

International Business

MBA



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Welcome from the Dean of School

I am very pleased to introduce our MBA International Business. The University of Greenwich has a long history of management education, and the MBA draws on decades of professional experience. This degree offers the chance to embark on a managerial career. You will learn how to approach business problems using new models and systems that combine practical and theoretical understanding and will acquire skills that employers find highly valuable.

Jon Sibson

Dean of the Business School



Welcome from the Programme Director

This programme offers you the opportunity to gain a competitive qualification in international business even if you do not have an abundance of practical experience or business as a first degree. We will give you a good grounding in business management, followed by specialised international business courses, a project and an internship. You can enjoy the benefits of studying with the Business School, which lies across the Thames from the capital's business centre, Canary Wharf, and gain valuable practical skills from a guided internship in a company of your choice, whether in the UK or overseas

Dr Hanna Yakavenka

Programme Director

Dr Yakavenka has a PhD in international knowledge transfer from Manchester Metropolitan University Business School, UK. Her research interests include international knowledge transfer, cross-cultural management and foreign direct investment in the post-Soviet environment.

She has considerable experience in international teaching and HE projects in Belarus, China, Hong Kong, India and the UK, and since 2006 has been working at the University of Greenwich Business School teaching in the field of international business and business research methods.

Why study this programme?

MBA International Business aims to develop the skills required for assessing the global environment for business, identifying new international business opportunities and analysing international markets and industries. A particular feature of the programme is its focus on commercial relevance, which is designed to enhance the particular knowledge and skills sought by employers.

Drawing on current University of Greenwich research and international academic theory, the courses have been designed to have a strong emphasis on real-life case studies and the application of professional management.

The programme takes account of the consolidation of managerial and institutional economic interpretations of international business issues in academic research, particularly:

- Transaction cost-based theories of the firm and the development and transfer of competencies
- Political and economic interpretations of the development of international institutions
- Network explanations of the internationalisation process, strategic alliances and international business organisation
- Corporate governance.

On completion of the Greenwich MBA, you will be awarded membership of the Chartered Management Institute, the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence.

Achievements

The university pursues excellence, and this has been recognised by many awards and accolades, including the following:

- The university has won the prize for 'Outstanding International Strategy' at the Times Higher Education Leadership and Management Awards 2010.
- Greenwich was shortlisted for 'Outstanding Research Management Team of the Year', the only new university to reach the final.
- A research breakthrough at Greenwich has been named as one of the ten most important discoveries to be made in a UK university over the past 60 years. A poll of UK academics has recognised the university's work on controlling the tsetse fly in Africa, which is helping to combat the fatal disease sleeping sickness.
- The university received the accolade of top university in London for teaching excellence, as rated in the Sunday Times University Guide.





Why study with us?

The university

The University of Greenwich traces its roots to 1890, when Britain's second polytechnic was opened near the Thames at Woolwich to cater for the diverse learning needs of the local population. Today, the university remains true to its founding principles and offers a wide range of career-oriented programmes.

Of the total student population of approximately 28,000, around 4,900 are international students, and the Business School is their most popular destination. From over 140 countries, they bring a rich diversity to both the university and to business programmes such as the MBA. This means our MBA students not only understand business from a global perspective, they forge long-lasting business and personal relationships with fellow students from around the world.

The School

The Business School has over 4,500 students and more than 150 academic staff and is located in Queen Anne Court on Greenwich Campus in south-east London. Our teaching staff have extensive academic and professional qualifications and bring a wealth of real business awareness and experience. They are supported by business executives already working in the industry.

Managers and business leaders need to be educated to respond rapidly, flexibly and effectively to the ever-increasing pace of change in the business world. We ensure that our students are trained in cutting-edge practice by constantly revising our programmes to reflect current business priorities and the demands of employers, which we gauge through forums with



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local business leaders. Our staff ensure current practice informs their teaching through relationships with businesses and the local community, while our students view current practice through visits to industry and guest presentations.

The School has considerable experience in delivering innovative ways to learn. Traditional teaching methods are supported by online resources, and these are supplemented by business simulation exercises and practical games.

