MSc International Business with Data Analytics

Locations: London / Birmingham

Level of study: Postgraduate degree

Mode of study: Full-time

Duration: 1 year

The MSc International Business with Data Analytics consists of eight taught modules, Global Business in Context, International Finance, Global Marketing & Sales Development, The Digital Landscape, Data Analytics for International Business, Global Strategy Development & Implementation, International Business Research Methods and International Entrepreneurship, and either a Dissertation or an Applied Research Project.

Successful completion of the eight taught modules will allow you to acquire mastery of both the macro and micro contexts of international business with a keener focus on e-business and data analytics.

Course information

Level of study: Postgraduate degree
Tuition fees 2021/22: UK/Home: £5,150 International: £12,750 (London), £11,250 (Birmingham)
Entry requirements: A 2:2 honours degree, or equivalent
English language requirements: IELTS 6.0 with no component less than 5.5, or equivalent Other English language tests are accepted, click here to find out more.
Mode of study: Full-time
Duration: 1 year
Assessment methods: Coursework (may include class tests)
Scholarships or bursaries:
Student finance: Available
Starts: Jan, May, Sep,
Next application deadline: TBC

Response to Covid-19: Our focus is on providing a safe and welcoming learning environment for our students. We have taken every measure, in line with Government guidance, to ensure continued access to learning.

As part of our response to the coronavirus (COVID-19) pandemic, we plan to deliver this course combining face-to-face, on-campus learning, with online learning activities, continuing to follow Government guidance and social distancing measures as required. As restrictions ease, face-to-face opportunities will be increased as appropriate and it is safe for us to do so. Our plans are based on public health advice and robust risk assessments and will be regularly reviewed and updated in that context. More information about our response to Covid-19 and FAQs are available here.

About this course

The MSc International Business with Data Analytics programme will allow you to acquire mastery of both the macro and micro contexts of international business with a keener focus on e-business and data analytics.

More specifically, you would enhance your ability to acquire, develop, and integrate international business theory whilst developing the skills to apply such theories in terms of international business practice and a greater appreciation of how digital aspects and data factors could affect business conduct.

Your final piece of work, either the Dissertation or Research Project, offers you the opportunity to investigate an area of data analytics relevant to international business. The Master's Dissertation option, provides the opportunity to conceive, design and satisfactorily implement a substantial research project within the broad subject area of international business, whilst the Applied Research Project option enables students to apply the theoretical concepts encountered on the MSc International Business with Data Analytics programme to an international business matter.

This programme is also available as MSc International Business with Data Analytics with Advanced Practice, which includes either an internship or project.

Teaching methods

- You will be taught using a wide variety of teaching methods across the modules including lectures and seminars. Typically, you will have **12-14 hours of contact time** per week.
- In addition to your time in class, you will also be expected to engage in approximately **38 hours of self-study time per week.**
- You will have **access to Blackboard**, our online learning environment, where you can access module resources and reading lists that will assist your preparation for classes and self-study.
- You'll be **taught by experienced lecturers** who will bring practical business-related experience into the classroom to enable students to understand how business works in the real world.

Assessment

Each module is assessed by coursework only (may include class tests).

Careers and

postgraduate opportunities

Student and employer needs are reflected in the development of this programme and evidenced in the career destinations and further development of our graduates. The nature of the provision is such that it equips individuals for employment in a wide range of international roles within the public and private sectors and a number of graduates are successful in gaining promotion in their chosen fields or alter their career paths on successful completion of the MSc International Business with Data Analytics course. Students taking this course would have particular insight on managing and leading teams as well as analysing business data in an international context.

A number of graduates from the MSc International Business programme have progressed to undertake doctoral studies.

Related reading

International Business reading:

- Choosing to Study MSc International Business
- Modern Careers for Modern Students
- Study Business at our London and Birmingham Branch Campuses
- Global Strategy: The Case of McDonald's
- International Entrepreneurship

Masters study:

- Studying a Masters Degree In London
- Postgraduate Loans: Changes for UK and EU Students Studying in the UK

Academic requirements

- A 2:2 (second class) honours degree or International equivalent

Non-standard entry

- In exceptional circumstances, if you do not meet the entry requirements above but have substantial and significant experiential learning, you may be able to apply as a non-standard applicant.

