REDEFINE

WITH A

MASTERS

MSc

INTERNATIONAL BUSINESS

REDEFINE AT STIRLING
Why Study an MSc International Business?

This course provides students with an opportunity to understand how business is conducted in an international arena, in particular focusing on the development of managerial skills necessary to survive and thrive in an interconnected world.

The MSc International Business offers a solid foundation for a highly successful career by developing problem-solving and critical thinking abilities within the context of trading across national boundaries.

By the end of this course, students have an understanding of operating across economies, currencies and regulatory frameworks. In addition, they are equipped to engage with stakeholders from different cultures and work effectively in a team that is scattered in different geographic regions.

Students have the opportunity to engage with businesses while undertaking a consultancy project enabling them to practice and demonstrate to future employers their practical and transferable skills.

What is International Business?

International Business is the specialisation of core business subjects, adding theoretical and practical dimensions relevant to operating in an increasingly globalised economy.

Foundation content, from accountancy and finance to strategic management, is explored in the context of international regulatory frameworks and business practices. Marketing, an increasingly powerful strand of business activity, is acutely sensitive to national and cultural issues.

Analytical and problem-solving skills are developed from multi-cultural and multi-national perspectives. Students are exposed to the challenges and opportunities that result from globalisation.

An MSc International Business from Stirling is designed to develop deep understanding of different approaches to managing businesses across national boundaries and create awareness of new trading blocs and the pressures they inflict on businesses and managers.

Postgraduate education in International Business equips graduates to work in roles that require an understanding of how businesses are financed and taxed in different jurisdictions as well as other legislative issues that must be taken into account. A strong emphasis on responsible management covering ethical and environmental issues of relevance to commercial operators with international interests is a major strength of this course.

For further information on the course content visit: stir.ac.uk/15
<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>Flexible course structure</strong></td>
<td>focus on the core management modules or specialise in marketing or human resources</td>
<td></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><strong>Industry engagement</strong></td>
<td>take part in work-based multi-disciplinary projects that will help prepare you for your next step on the career ladder</td>
<td></td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><strong>Expertise in corporate social responsibility</strong></td>
<td>increasingly important within the global business environment</td>
<td></td>
</tr>
<tr>
<td><strong>4</strong></td>
<td><strong>Stirling’s global research rating</strong></td>
<td>we’re among the top 25 in the UK according to REF 2014</td>
<td></td>
</tr>
<tr>
<td><strong>5</strong></td>
<td><strong>Build your global network</strong></td>
<td>study alongside international students across a range of business disciplines</td>
<td></td>
</tr>
</tbody>
</table>
**ABOUT THE COURSE**

MSc International Business is a full-time, one-year course. The first semester will consist of four core modules. In the second semester you will have two core modules and a choice of two electives. Personal and Professional Development for International Business is another core module that will be taught across both semesters. In the summer students are able to undertake a dissertation or consultancy project.

**Semester 1**

**Introduction to Managing an International Business**

Introduces the concepts used in managing different activities in international organisations. This module will help students to develop an appreciation of the different cultures and how this will impact on the way business is conducted and managed in different parts of the world.

**Managing Multinationals**

This module introduces students to the international business and the opportunities and threats that exist within the changing global environment through the study of Multinational Enterprises (MNEs) in the 21st century. The module will be particularly useful for students interested in working in multinationals or those interested in understanding its operations.

**Responsible Business and Society**

You will develop an in-depth understanding of the theories and concepts of business ethics and social responsibility and be able to critically reflect upon the external and internal factors that shape responsible business practice. Students examine contemporary ethical issues in business practices in an international and interconnected setting enabling them to appreciate the broader social and political environment in which business operates.

**Accounting & Finance for Managers**

Provides a foundation knowledge and understanding of the principles of accounting and corporate finance.

**Semester 2**

**Doing Business Globally**

This module will draw on the theories discussed in the first semester and enables students to strengthen their understanding of the context and operation of international business in Europe and the competing economies such as the BRIC nations. Students will also critically reflect on the dynamics of these regions within the global market place and identify some of the key issues and challenges faced by the European and Asian businesses and societies.

**International Strategy**

By combining a lecture and seminar programme with relevant, focused group presentations, individual assignment and an end of semester examination, module participants will become versed and practised in addressing the complexity of strategic management within organisations. They will learn to manage and analyse relevant information about organisations and their strategic issues in a clear, sound and explicit way.

**Personal & Professional Development for International Business**

Builds on skills introduced in the first semester, including written work, presentation skills and group work, further preparing students to be highly effective in international business.
ELECTIVE MODULES

Managing Change
This module will enable students to understand and undertake organisational change. It will cover the reasons for change and the benefits of slow and fast transformation, the main models of and approaches to change, the main issues involved in planning and implementing change, and change from the perspective of the different parties involved.

