



# Master of International Business

## Likely roles include:

- Export analyst
- International marketing representative
- Business development manager
- International relations consultant

## 240 points; 18 months

The Master of International Business is an 18-month coursework masters degree programme designed for graduates who are looking for international career opportunities.

You will gain the knowledge, practical skills and networks to engage in the rapidly changing global marketplace.

## Career prospects

Our professional masters programmes are designed to prepare you for the workplace and help you stand out in a competitive job market.

Master of International Business graduates will be well equipped to enter internationally oriented organisations such as exporters, global consumer or

industrial goods manufacturers, and trade development and promotion agencies.

## Degree structure

**The Master of International Business is an 18-month, 240-point programme studied over six quarters.**

You will study core business courses before continuing on to a set of specialised International Business courses.

You will also complete four professional development modules as an important

component of your degree. These will equip you with the professional skills that you will need to enhance your employability and success in the business world.

MASTER OF INTERNATIONAL BUSINESS - COHORT 4

Core 1	Core 2	Specialisation in International Business 3	Specialisation in International Business 4	Marketing Strategy and Capstone 5	Advanced Specialisation in Int Business 6
<ul style="list-style-type: none"> <li>• Managing People and Organisations</li> <li>• Economics for Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Reporting and Control</li> <li>• Business Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Environment</li> <li>• International Trade and Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Competing in Asia</li> <li>• Global Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate and Marketing Strategy</li> <li>• Strategy Capstone</li> </ul>	<ul style="list-style-type: none"> <li>• International Management and Strategy</li> <li><b>PLUS ONE OF...</b></li> <li>• International Business Research Project</li> <li>• Consultancy project for MIntBus</li> </ul>
<ul style="list-style-type: none"> <li>• Consultancy Practice</li> </ul>					

**Professional Development**

See overleaf for more detailed course descriptions



# Course descriptions

Core	BUSMGT 711 Managing People and Organisations 15 points	Focuses on the foundations of organisational behaviour and managing within the workplace. Examines the challenges that managers and leaders face in managing people and organisations.
	BUSMGT 712 Business Analytics 15 points	Focuses on fact-based and data-driven decision making in a volatile, uncertain, complex, and ambiguous (VUCA) world. Examines decision biases and tools to overcome decision making under VUCA.
	BUSMGT 713 Financial Reporting and Control 15 points	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	BUSMGT 714 Economics for Managers 15 points	Examines attributes and behaviours of consumers, firms, markets and institutions and their impacts on the macroeconomy. Focuses on the micro and macroeconomic aspects of market actors from a managerial perspective.
Specialisation	BUSMGT 741 International Business Environment 15 points	Provides an understanding of macro-environment issues that businesses operating internationally face. Develops students' analytical thinking and decision making skills with the use of analytical tools and case studies.
	BUSMGT 742 International Trade and Finance 15 points	Provides an understanding of the trade and financial environments within which organisations operate. Focuses on the challenges organisations face when making business decisions with regard to international trade and finance.
	BUSMGT 743 Competing in Asia 15 points	Examines the different national institutional environments in the Asia-Pacific region. Provides an understanding of the changes that are taking place in key economies in the region and the implications for competition.
	BUSMGT 724 Global Operations Management 15 points	Examines the design, management and improvement of operations to produce and deliver products and services within global supply chains. Emphasises how decisions relating to resources and processes are made within the business environment.
Strategy capstone	BUSMGT 715 Corporate and Marketing Strategy 15 points	Focuses on the core components of corporate strategy such as strategy development, diversification, and corporate portfolio management. Examines key elements of marketing strategy such as market defining, segmenting, targeting, positioning and branding.
	BUSMGT 716 Strategy Capstone 15 points	Examines the logics and processes of strategy formulation and implementation. The course involves extensive business situation case analysis and a "real world" business project requiring creative and innovative recommendations typical for a capstone experience.
Advanced specialisation	BUSINT 710 Consultancy Practice 15 points	Develops the tools and frameworks required to engage in consultancy work. Engages students in problem framing, identifying and employing appropriate methodologies, and developing and presenting solutions to specific problems. Considers the dynamics of client-consultant relationships.
	BUSINT 702 International Management and Strategy 15 points	Provides advanced in-depth analysis of current issues in international management and strategy.
	<b>Plus a choice of one of the following courses</b>	
	BUSINT 703 International Business Research Project 30 points	Students explore the international business environment by addressing a global business problem to produce a written analytical research report.
	BUSINT 711 Consultancy Project for MIntBus 30 points	A research-informed consultancy project based on an international business internship with a company or other appropriate organisation with written and oral reports of the findings.
Professional development	BUSMGT 701 Professional Development Module 1 7.5 points	Provides opportunities for the development of applied communication skills and career planning strategies.
	BUSMGT 702 Professional Development Module 2 7.5 points	Focuses on the individual and develops key interpersonal strategies and skills for professionals to function effectively and cooperatively in a range of business environments.
	BUSMGT 703 Professional Development Module 3 7.5 points	Engages the emerging manager in developing advanced planning and implementation skills through the use of case studies.
	BUSMGT 704 Professional Development Module 4 7.5 points	The emphasis is on the development of advanced professional attributes which are essential to organisational leadership, including advanced communication and effective team engagement.

The information in this document is provided as a general guide only for students and is subject to alteration.