

# International Business Management

Edinburgh Napier University

## Venues

Craiglockhart Campus

## Content

You'll become competent in the analysis of the impact of cultural differences on a wide variety of business decisions and consumer behaviour. Your study of the international business environment and its particular needs will be reinforced by a compulsory year abroad of study or a combination of study abroad and work-based learning abroad.

You'll have the chance to immerse yourself in the culture of the country of your choice and develop employability skills specific to companies with international economic activities. You'll also have the possibility to obtain a double degree at one of our partner universities in Germany, France or Spain.

You'll learn a number of business-related skills, including professional presentation, team working, leadership, communication and problem solving. You'll study the theories and techniques of accounting, economics, marketing and business strategy, and learn to apply them in a global context.

## 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

2022 entry requirements

Standard entry:

4 Highers at BBBB plus English at National 5; Maths preferred.

Widening access entry:

4 Highers at BBCC plus English at National 5; Maths preferred.

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