International Business Management

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

Whilst studying, you'll gain a strong foundation in a wide range of business and management disciplines, together with skills and experience that will enable you to meet the challenges of a career in the fast changing international business environment.

You'll study the theories and techniques of accounting, economics, marketing and business strategy, and learn to apply them in a global context, enabling you to develop employability skills specific to companies with international economic activities and immerse yourself in the culture of the country of your choice.

You'll learn a number of business-related skills, including professional presentation, team working, leadership, communication and problem solving and your study of the international business environment will be reinforced by a compulsory year abroad of study, or a combination of study abroad and work-based learning abroad. You'll become competent in the analysis of the impact of cultural differences on a wide variety of business decisions and consumer behaviour.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N1R2

Course Length

4 years

Department

Business Management

Entry Requirements

2027 entry requirements

Standard entry:
4 Highers at BBBB.

Widening access entry:
4 Highers at BCCC.

For entry to year 2 you must have 3 Advanced Highers at BBC.

SCQF Level

10

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

«Address»

Website

www.napier.ac.uk