MSc INTERNATIONAL BUSINESS AND MARKETING MANAGEMENT

January entry
YOUR COURSE IN FOCUS

SEMESTER 1
- Research Methods
- Operations Management
- Introduction to the Principles of Marketing
- Finance and Accounting for Business
- Understanding Customer Behaviour
- Developing Skills for Business Leadership 1

SEMESTER 2
- Global Strategic Management
- Strategic Business Simulation
- Developing Skills for Business Leadership 2
- Innovation, Change, Organisations
- You must select: Consultancy Project or International Study Trip

SUMMER

Dissertation or Synoptic Research Project or Client Project

For further information on any of our Postgraduate Programmes
telephone: +44 (0) 1865 485858 or email: business@brookes.ac.uk
www.brookes.ac.uk/business
# MSc International Business and Marketing Management

**September entry**

**YOUR COURSE IN FOCUS**

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<thead>
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<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SUMMER</th>
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