

## **INTERNATIONAL BUSINESS MANAGEMENT QATAR (JANUARY START) (MSc/PgDip/PgCert)**

**57N2JQB1/61N20QVX/62N20QVZ**

### **FULL TIME ROUTE**

*Duration:* MSc 15 Months full time; PgDip 10 months full time; PgCert 5 Months full time

#### **Stage 1**

- QB5513 Marketing Management (15 credit points)
- QB5514 The Leadership Challenge (15 credit points)
- QB5515 Issues in International Management (15 credit points)
- QB5916 Internationalisation (15 credit points)

#### **Stage 2**

All of the courses for Stage 1 and

- QB5917 Accounting and Finance for Managers (15 credit points)
- QB5018 Managing Human Resources (15 credit points)
- QB5019 New Venture Creation (15 credit points)
- QB5020 Digital Marketing (15 credit points)

#### **Stage 3**

All of the courses for Stage 1 and 2, plus

- QB5521 Research Practice (15 credit points)
- QB5522 Negotiation and Cross Cultural Management (15 credit points)
- QB5523 Critical Studies Paper (15 credit points)

**Assessment:** A range of assessment tools are in place. Students will be required to produce a range of coursework including: reports, briefing notes, presentations, reflective journals and written examination, or a combination of these, as prescribed for each course.