

# International Business Management

Edinburgh Napier University

## Venues

Craiglockhart Campus

## Content

We expect this course to attract students from various countries and cultures. This provides an excellent opportunity for discussion with your peers, allowing you to acquire and deepen your understanding of the diversity of international approaches to global business challenges.

You'll be encouraged to reflect on the approach to international business in your own culture and contribute relevant examples in class discussions.

You'll learn to creatively address the issues of global competition and sustainability while acquiring knowledge of international business and its economic environment. You'll graduate with an advanced understanding of the complexities of global economics and international business.

Subjects include:

Sustaining Organisational Performance; Global Economic Environment and Marketing; Leadership, Strategy and Innovation; Global Marketing; Intercultural Business Communication; Human Resources in an International Context; Research Methods; Dissertation.

## Start Date

September, January

## Qualification

Postgraduate Master's

## Study Method

Full time

## Award Title

MSc

## Course Length

1 year (September) 18 months (January)

## Department

Business Management

## Entry Requirements

You will need an Honours degree at 2.2 or above in any discipline.

## SCQF Level

11

## Combination Courses

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«htmlCombinationUCASCode»

## Address

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## Website

[www.napier.ac.uk](http://www.napier.ac.uk)