Project Management
This module introduces the basic concepts and techniques of project management and their applications.

Innovation Management
This module aims to provide students with knowledge and skills to enable them to contribute to the development of an innovation culture in different types of organisations.

Business Consulting
Students will gain a practical introduction to the field of consulting. This will cover each of the key steps in engaging with and solving a client problem, from initial problem exploration and diagnosis to recommendation.

Managing Family Businesses in a Global Context
The module is designed for students pursuing a career with a global dimension but working for or owning a family firm. It will be particularly useful for students interested in managing a family firm in an international context.

Corporate Finance
This module provides an understanding of how corporations raise finance and how they invest money.

“Stirling came recommended as an excellent city to live as a student. Stirling has provided me with the skills necessary for a successful business career in an international environment.

Having peers from all over the world allows you to step out of your personal boundaries and experience what a real international workplace will be like and provides you with confidence for the future. With the international environment you soon become a cohesive group that engages in activities outside the coursework which offers interesting insights in cultures from all around the world.”

JANNES PEEMOLLER
Germany
Highly qualified individuals with a multi-faceted understanding of business opportunities and risks are in high demand among organisations with global operations. As the world is increasingly interconnected, even graduates who choose to remain at home will find that a broad business degree with an international flavour will set them apart from other employment-seekers.

The proven ability to work in a multi-cultural team is an added advantage for individuals seeking careers at higher management levels in organisations with stakeholders in other countries.

The University of Stirling Management School has built a considerable reputation for world-class management and business education, and the MSc International Business provides you with excellent preparation for a wide range of careers in the private, public and voluntary sectors.

Our alumni are found in key roles across organisations. Employers have included the World Wildlife Fund, Lufthansa, RBS, Proctor & Gamble, Ernst & Young, EBSCO Publishing and Accenture.

PREPARING BUSINESS LEADERS OF THE FUTURE

Postgraduate education at the University of Stirling Management School goes beyond textbooks and lecture rooms by also focusing on professional and personal development. Our unique Flying Start Leadership programme, at the beginning of the academic year, equips students with the awareness, knowledge and techniques essential for building a successful career. These range from practical skills, like effective public speaking, to developing ways to work under pressure in difficult situations and manage conflict.
ON CAMPUS

Taking advantage of Scotland’s outstanding natural scenery, the University of Stirling is an inspiring and peaceful place to study. Postgraduate students can apply for University accommodation and use study areas conducive to working towards successful completion of a Masters degree.

The University offers extensive indoor and outdoor sports facilities, a shopping precinct and arts centre. We have a large team of librarians and IT specialists available for one-to-one guidance with research skills and use of the University’s high-tech learning environment.

Assistive technologies are available for students with disabilities.

STUDENT AND ALUMNI SUPPORT

The University of Stirling Graduate School will support you in making the most of your time at Stirling – ensuring you develop your skills and, crucially, your employability within a rich academic environment. We have excellent links with major employers in business and industry and our Career Development Centre works closely with students in preparation for the transition to work.

The relationship with students does not stop at graduation. We maintain links with our alumni through international events and social media.

STIRLING MANAGEMENT SCHOOL

RESEARCH EXCELLENCE

We are building our global reputation for academic excellence through a wide range of international research and education delivery partnerships. Stirling Management School has established successful international partnerships in several regions, including Asia and the Middle East. We are exploring additional sustainable overseas partnerships in order to attract the world’s best academics to work with us and the most talented students to enrol on our courses.

ACCREDITATION AND AFFILIATION

We are a member of the Association of Business Schools; the European Foundation for Management Development, signatories to PRME, Principals for Responsible Management Education and in partnership with the Chartered Management Institute.

Information on funding and scholarship opportunities can be found here: stir.ac.uk/39
**Entrance Requirements**

You’ll need a minimum of a second class Honours degree in any subject, or an equivalent qualification. However, you can still apply if you don’t have these formal qualifications, but bring significant work experience in a relevant area.

If you don’t meet the required criteria for this course, you can complete the Graduate Diploma in Business, Finance and Sport to gain a guaranteed entry onto this Masters degree: [stir.ac.uk/1dm](http://stir.ac.uk/1dm)

For details of English language requirements for this course, visit: [stir.ac.uk/3f](http://stir.ac.uk/3f)

**Fees, Funding and Scholarships**

The University of Stirling Management School is committed to investing in academically talented students. There are various categories of funding available to support the cost of your studies at the University of Stirling.

Information about scholarships and funding may be found at: [stir.ac.uk/1j5](http://stir.ac.uk/1j5)