



NEW START4U CIC  
024 7767 1470  
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12-14 Riley Square,  
Coventry CV2 1LX, UK

# Extended MSc International Business

**Locations: London and Birmingham**

**Level of study: Pre-Masters**

**Mode of study: Full-time - daytime, or evening and weekend**

**Duration: 15 months**

The Extended MSc International Business aims to allow students to acquire mastery of both the macro and micro contexts of international business. This course integrates the Graduate Certificate to enable students with the equivalent to a standard degree (third class, pass or ordinary) entry on to the MSc International Business.

## Course information

**Level of study: Pre-Masters**

**Fees:** To find out about current fees and student finance contact us

**Entry requirements:** A third class, pass or ordinary degree, or equivalent

**English language requirements:** IELTS 6.0 with no component less than 5.5, or equivalent Other English language tests are accepted

**Mode of study:** Full-time - daytime, or evening and weekend

**Duration:** 15 months

**Assessment methods:** Coursework (may include class tests)

**Scholarships or bursaries:**

**Student finance:** Available

**Starts: Jan, May, Sep,**

**Next application deadline:** TBC

## About this course

The Extended MSc International Business integrates the Graduate Certificate programme with our standard MSc International Business programme to allow entry for students with qualifications equivalent to a standard degree (third class, pass or ordinary).



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This programme is also available as Extended MSc International Business with Advanced Practice, which includes either an internship or project.

The Graduate Certificate stage consists of three modules, Research Methods for Postgraduate Studies, Enterprise Development and Academic essentials. It is a preparatory course that will provide you with a solid foundation in the skills needed for progression on to the MSc International Business stage. Students, who successfully complete the

Graduate Certificate stage with a minimum overall average mark of 50%, will be in a position to progress directly to the MSc International Business stage. The MSc International Business stage consists of eight taught modules, Global Business in Context, International Finance, International Marketing, The Digital Landscape, International HRM, Global Strategy, Applied Research Methods, and International Entrepreneurship, and either a Dissertation or an Applied Research Project.

Successful completion of the eight taught modules, will allow you to acquire mastery of both the macro and micro contexts of international business, specifically the ability to acquire, develop, and integrate international business theory whilst developing the skills to apply such theories in terms of international business practice. The Masters Dissertation option, provides the opportunity to conceive, design and satisfactorily implement a substantial research project within the broad subject area of international business, whilst the Applied Research

Project option enables students to apply the theoretical concepts encountered on the MSc International Business program.

### **Teaching methods**

We employ a wide variety of teaching and learning methods including seminars and lectures, across the various modules of this course, depending on the nature and priorities of each module, totaling around 12 hours per week. In addition to your time in class, you will be expected to engage in approximately 30 hours of self-study time per week.

You'll be taught by experienced lecturers and academics who use their experience to demonstrate how the theories you will learn translate in to real International Business scenarios.

You will have access to Blackboard, our online learning environment, where you can access module resources and reading lists that will assist your preparation for classes and self-study.

### **Evening and weekend study**

One of our study options available for UK and EU nationals includes evenings and weekends. This study option offers exactly the same levels of student support and the ability to balance your full-time studies with your personal life.

### **Assessment**

All modules are 100% assessed by coursework (may include class tests).

### **Progressing on to MSc International Business**



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The pass mark for the Graduate Certificate modules is 40% in each module. Upon successfully completing the Graduate Certificate with an overall minimum average mark of 50% across all modules studied and passed, you will be guaranteed progression on to the MSc International Business.

### **Careers and postgraduate opportunities**

Student and employer needs are reflected in the development of this programme and evidenced in the career destinations and further development of our graduates. The nature of the provision is such that it equips individuals for employment in a wide range of international roles within the public and private sectors and a number of graduates are successful in gaining promotion in their chosen fields or alter their career paths on successful completion of the MSc International Business.

A number of graduates from the MSc International Business programme have progressed to undertake doctoral studies.

### **Entry requirements**

Applicants must hold at least:

- . A third class or pass in a bachelors degree in any discipline, or equivalent; or
- . A pass in a non-honours degree with any classification in any discipline, or equivalent; or
- . 3 year Diploma (DAZhuan) or equivalent (China only)

### **English language requirements**

Applicants must satisfy our general entry requirements as well as meeting specific requirements.

You will need to provide evidence of competence in written and spoken English (GCSE grade C or equivalent).

The general entry requirements are any of the following:

- . IELTS 6.0 with no band score less than 5.5, or equivalent
- . HKDSE English Language – Grade 4 overall with no less than 3 in any of the 4 sub skills

Indian Standard XII English – Minimum of 70% (in Central Board of Secondary Education (CBSE) or Indian

Certificate in Secondary Education (ICSE) only)

- . WAEC – C6

If you do not have the required IELTS, you may be eligible to study on our Pre-Sessional programmes.

If you have IELTS 5.5, with a maximum one score of 5.0, you may be eligible to study on our Pre-Sessional Standard programme.

If you have IELTS 5.0, with a maximum one score of 4.5, you may be eligible to study on our Pre-Sessional Plus programme.



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## **Modules**

All modules are core.

