

International Business and Marketing Management

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Developing Skills for Business Leadership		
	Research Methods	Global Strategic Management	
	Operations Management	Innovation, Change and Organisations	
	Understanding Consumer Behaviour	Sustainable Global Marketing Strategy	
	Finance and Accounting for Business	As an alternative compulsory module you must select: Strategic Planning in Practice <i>or</i> Consultancy Project <i>or</i> Virtual Global Study Trip	
	Introduction to the Principles of Responsible Marketing	Dissertation <i>or</i> Integrated Business Research Project <i>or</i> Client Project	
YEAR 2	Placement (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes
telephone: +44 (0) 01865 485858
or email helloobbs@brookes.ac.uk
www.brookes.ac.uk/business



International Business and Marketing Management

MSc (January entry)

	SEMESTER 2	SUMMER	SEMESTER 1
YEAR 1	Research Methods	Global Strategic Management	Developing Skills for Business Leadership 2
	Understanding Consumer Behaviour	Strategic Business Simulation	Innovation, Change, Organisations
	Operations Management	Dissertation <i>or</i> Integrated Business Research Project <i>or</i> Client Project	
	Introduction to the Principles of Responsible Marketing		
	Finance and Accounting for Business		
	Developing Skills for Business Leadership 1		

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