The department

The Department of International Business & Economics draws on historic and contemporary links to provide leading-edge research and teaching on global business. With our strong roots in economics, we contribute critical rigour to contemporary practice in international business. Our research and teaching are closely interrelated, with the department hosting a number of vibrant industry-linked research groups. Our postgraduate degree programmes are among the university's largest, drawing students from around the world, and our curriculum meets the needs of international business today.

Students on a number of our degree programmes, including MBA International Business, gain associate membership of the Chartered Management Institute on graduation. Departmental

staff have won major external research funding from the European Commission and have carried out many research and consultancy projects with major corporate bodies, including the Work Foundation, Unilever, the National Health Service, the Pensions Regulator, Universities UK and the Institute of Management Consultants.

The campuses

Greenwich Campus is the university's largest campus and is centred on three buildings, including Queen Anne Court, designed at the end of the 17th century by Sir Christopher Wren, architect of St Paul's Cathedral. The campus is part of the Old Royal Naval College, Greenwich, and is on the south bank of the River Thames, five miles east of central London.

The campus has a library, language laboratories, a 1,000-PC computing facility and a bookshop. Student accommodation and students' union buildings are a short walk away. The campus is also home to the School of Humanities & Social Sciences, the School of Computing & Mathematical Sciences and the Greenwich Maritime Institute.

The university's other campuses, at **Avery Hill**, south-east London, and **Medway** in Kent, are the bases for science, engineering, pharmacy, architecture, education and health.

Avery Hill has an extensive student village, including halls of residence, and many students who study at Greenwich choose to live at Avery Hill.

"A university campus to rival ... Oxford's spires or the Great Court at Cambridge ... the setting is undoubtedly one of the grandest of any university in the world."

The London Evening Standard newspaper on Greenwich Campus

Around the campus

Greenwich is a bustling mix of markets, shops, restaurants and pubs. Across the road from Greenwich Campus are some of Britain's most historic buildings, including the Royal Observatory, the Queen's House and the National Maritime Museum. The observatory, where east meets west on the Prime Meridian, stands on a hill in Greenwich Park and is the home of Greenwich Mean Time. The park is due to host events for the London Olympic Games in 2012.

Central London, which offers all the attractions of one of the world's leading capital cities, is only a short train journey away.

Key features of MBA International Business

Structure of the MBA

This is a two-year full-time programme comprising core courses, including a project, option courses (one in Term 1 and two in Term 2) and a 1-year company-based internship (which students are responsible for securing).

Teaching and assessment

Our teaching and learning philosophy encompasses the whole learning process and addresses both how courses are taught and how the personal needs of students are addressed.

The lectures and tutorials provide a framework of knowledge that the students are expected to build upon through private reading and completion of self-directed tasks. Classes are a mixture of lectures, tutorials and presentations. Students are expected to attend regularly, and attendance is monitored throughout the year, both for core and option courses.

Assessment procedures tend to reflect the overall objective of each course and may include in-class presentations, tests, essays, problem-solving tasks, case studies, examinations and a project.

What you will learn

- The advanced study of international business organisations, their management and the changing external context in which they operate
- Skills in international business and management at a professional or equivalent level

- The ability to apply knowledge and understanding of international business and management to complex issues, both systematically and creatively, to improve business and management practice
- Lifelong learning skills and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large
- Leadership potential through critical reflection following self-management, managing others and the understanding of business.

Entry requirements

Applicants should have a good relevant first degree from a recognised university equivalent to a UK 2.2.

- Applications from mature candidates are welcome.
- Students without English as their first language must have an IELTS score of 6.5 or above or an equivalent rating in another recognised language testing system. Further details on English language entry requirements from specific countries are available at www.gre.ac.uk/international.

Career opportunities

Whether you are embarking on your career or want to take it to the next level, this programme will provide you with a competitive edge. MBA International Business delivers management theory and practice combined with a unique professional focus on global business and enterprise. Our graduates have opportunities in management of multinational companies, smaller- and medium-sized businesses or government institutions and consultancies.

Professional bodies

The MBA is an internationally recognised qualification giving exemption from, and access to, many professional bodies in the UK and overseas.

On completion of this programme, you will be awarded associate membership of the Chartered Management Institute, the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence.

