

International Business Management with Marketing

Heriot-Watt University

Venues

Edinburgh Campus

Content

Our MSc International Business Management with Marketing programme is aimed at graduates who have little or no business or management background in their first degree and who wish to gain a broad based business qualification to enhance their future career prospects, or at those looking to develop business management knowledge and skills to allow them to change or further their careers.

This is a Conversion MSc

MSc International Business Management with Marketing is a conversion degree programme led by academics from Edinburgh Business School. It introduces the study of business and management to graduates and professionals from non-management backgrounds who wish to enhance their careers.

This degree introduces vital business knowledge to those with limited academic experience in the subject and provides an opportunity to develop versatile management skills in just one year of study. Coupled with specialist learning in the area of marketing, it develops modern management skills to complement existing knowledge and prepare graduates for a career shift or management role.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

12 months

Faculty

School of Social Sciences

Department

Business Management

Entry Requirements

A good Honours degree (first or second class) or its non-UK equivalent in a relevant subject from a recognised British or overseas university.

SCQF Level

11

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk