

**INTERNATIONAL BUSINESS MANAGEMENT (SEPTEMBER START) (MSc/PgDip/PgCert)**  
**57N202B1/61N202VX/62N202VZ**

**FULL TIME ROUTE**

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

Full time students start in September. Part time students will negotiate their programme of study with the Programme Leader.

**Stage 1**

BU5026 Accounting and Finance for Managers (15 credits)  
BU5038 Interpersonal Management and Negotiation (15 credit points)  
BU501H The Leadership Challenge (15 credit points)  
BU5057 Issues in International Management (15 credit points)  
BU5065 Entrepreneurship in Practice (0 credit points)

**Stage 2**

All of the courses for Stage 1 and

BU5577 Managing Human Resources (15 credit points)  
BU5579 Internationalisation (15 credit points)  
BU5583 Research Practice (15 credit points)  
BU551H Marketing Management (15 credit points)

**Stage 3**

All of the courses for Stage 1 and 2, plus

BU5940 New Venture Creation (15 credit points)  
BU5991 Digital Marketing (15 credit points)  
BU5914 Critical Studies Paper (30 credit points)

On completion of the MSc Business Management students will be permitted to undertake a further 60 credits for the award of an MBA. Importantly, in addition to the completion of the courses the students must have completed 2 years relevant work experience on submission of the Professional Practice Journal.

**Available to those who have graduate with an MSc Business Management**  
**MBA Award:**

Year 1:

BU5064 Operations and Project Management (15 credit points)  
BU5559 Managing Change and Innovation (15 credit points)  
BU581A Business Model Innovation (15 credit points) (Online)

Year 2:

BU5054 Professional Practice Journal (15 credit points)

**PART TIME ROUTE**

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

Part time students will negotiate their programme of study with the Programme Leader.

Students undertake a programme of study as agreed with the programme leader, taking up to 30 credit points per stage (90 credit points per year of study).

### Year 1

All students must take the following:

BU5991 Digital Marketing (15 credit points)

Up to 30 credit points from the following:

BU5026 Accounting and Finance for Managers (15 credit points)  
BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)  
BU501H The Leadership Challenge (15 credit points)  
BU5057 Issues in International Management (15 credit points)  
BU5043 Marketing Decision Making (15 credit points)

Up to 30 credit points from the following:

BU5577 Managing Human Resources (15 credit points)  
BU5579 Internationalisation (15 credit points)  
BU5583 Research Practice (15 credit points)  
BU551H Marketing Management (15 credit points)

### Year 2

All students must take the following:

BU5940 New Venture Creation (15 credit points)  
BU5914 Critical Studies Paper (30 credit points) must be done in year two

Plus up to 30 credit points from the following (courses taken in previous years cannot be taken again):

BU5026 Accounting and Finance for Managers (15 credit points)  
BU5038 Interpersonal Management, Negotiation and Persuasion (15 credit points)  
BU5043 Marketing Decision Making (15 credit points)  
BU5057 Issues in International Management (15 credit points)  
BU501H The Leadership Challenge (15 credit points)

Plus up to 30 credit points from the following (courses taken in previous years cannot be taken again):

BU5577 Managing Human Resources (15 credit points)  
BU5579 Internationalisation (15 credit points)  
BU5583 Research Practice (15 credit points)  
BU551H Marketing Management (15 credit points)  
BU5991 Digital Marketing (15 credit points)

On completion of the MSc International Business Management students will be permitted to undertake a further 60 credit points for the award of an MBA. Importantly, in addition to the completion of the courses the students must have completed 2 years relevant work experience on submission of the Professional Practice Journal.

### **MBA Award:**

Year 1:

BU5064 Operations and Project Management (15 credit points)  
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