MSc
INTERNATIONAL BUSINESS
INTERNATIONAL BUSINESS WITH MARKETING

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.

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.

As part of the flexible method of learning this postgraduate course in International Business also offers a pathway in Marketing enabling you to graduate with an MSc International Business with Marketing.

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
Flexible course structure
focus on the core management modules or specialise in marketing

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

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

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

Build your global network
study alongside international students across a range of business disciplines
**About the Course**

The MSc International Business and MSc International Business with Marketing are full time, one year courses. The first semester will consist of five core modules. In the second semester you will have three core modules and a choice of two from eight electives. In the summer students are able to undertake dissertation or consultancy project.

**Course Structure**

There are two MSc International Business pathways and students can graduate with the MSc International Business with Marketing if they undertake one module from Brand Marketing or Retail Marketing, and one module from Digital Marketing and Advertising or Social Marketing before completing a dissertation or consultancy project on a marketing related topic.

**Semester 1**

**Managing Across Cultures**

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.

**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.

**Accounting and Finance**

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

**Managing Across Cultures**

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.

**Responsible Business in 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.

**Semester 2**

**Managing Entrepreneurial and Family Business**

This module focuses 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.

**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.
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.

Brand Marketing
What is a brand and why are brands important? What makes a brand meaningful to consumers, when do brands succeed, and why do they fail? How can firms ensure they build authentic brands that are commercially viable? These key questions, and more, will be explored throughout the module with the intent to expand students’ understanding of how brands work in today’s landscape.

Retail Marketing
The module aims to provide students with an understanding of the role of marketing in retailing and the influence that retailing has on the practice of consumer marketing.

Social Marketing
This module aims to demonstrate how commercial marketing ideas and techniques can be applied outside the market place to tackle social policy challenges such as obesity, traffic safety and our carbon consumption. Students explore how voluntary behaviour can contribute to pro-social change at micro and macro levels.

Digital Marketing and Advertising
This module reflects on current trends in contemporary marketing theory and practice within digital and social media marketing.
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.

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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 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 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/1z4

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

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stir.ac.uk/management
Join our community

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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