MSc
International Business

MSc
International Business and Marketing

MSc
International Business and Entrepreneurship

OCTOBER AND JANUARY START DATE AVAILABLE

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

The MSc International Business offers a broad based business qualification to enhance your future career prospects by developing problem solving and critical thinking abilities within the context of trading across national boundaries. You can create a degree that gives you a specialist edge by choosing a pathway in Marketing or in Entrepreneurship during your studies.

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.

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 make on businesses and managers.

For more information on course content visit: stir.ac.uk/15

WHY STUDY AN MSc INTERNATIONAL BUSINESS?

WHAT IS INTERNATIONAL BUSINESS?

Four Reasons

1. Flexible course structure
   - focus on core business modules or specialise in marketing or entrepreneurship

2. Industry engagement
   - take part in work-based multi-disciplinary projects that will help prepare you for your next step on the career ladder

3. Expertise in corporate social responsibility
   - increasingly important within the global business environment

4. Stirling’s global research rating
   - we’re among the top 25 in the UK according to REF 2014

5. Build your global network
   - study alongside international students across a range of business disciplines
The MSc International Business is a full time, one year course. The first semester will consist of five core modules. In the summer students are able to undertake a dissertation or consultancy project. There are two pathways available to students who want to specialise, the MSc International Business and Marketing and the MSc International Business and Entrepreneurship.

October entry

Core Modules
- Flying Start Leadership Programme
  Engages postgraduate students in a wide range of activities at the beginning of their course which challenges their perspectives of culture, explores their beliefs and values, builds their self-confidence, and encourages them to share their ideas.
- Managing an International Organisation
  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.
- International Marketing Management
  Provides an introduction to Marketing Management for professionals with different experience, working in a variety of industries. The module conveys marketing as a core management competence and is designed to develop an understanding of the importance of customer values.
- Professional Skills for International Managers
  This module is designed around a portfolio of personal and professional development activities as well as engagement with practice and practitioners.
- International Accounting for Managers
  Provides a foundation knowledge and understanding of the principles of accounting and corporate finance.
- Global Perspectives in People Management
  The module aims to introduce students to the main concepts and practices involved in the subject of Human Resource Management (HRM) from a global perspective, whilst providing them with a critical perspective on the theories and practices operating in an international arena.

Business in Europe and the Emerging Markets
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.

Managing Entrepreneurial and Family Business
This module focusses on the management of the distinctive opportunities and challenges facing entrepreneurial and family businesses in an international context giving students an in-depth understanding from which to evaluate real world cases.

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.

Summer
- Independent Project

Option Modules
- One from: Project Management, New Venture Creation, Business Consulting, International Branding, Multi-Channel Marketing and Retailing
- Plus one from: Global Innovation Management, Achieving Business Growth, International Retail Management, Global Supply Chain, Digital Marketing

For January entry details visit stir.ac.uk/15

Degree Pathways
For module details please visit stir.ac.uk/15

The MSc International Business programme offers two pathways. The pathways will cover key issues in International Business and focus on developing specific skills and knowledge in the chosen pathway subject.

MSc International Business and Marketing
The MSc International Business and Marketing covers a comprehensive range of issues faced by marketing managers and provides an understanding of the operational areas of marketing and the functions within organisations.

MSc International Business and Entrepreneurship
The MSc International Business and Entrepreneurship explores the theoretical and practical aspects of starting and developing businesses across borders and cultures. You will develop practical skills to prepare you to apply entrepreneurship in an existing company or launch your own venture.
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.

POSTGRADUATE STUDY AT STIRLING

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.

Student and alumni support
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 providing life long opportunities to develop your professional network.

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 AT: stir.ac.uk/39
ENTRY 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 entry 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/124

For details of English language requirements for this course, visit: stir.ac.uk/3f

FEES, FUNDING AND SCHOLARSHIPS

Fees are reviewed each year and you can pay in full before the course starts in which case you may be eligible for a discount, or by instalments. More on course fees, payment options and scholarships funded by Stirling Management School, the University and external organisations may be found at: stir.ac.uk/2cp

CONTACT INFORMATION

Course Director: Ms Jenoah Joseph
Telephone: UK +44 (0) 1786 467380
Email: msc-ib@stir.ac.uk

stir.ac.uk/management

Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

This publication can be made available in different formats. Please contact Student Recruitment and Admissions for further information: recruitment@stir.ac.uk

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