Support

Academic support for students is provided by the programme team, comprising the programme director, course leaders and a programme co-ordinator. The university also has a pastoral support team, which includes student advisers and counsellors who can help address the non-academic concerns or problems of students. Additional support for language skills, including supplemental English classes, is available for students who would benefit from this support.

Personal and professional development

Personal and professional development is a key tenet of this programme, and opportunities are provided across all courses for participants to develop professionally.

Financial information

For up-to-date information on tuition fees, bursaries and scholarships, visit www.gre.ac.uk/finance/pg. Information on international fees can be found at www.gre.ac.uk/students/finance/intl.

Core courses

Foundations of Scholarship (15 credits)

Foundations of Scholarship provides students with the skills of study and scholarship required throughout a Master's programme in business. Students acquire the necessary skills to select a feasible topic, relevant research question and appropriate research design and methods for their project. This course is delivered through face-to-face teaching combined with computer-mediated learning, with the aim of encouraging self-managed study. Students attend seminars for this course in groups of a maximum of 15. This gives students vital contact with their tutors and gives tutors the opportunity to offer well-tailored support.

Financial and Management Accounting (15 credits)

It is essential that managers understand the significant differences between financial and management accounting and the ways in which each serves different constituencies interested in the financial performance of a particular firm. The core theme of this course is the appreciation of how both forms of accounting are used to enhance the management processes of a business. Other key themes relate to how accounting can be applied to the management of business. The financial accounting element gives students the skills to function as effective managers who are able to identify, explain and assess the potential use of major tools and techniques related to financial interpretation.

Business Research Methods (15 credits)

This course helps students master research skills and prepares them for writing their project. It provides them with an understanding of the philosophy of knowledge and of various research paradigms and research frameworks. Research design and methods appropriate to business studies are another essential element of the course, which also teaches students how to formulate research questions and hypotheses and design the research process. Consistent ethical approaches for investigating and analysing the resulting data are also explored.



Global Strategy: Analysis and Practice (15 credits)

Strategic managers faced with many complex factors must use strategic thinking. In today's rapidly changing environment, it is no longer sufficient to prepare a strategic plan once a year or even once a quarter. Strategic managers need to monitor conditions continuously and must be willing to modify strategic decisions whenever the need arises. They have to be aware of the consequences of actions that are proposed and weigh the merits of a new strategic thrust. This course reflects the plurality of perspectives and approaches to strategic management and introduces students to the core analytical tools required for the strategic appraisal of companies.

Competition and Business Risk (15 credits)

On this course, students participate in a business simulation designed to introduce students to the realities of the business world. Master's-level students must be able to relate theory to practice, exercising informed choice concerning models and conceptual tools required for analytical scrutiny of business decisions and reflective practice. They must be able to relate the 'hands-on' learning of the simulation to their more formal academic courses, particularly those in finance marketing and strategy. During the simulation, students take roles as senior managers in a company making sports footwear for a global marketplace. The company's product line is gaining popularity, and the industry shows growth opportunities in the world's four major geographic markets – North America, Asia, Europe and Latin America – and in the emerging online sales segment. Students take over this ten-year-old company for a five-year period and, in so doing, are required to address a number of strategic and operating issues.

Global Business (15 credits)

This course is designed to provide a general foundation in, and understanding of, the managerial challenges of international business. The focal point of the course is the diverse international environment in which businesses must operate. By examining the key distinction between international trade and direct investment, the course also explores the complex organisational and managerial challenges this poses. The course gives students an appreciation of the key factors on which international business decisions are based and explores similarities and differences in the international business environment. It also examines the imperatives underpinning international trade and foreign direct investment and provides an understanding of the principles of the internationalisation process and their implications for business management.

Global Enterprise and Innovation (15 credits)

This course gives students a broad understanding of key issues in international business by examining the process of globalisation and by investigating the possible opportunities and threats that globalisation may bring. The actual context for doing business internationally is explored by examining the power of the global zones (Europe, North America, China, India, Japan and the Asian Tigers) and the ways in which these can influence international businesses and markets. This course also examines the issue of global shift by investigating the reasons behind movements of manufacturing industries between different countries and regions around the world. It examines the prospects for the future (as well as the critical factors underlying these prospects) by using scenario planning and other exercises aimed at developing skills associated with global management.