## **Graduate Certificate**

### **Research Methods for Postgraduate Studies – 20 credits**

The module will be of benefit to those international and home students whose research skills need to be enhanced and/or evidenced before progressing on to Masters level education. It will provide the relevant underpinning knowledge and understanding of research-related topics in business. Drawing on enhanced knowledge and understanding, students will also identify the range of research methods available before defining specific research aims and objectives.

While addressing philosophical issues and conceptual aspects underlying management research, it also focuses on quantitative as well as on qualitative research methods and techniques involved in practical application. In order to facilitate student learning and development, there are both theoretical and practical elements to this module. It is expected that students will carry out an in-depth literature review to demonstrate academic crafting and writing skills, as well as advanced knowledge within the chosen discipline and appropriate research scope.

### **Academic Essentials – 20 credits**

Academic skills differ due to cultural and language differences in teaching and assessment practices. The skills required for academic study in English present challenges for students of business and management. This module is designed to support students' transition in the use academic writing conventions, critical thinking and effective presentation skills. It uses students' existing knowledge and experience of English to explore techniques for reading academic texts in a range of areas of business and management.

### **Enterprise Development – 20 credits**

This is a dynamic module which provides students with an opportunity to develop their capabilities in recognising, assessing and planning a new enterprise with a focus on the consequences of decision making in all aspects of enterprise development including marketing, sales, human resources, finance and operations. MSc International Business

### **Global Business in Context – 15 credits**

Businesses now operate in a globalised, highly connected multi-layered business environment, where global, regional and local firms are increasingly intertwined. Such an environment presents many challenges, and is typified by volatility, uncertainty, complexity and ambiguity. As the leaders/managers and decision makers of the future, this module will help students understand key concepts and current trends in Global Business, prepare for work in multilayered environments, and to understand the need for flexibility and adaptability, both in the domestic and regional and global contexts.

### **International Finance – 15 credits**

Students will be provided with an introduction to financial theory and techniques for entrepreneurship and managerial decision-making within an international business context. Students will acquire skills for planning, control and funding throughout the business cycle.



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### **International Marketing – 15 credits**

This module explores the complexity of forces that underpin the international marketing decisions made by organisations. In particular, it aims to understand the impact of these forces on the activities of organizations, and the nature of the decisions that organizations must take if they are to survive and prosper in a dynamic international marketing environment. The module will focus on the regional, national and global contexts and provide students with practical and academic knowledge where they will have an opportunity to showcase their ability to interpret, synthesise, apply and evaluate knowledge and understanding. In addition, this module will allow students to become critical thinkers in this contemporary and growing business discipline and better understand the complexities, challenges and opportunities that need to be addressed, embraced and capitalised upon.

### **The Digital Landscape – 15 credits**

This module aims to provide students with an understanding of e-business and its practical application in a range of different contexts. On successful completion of this module students will have an in-depth knowledge of e-business; critically evaluate current practice on creating and managing an e-business; understand the implications of ebusiness for international business; and analyse how an organisation can apply e-business technologies to support its competitive strategy in an international business context.

### **International HRM – 15 credits**

The module explores issues relating to multinational companies in their approach to people management, such as comparative employee relations, compensation, performance management and managing diversity.

### **Global Strategy – 15 credits**

This module focuses primarily on the strategic management of enterprises engaged in international business. Different perspectives, such as core competencies and country-based sources, are analysed to assess competitive positions and then to formulate strategies. Key international theories are presented and applied through case study analysis and discussions. Students are required to submit a group assignment and an individual assignment.

### **Applied Research Methods – 15 credits**

This module gives students the necessary theoretical and practical knowledge of business and management research tools to enable them to successfully complete their Masters Dissertations or Management Projects. It enables students to make informed choices about research strategies and appropriate methods.

### **International Entrepreneurship – 15 credits**

This module provides students with an appreciation of the growing importance of international entrepreneurship, and rapid internationalization by small firms. It develops appropriate enterprise knowledge and skills among students

to foster international entrepreneurial attitudes and behaviour. A variety of teaching methods are used including, formal lectures/tutorials, group and individual work, guest lectures, and so on. This module will assist students to develop their personal international entrepreneurial effectiveness and to think creatively



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with regard to problem solving and possible future scenarios, as well as assist them on their global citizenship journey. And one of the following modules

### **Dissertation – 60 credits**

The Masters Dissertation enables students to carry out research on a chosen topic within the area of international business. Academic supervisors provide advice and guidance to students during their process. On successful completion of their 15,000 word dissertation students will be awarded their MSc in International Business.

### **Applied Research Project – 60 credits**

The Applied Research Project enables students to apply the theoretical concepts encountered on the MSc International Business program to a real-life management issue. In doing so, they choose and justify appropriate research methodologies, gather data and make conclusions and recommendations to an organisation.

Please note that the fees outlined are for your tuition only and do not include the cost of any course books that you may choose to purchase, stationery, accommodation etc. As an London and Birmingham branch campus student you will also have access to our on campus libraries and a range of e-learning resources. The modules you will study may require you to purchase additional course textbooks and you should be prepared to buy some additional texts, we recommend allowing an additional £300 for the duration of your course.