

**INTERNATIONAL BUSINESS MANAGEMENT (QATAR CAMPUS – STREAM 1)  
(SEPTEMBER START) (MSc/PgDip/PgCert)**

**57N20QB1/61N20QVX/62N20QVZ**

**FULL TIME ROUTE**

*Duration:* MSc Business Management 12 Months full time; PgDip 9 months full time; PgCert 4 Months full time.

QB5002	Interpersonal Management, Negotiation and Persuasion (15 credit points)
QB5003	Marketing Management (15 credit points)
QB5004	Internationalisation (15 credit points)
QB5501	Managing Human Resources (15 credit points)
QB5502	Issues in International Management (15 credit points)
QB5503	Research Practice (15 credit points)
QB5504	The Leadership Challenge (15 credit points)
QB5510	Accounting and Finance for Managers (15 credit points)
QB5901	New Venture Creation (15 credit points)
QB5902	Digital Marketing (15 credit points)
QB5903	Critical Studies Paper (30 credit points)

**PART TIME ROUTE**

*Duration:* MSc 24 Months (PT); PG Diploma 18 months; PgCert 8 Months.

**September 2020 Intake**

**Year 1 (Starts September 2020)**

QB5003	Marketing Management (15 credit points)
QB5004	Internationalisation (15 credit points)
QB5501	Managing Human Resources (15 credit points)
QB5502	Issues in International Management (15 credit points)
QB5901	New Venture Creation (15 credit points)
QB5902	Digital Marketing (15 credit points)

**Year 2 (Starts September 2021)**

QB5002	Interpersonal Management, Negotiation and Persuasion (15 credit points)
QB5503	Research Practice (15 credit points)
QB5504	The Leadership Challenge (15 credit points)
QB5510	Accounting and Finance for Managers (15 credit points)
QB5903	Critical Studies Paper (30 credit points)

**September 2021 Intake**

**Year 1 (Starts September 2021)**

QB5003	Marketing Management (15 credit points)
QB5004	Internationalisation (15 credit points)
QB5501	Managing Human Resources (15 credit points)
QB5502	Issues in International Management (15 credit points)
QB5902	Digital Marketing (15 credit points)

**Year 2 (Starts September 2022)**

QB5002	Interpersonal Management, Negotiation and Persuasion (15 credit points)
QB5503	Research Practice (15 credit points)
QB5504	The Leadership Challenge (15 credit points)
QB5510	Accounting and Finance for Managers (15 credit points)
QB5901	New Venture Creation (15 credit points)
QB5903	Critical Studies Paper (30 credit points)

*Assessment:* By a portfolio of coursework, as prescribed for each course.