INTERNATIONAL BUSINESS & ENTREPRENEURSHIP
MSc: 12 months full-time

This programme will provide you with advanced knowledge and skills in international business, cross-cultural management and international entrepreneurship.

What will I get from this programme?
• This programme is designed for graduates with talent, ambition and entrepreneurial flair, who would like to develop a career in international business development, international entrepreneurship or venture management.
• You will learn about new venture creations and business start-ups, and be involved in international consultancy projects.
• At the end of the programme you will be able to design and plan international strategies, identify opportunities, implement product development in cross cultural contexts.

Why Glasgow
You will be taught by staff renowned for creative research on the internationalisation of small and medium-sized businesses, multinational enterprises, and international economics.

Programme structure
You will take nine core and three optional courses and submit a substantial independent piece of work, normally in the form of a dissertation.

You will develop practical, intellectual and transferable skills through a range of group and individual activities. You will be involved in active learning in multi-cultural groups with simulations, real life case studies and scenario investigations involving a series of workshops, seminars and presentations. You will also be involved in internationalisation consultancy projects with real companies.

Core courses
• Entrepreneurial finance
• Global business environment
• International entrepreneurship and innovation
• International management solutions
• International strategic management
• Managing across cultures and comparative management
• Managing the multinational enterprise & subsidiaries
• Market analysis
• Research methods

Sample optional courses
• American business and management in an international context
• Digital entrepreneurship
• Entrepreneurial perspectives on internationalisation
• International business ethics
• Managing innovation and technology transfer.

Career prospects
This programme emphasises reflective learning, active participation, and the development of interpretive, evaluative and problem-solving abilities which provide benefits for employers and enhance the career prospects of our graduates. Many students have taken fast track routes to senior positions such as financial analysts, development executives, and contract managers.

glasgow.ac.uk/pg/internationalbusinessentrepreneurship

‘The programme was a great addition to my Bachelor’s degree because it provided me with a more in-depth understanding of management principles as well as providing useful skills in terms of dealing with international teams. Additionally, it provided me with a strong base to build my own company which I did alongside my studies.’

Corien Stahls, 2015-16
Entry requirements
2:1 Honours degree or non-UK equivalent (e.g., a GPA of 3.0 or above) in business and management, marketing or commerce, or another relevant social science degree. Your degree must contain at least 25% of undergraduate credits in marketing, business strategy and statistical methods.

Those who do not have such a background who would like to pursue further studies in the area of entrepreneurship and business development are advised to apply for MSc Management with Enterprise and Business Growth.

How to apply
To make an application to the University of Glasgow, go to: glasgow.ac.uk/pg/apply
For any enquiries please contact: business-management@glasgow.ac.uk

JOIN US AND MAKE YOUR MARK

Adam Smith Business School
glasgow.ac.uk/business