Project (30 credits)

The project is completed during the final stages of the degree and is a key element in programmes of study leading to a Master's award. It builds on the students' developing analytical and scholarship skills and their ability to relate theory to real-life problems. Each student of MBA International Business must complete an in-depth, practitioner-based study in the area of international business and write a 10,000-word project report that exhibits a high degree of understanding, reflection and scholarship.

Professional Practice (60 credits)

The Professional Practice course supports students' learning during the internship. It helps them to explore the practice of reflection and maximise their self-potential. It is partly directed, partly self-determined, but it is the responsibility of the student to secure an appropriate placement and to manage his or her learning experience while working for a chosen company or organisation. To get the maximum benefit from the course, students are encouraged to take part regularly in online course discussions.

Specialist pathways

As well as studying core courses, the student must also undertake one of the following 45-credit specialist pathways:

Fast Growing Economies

Choose three out of four options: Sustainable Investment and Trade; Microfinance in International Development; Economies of Emerging Markets; Exploring Business in Emerging Markets

Public Policy

Regulatory Institutions of the World Economy; Liberalisation, Regulation and Public Services; Public Policy

General Management

Choose three out of four options: Managing and Leading People Across Cultural Borders; E-Logistics and International Supply Chain Management; International Business Law; International Marketing

Consulting and Business Analysis

Management and Consultancy Toolbox; Business Networks; Consultancy Project

Internship

Students are expected to undertake a guided 47-week internship in an international firm. While working, students reflect on how the taught element of the programme can be applied to managerial practice. This is undertaken through online action sets and through coursework assignments in association with a tutor.

What next?

Open Days

University Open Days are held several times a year. They provide a programme of talks and offer you the opportunity to speak to staff and students. You may also be given a tour of the campus. A list of dates can be found at www.gre.ac.uk/opendays, or contact the Enquiry Unit or International Office for further information.

Greenwich VIP

If you haven't already done so, you can sign up at www.gre.ac.uk/study as a Greenwich VIP. This enables you to set up your own Greenwich web page personalised to your own programme and interests. Becoming a Greenwich VIP is also a fast route to ordering a prospectus, booking an Open Day or finding out more about the university.



Making your application

Applications should be made on a university application form, available from the Enquiry Unit or by download from www.gre.ac.uk/study/apply/pg_apply. If you are from outside the UK and the European Union, please refer to the International Office web pages, www.gre.ac.uk/international, where you can download an international student application form.

Although there is no closing date for applications to postgraduate programmes, many fill up quickly, so applicants are advised to apply early. You do not have to wait for first degree or other examination results as we can issue a conditional offer of a place.

Further information

To find out more about studying at the university, please contact:

UK students

Enquiry Unit

Telephone: 020 8331 9000

Fax: 020 8331 8145

E-mail: courseinfo@gre.ac.uk

International/EU students

International Office

Telephone: +44 20 8331 8136

Fax: +44 20 8331 8625

E-mail: international@gre.ac.uk



How to find us

Greenwich Campus

Old Royal Naval College, Park Row, London SE10 9LS

By road: from the M25, take the A2 turn-off to London and join the A2. Continue straight ahead on to the A102. Take the turn-off signposted Greenwich (A206). At the roundabout take the first exit to Greenwich. Continue along the A206 for approximately 1 mile. Turn right at the traffic lights into Park Row. The campus is on your left. A public car park is on your right and there is also on-street parking.

If driving from the Blackwall Tunnel, exit on to the slip road for the A206 Greenwich.

For more information, log on to www.gre.ac.uk/about/travel.

By train: take a train from London Bridge, Cannon Street or Charing Cross to Greenwich station, or to Maze Hill on the same line if travelling from Kent.

By Tube: the nearest underground station is North Greenwich on the Jubilee Line. Then take a 188 bus to the campus.

By Docklands Light Railway (DLR): Cutty Sark station is close to the campus and is on the line to Lewisham. If travelling from London on the Tube, change for the DLR at Bank or Tower Gateway.

By bus: log on to www.tfl.gov.uk/buses for the latest information.

For a Greenwich Campus plan, visit www.gre.ac.uk/about/travel/greenwich.



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