



NEW START4U CIC
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12-14 Riley Square,
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MSc International Business

Locations: London and Birmingham

Level of study: Postgraduate degree

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

Duration: 1 year

The MSc International Business aims to allow students to acquire mastery of both the macro and micro contexts of international business. It is designed to enable students to build, develop, and integrate international business theory, and develop the skills to then apply this in terms of international business practice.

Course information

Level of study: Postgraduate degree

Tuition fees 2019/20: Fees: To find out about current fees and student finance contact us

Entry requirements: A 2:2 (second class) honours 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: 1 year

Assessment methods: Coursework only (may include class tests)

Scholarships or bursaries:

Student finance: Available

Starts: Jan, May, Sep,

Next application deadline: TBC

About this course

The MSc International Business 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



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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

You will be taught using a wide variety of teaching methods across the modules including lectures and seminars, around 12 hours per week. In addition to your time in class, you will also be expected to engage in approximately 30 hours of self-study time per week.

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

Each module is assessed by coursework only (may include class tests).

Careers and progression

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 2:2 (second class) honours degree or International equivalent

In exceptional circumstances, if you do not meet the entry requirements above but have substantial and significant experiential learning, you may be able to apply as a non-standard applicant.

Alternatively, you may be eligible to study our Extended MSc International Business which integrates our Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary).



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Upon successfully completing the Pre-masters Graduate Certificate with a minimum overall mark of 50%, you will be guaranteed progression on to the MSc International Business.

If you are unsure whether your qualifications meet the entry requirements, please contact us and one of our team will contact you to discuss your options.

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.

Modules

All modules are core.

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 with regard to problem solving and possible future scenarios, as well as assist them on their global citizenship journey.



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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 a 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.