

MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT



Master of Science in International Management

By the end of the programme you will have mastered general management theory and its application in today's global economy. Your understanding of complex organisations and your highly developed analytical and personal skills will equip you for a challenging management position in a wide range of international companies.

Programme outline

Our MSc in International Management provides a systematic understanding of the theory and practice of general management in the context of today's global economy. It will give you a sound theoretical grounding in a broad range of business and management issues and help you develop a range of analytical and personal skills.

You will analyse and critique management theory and practice, and investigative and address a wide range of managerial issues and problems. You will develop sound judgement in the face of ambiguous data and demonstrate advanced skills in financial and economic management.

In studying the complexity of international organisations and the interdependence of their strategy, policy, functions, processes, systems and people, you will also learn how to apply your new knowledge to increase your managerial competence and personal effectiveness. You will learn how to operate successfully in international and multicultural markets.

General modules cover strategic organisation; managing finance; international business and emerging markets; and managing in a multicultural context. The other modules that you will study are marketing management; economics for management; strategic operations management; and strategy and organisational learning. You will complete your degree with an original dissertation.

You should graduate with a range of key transferable skills that will enhance your access to a wide range of entry-level managerial positions in financial and management services companies, blue chip manufacturing and service companies and major retailers.

Personalised study

Students can customise their degree according to their individual requirements.

Programme structure

The programme is composed of four general modules, four specialist modules and a dissertation (for a total of 180 credit points).

Your first module will be nine weeks in length where you begin with a week long brief introduction to the programme, the learning platform and then continue with the module content.

Each following module is eight weeks in length. By taking one module at a time you can explore a specific subject in depth without distractions.

A General modules

- Strategic Organisation
- Managing Finance
- International Business and Emerging Markets
- Managing in a Multicultural Context

B Specialist modules

- Marketing Management
- Economics for Management
- Strategic Operations Management
- Strategy and Organisational Learning

C Dissertation

Students refine their dissertation topic in conjunction with their Personal Dissertation Advisor, an academic supervisor who will provide support throughout the writing process.

Programme duration

The programme takes on average 30 months to complete. However, since students progress at their own pace, you may choose to complete your studies in as little as 24 months or spread them over 60 months.



MSc in International Management Modules

Strategic Organisation

Aim: *To develop an understanding of the processes involved in the performance of organisations and their constituent parts.*

You will become familiar with leading-edge theory about organisation and management and how these processes inform strategy, organisational environment and performance. This module introduces, develops and models concepts of organisation, strategy and environment as they relate to performance in a global setting. You will examine theories of organisational and management effectiveness; organisational inertia and change; organising and managing as strategic acts; classic management ideas and bureaucracy; contemporary organisational conditions and challenges; new forms of organising; power and politics in and around management; as well as corporate values and culture.

Managing Finance

Aim: *To provide a comprehensive grounding in the financial management and aspects of financial reporting in organisations.*

This module provides a framework that enables you to understand the role of accounting and finance in management and business; and how the information provided by accounting and finance supports decision-making by managers. In particular, it deals with basic principles of accounting and finance, the techniques of preparation of accounting and finance information and the fundamentals of costing and costing systems, all in an international context.

International Business and Emerging Markets

Aim: *To enhance students' awareness of the global business environment.*

You will learn how to analyse the decision-making processes, organisation, and management of international firms, using both theoretical and empirical approaches. In addition, you will develop an appreciation of the problems and risks facing international firms, and the means that they adopt to overcome them. Finally, this module will examine the new opportunities available in emerging markets, and the difficulties that accompany them.

Managing in a Multicultural Context

Aim: *To equip students for the demands of operating across cultural boundaries.*

You will gain an appreciation for the diversity of cultures encountered in international business, as well as strategies for operating effectively in a culturally diverse environment. You will acquire an understanding of leading theoretical models of multiculturalism, as well as examining your own skill levels and your knowledge of other cultures.

Marketing Management

Aim: *To provide an understanding of marketing in terms of academic principles and practical applications.*

This module will address current academic and practitioner issues in relation to global marketing management and key marketing concepts. You will evaluate important components of the marketing environment and assess the business advantages of understanding diverse groups of customers, buyer behaviour, marketing research, segmentation, positioning and targeting. You will also examine the significance of global marketing strategies.

Economics for Management

Aim: *To demonstrate how economics informs both consumer and corporate behaviour and industry structure.*

This module will equip you to use economic tools in other modules and in your future professional life. You will discover the potential uses of economics in business and management research, both academic and practical. You will become skilled in using economics tools in decision-making and understand simple economic models presented using graphs or algebra. You will also become familiar with basic techniques of empirical work in economics.



MSc in International Management Modules

Strategic Operations Management

Aim: To demonstrate how operations management can influence and shape competitive strategy.

This module covers theory and leading operational practice in a range of subject areas. These include modern business drivers and competitive performance (time compression, responsiveness, waste elimination etc.); the achievement of competitive advantage through operations management, globalisation and supply chains; agility and Efficient Consumer Response (ECR) examples; and operations performance measurement.

Strategy and Organisational Learning

Aim: To provide an overview of traditional and contemporary approaches to strategy in organisations.

This module offers an overview of approaches to strategy from rational to micro-strategising. You learn how to diagnose, analyse, critique and develop organisational systems and strategies that are intended to develop capability and performance. You will understand the importance of micro-level activities, systems and processes in a complex organisation and evaluate individual and organisational barriers to strategising and learning.

Dissertation

The culmination of your programme, this written project demonstrates your mastery and integration of all your previous learning. The dissertation is the cornerstone of the UK university system. It is an original, scholarly work that applies your new knowledge and experience and allows you to prove your mastery of the techniques you have studied.

Students choose their dissertation topic in conjunction with their Personal Dissertation Advisor, an academic supervisor who will provide support throughout the study and writing process.

