges: Future, Ethics and Sustainability (II) ACAD 0