

Master of Science International Business

Developed and awarded by University of Birmingham, UK

MODULE OUTLINES

CORPORATE GOVERNANCE AND ORGANISATION (10 credits)

Managers and leaders working in organisations face issues and dilemmas on a daily basis. This module will demonstrate to students how should they proceed, how organisations they work in affect their decisions and the implications of their decisions. The module will also cover organisation structures, the difference between leading and managing, governance of organisations, including the role and composition of the board, organisational culture, particularly the differences in national cultures, stakeholders and their expectations, corporate social responsibility and ethics, dealing with complexity and the implications this has for behaviour, leadership and managing change.

CROSS CULTURAL MANAGEMENT (10 credits)

The aim of the module is to introduce students to culture as a major force in international business within the context of a global economy. In this module, culture will be defined and its implications in the world of business reviewed. The module will focus on the complex task of capturing and assessing the cultural encounter, present empirical evidence, provide illustrations, and sample cultural combinations.

GLOBAL SHIFT (10 credits)

The module provides students with the theoretical understanding of the relationship between two major themes in International Business: (i) the existence of differences in national business systems; and (ii) the present day character of processes of internationalisation and globalisation of economic and business activities. A major theme running through the module is the importance of knowledge for the understanding of the evolution and development of national business systems and international business.

INTERNATIONAL BUSINESS NEGOTIATIONS (10 credits)

Treating negotiations as a technique that can be learned and adapted to international business relations, this module deals with three main inter-related themes:

- 1) Conflict resolution,
- 2) The cross-cultural communication and management of cultural differences in international business deals, and
- 3) Business negotiation skills and tactics.

INTERNATIONAL BUSINESS SIMULATION (10 credits)

The overall aim of this module is to replicate the dynamic nature of international strategic management, using an interactive, competitive business simulation to blend analysis and practice. Students are tasked with directing and expanding a business, from research and

development to the introduction of new and improved products and the search for new markets. In seeking to sustain growth, students are required to improve productivity, manage human resources and take responsibility for finance and accounting issues. Through the simulation, students learn to appreciate the contribution of different functions in creating value for the customer and generating sustainable competitive advantage; they experience the realism of making business decisions and develop their skills in strategy formulation and implementation in an international context.

INTERNATIONAL BUSINESS STRATEGY (10 credits)

This module aims to consolidate the theories related to international management, internationalisation and business strategy by applying them to practical cases of major international companies. This module is an introduction to the analytical frameworks, models and techniques commonly used in international business for the analysis, formulation and implementation of strategies. The module will have a strong emphasis on theories and their practical implementation.

INTERNATIONAL FINANCE AND ACCOUNTING (10 credits)

The purpose of this module is to develop skills in the analysis of accounting data and to provide a good understanding of the underlying assumptions on which the figures are based. Besides formal lectures, there will be opportunities to practise the skills by completing exercises and case studies.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (10 credits)

This module will be an analysis of Human Resource Management (HRM) practices and policies in modern companies and organisations. These involve companies maintaining a flow of suitably skilled and qualified employees, motivating, promoting and rewarding employees in making sure that all statutory requirements that involve employee welfare are met.

INTERNATIONAL MARKETING (10 credits)

The aim of the module is to develop students' knowledge of marketing within an international context. It focuses on international marketing skills to tackle the increasing importance of international exchange and transactions in the international market. The module will explore a range of international marketing topics that will enable students to appreciate the involved and multifaceted nature of cross border marketing decisions and the important role of marketing strategies within international business.

INTERNATIONAL OPERATIONS AND PROCUREMENT (10 credits)

The module is designed to stimulate an awareness of the characteristics of operations and procurement systems in an international context and the various approaches that may be adopted in their design. An 'operations system' is defined as a set of facilities and activities that produce or deliver goods and/or services. The module has the overall aim of providing an awareness of the range of factors that constitute a holistic approach to the design and performance management of operations and procurement systems.

ISSUES IN MANAGEMENT (10 credits)

This module will be an introduction to some of the key problems of managing and leading in modern organisations. It will cover three areas of concern to address topical issues from a variety of different disciplinary backgrounds. The Issues in Management module will thus be split into 3 sections namely: (i). The Management of Business Organisations; (ii). Managing the Financial Crisis; and (iii). Managing in Multinational Organisations.

KNOWLEDGE AND INNOVATION SYSTEMS (10 credits)

Knowledge, learning and innovation are perceived to be amongst the key forces driving economic growth and development in today's global economy. In order to understand this phenomenon, the module aims to provide students with an in-depth understanding of the economics and management of knowledge and innovation in the context of globalisation. The development of an understanding of the social and interactive character of the processes of knowledge creation and diffusion are central to this course.

RESEARCH METHODS IN INTERNATIONAL BUSINESS (10 credits)

The module aims to develop students' research skills so as to endow them with competencies to design a feasible and coherent research proposal. This will be achieved by developing students' skills to choose a compatible and achievable research methodology. In addition, this module introduces the fundamentals of quantitative and qualitative research techniques with emphasis on encouraging and enabling students to develop their analytical and technical research skills, so that they are better able to undertake dissertation projects.

DISSERTATION: MSC INTERNATIONAL BUSINESS (60 credits)

Following the completion of the taught part of the programme, you will be expected to complete a 10,000 to 12,000 word dissertation. You will be supervised during the compilation of the dissertation. The dissertation is your opportunity to specialise in researching a particular area of International Business. The topic will be your choice and you should try to link your topic to possible opportunities that may relate to the next steps in your future career.

Researching a particular company, sector or industry may help directly in securing a good position in a company after your Master's programme.