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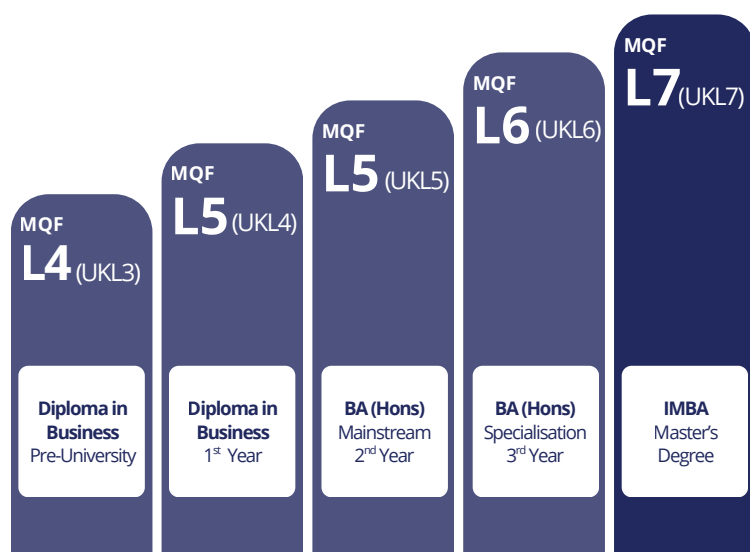


International Master's in Business Administration

The IMBA is an internationally recognised qualification developed to provide pre-experience applicants with a postgraduate general business award. This course develops your knowledge of key business functions and their relationship with the wider strategic and international environment. You also expand your knowledge and understanding of the current changes and modern practices in business.

By the end of the programme you will have enhanced your knowledge and understanding of Business and Management concepts and principles, theoretical frameworks and applied analysis through a range of learning experiences. You also develop key skills in formulating and managing basic research, problem solving and managing projects.

Successful completion of the IMBA provides a much sought-after academic qualification which enhances your career prospects in several managerial roles across a wide range of international business sectors. The IMBA may provide the basis for further study in a range of professional subject areas such as accounting, marketing, operations and human resources as well as further academic study such as a PhD.



International Master's in Business Administration UK L7 - MQF L7

Credits
180 CATS - 90 ECTS

Awarding Body
University of Wolverhampton



Study Mode & Duration
Full-Time: One year
Part-Time: Two years

Assessments
Examinations and coursework assignments

Entry Requirements

- Recognised undergraduate degree in a related field or a minimum of 3 years relevant work experience AND
- English language certification such as O Level or IELTS 6.5 with a minimum of 6.0 in each area or equivalent



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International Master's in Business Administration

Beyond Borders: Global and Cross-Cultural Employment Challenges

People and Human Resource Management explores managing people in a global context and the effects of globalisation on workers and organisations. The module covers cultural differences, behaviour, the employment cycle of international workers, and new developments in work. It also addresses issues like human rights, diversity and corporate social responsibility, preparing you to work internationally and manage global employees.

Strategic Financial Management and Accounting

Managers in all sectors are required to take account of the financial impact of their decisions, and be able to understand and interpret accounting information. This module covers finance - the sources, uses and management of finance; and looks at the use of accounting and other information systems for managerial applications. This module seeks to enable participants to make well informed decisions based upon a sound knowledge of financial report, systems and developments in the accounting and financial environment.

Strategic Global Marketing and Brand Management

Good global marketing is essential for economic growth and company success. This module covers the key stages of developing and implementing a global marketing strategy and how logistics, quality and the marketing mix support it. It examines modern international marketing practices, including strategy, research, B2B marketing, social media and e-marketing. The module also explores global consumer behaviour to understand how similarities and differences across societies affect business.

Strategic Operations Management

Innovation is essential for modern enterprises as new technologies, shifting customer behaviours and globalisation create opportunities for new business models. This module examines how to manage innovation and entrepreneurship, create new ventures, and achieve organisational objectives through efficient resource use. It covers key operations management concepts, strategic planning, and analysis of internal and external environments to choose effective strategic options. The module also develops skills in identifying and solving business problems through creative and entrepreneurial approaches, including recognising and initiating change using business cases.

IMBA Dissertation

Effective leaders and professionals need to base decisions on knowledge gained through research. This module develops the research skills required for a master's programme and for professional or management careers. Participants must complete an independent dissertation that demonstrates understanding of research philosophy, principles and methodology, and shows competence in designing, conducting and reporting a research project. The module builds the ability to carry out research independently and to commission, manage and evaluate the research of others, supporting long-term career effectiveness.