Alternatively, you may be eligible to study our Extended MSc International Business with Data Analytics which integrates our Graduate Certificate programme to allow entry for students with equivalent to a standard degree (third class, pass or ordinary). Upon successfully completing the Pre-masters Graduate Certificate with a minimum overall mark of 50%, you will be guaranteed progression onto the MSc International Business with Data Analytics.

For country-specific entry requirements, please visit the entry requirements page.

If you are unsure whether your qualifications meet the entry requirements, please contact us and one of our team will contact you to discuss your options.

English language requirements

Applicants must satisfy our general entry requirements as well as meeting specific requirements.

- You will need to provide evidence of competence in written and spoken English (GCSE grade 4 – previously grade C – or equivalent).

The general entry requirements are any of the following:

- IELTS 6.0 with no band score less than 5.5, or equivalent
- HKDSE English Language – Grade 4 overall with no less than 3 in any of the 4 sub-skills
- Indian Standard XII English – Minimum of 70% (in Central Board of Secondary Education (CBSE) or Indian Certificate in Secondary Education (ICSE) only)
- WAEC – C6

If you do not have the required IELTS, you may be eligible to study on our **Pre-Sessional** programmes.

- If you have IELTS 5.5, with a maximum score of 5.0, you may be eligible to study on our Pre-Sessional Standard programme.
- If you have IELTS 5.0, with a maximum score of 4.5, you may be eligible to study on our Pre-Sessional Plus programme.

Modules

All modules are core and 15 credits unless specified.

Level 7 MSc Workshop (0 credits)

This module aims to review and enhance participants' existing academic writing skills in contexts relevant to the modules it complements. It will also introduce skills and frameworks specific to postgraduate study, with weekly opportunities for participants to transfer these elements to their own assignments and to obtain feedback on their progression. As it provides the skills required to succeed in all written assignments, this module is compulsory

Global Business in Context

Businesses now operate in a globalised, highly connected multi-layered business environment, where global, regional and local firms are increasingly intertwined. Such an environment presents many challenges and is typified by volatility, uncertainty, complexity and ambiguity. As the leaders/managers and decision makers of the future, this module will help students understand key concepts and current trends in Global Business, prepare for work in multi-layered environments, and to understand the need for flexibility and adaptability, both in the domestic and regional and global contexts.

International Finance

Students will be provided with an introduction to financial theory and techniques for entrepreneurship and managerial decision-making within an international business context. Students will acquire skills for planning, control and funding throughout the business cycle.

Global Marketing & Sales Development

Given the need for export-led growth and the expanding global markets, coupled with shrinking and saturated local/regional markets, this module focuses on developing the student's knowledge, skills and expertise in relation to the international marketing effort, through the lens of both SMEs and MNEs. The module attempts to better understand the complexities of marketing internationally across borders which is critical to inform decisions and choices to inform market development and growth through global sales development.

The module provides a contemporary understanding of the importance and role of international marketing to support the growth, development and success of indigenous and international organisations in a global arena.

The Digital Landscape

This module aims to provide students with an understanding of e-business and its practical application in a range of different contexts. On successful completion of this module students will have an in-depth knowledge of e-business; critically evaluate the current practice on creating and managing an e-business; understand the implications of e-business for international business, and analyse how an organisation can apply e-business technologies to support its competitive strategy in an international business context.

Data Analytics for International Business

The aim of this module is to provide students with the knowledge and practical skills for applying business intelligence and data analytics to support management decision making in an international business context. This module also equips students with quantitative analysis and data visualisation skills to derive valuable insight from data in a business context.

Global Strategy Development & Implementation

The primary aim of this module is to develop an understanding of the strategic management of an SME engaged in international marketing. This includes understanding how the competitive position of a firm is devised based on analysing structure, country-based sources of advantage and their distinctive competencies. Further, translating strategy into organisational action requires an understanding of the advantages and disadvantages of the many organisational forms and processes that may be used to attain the desired competitive position.

International Business Research Skills

This module examines the vital role of research in international business decisions. It is designed for students who have minimal or no prior research experience, to gain appropriate knowledge, understanding and practical skills relevant to the international business research environment.

International Entrepreneurship

This module provides students with an appreciation of the growing importance of international entrepreneurship, and rapid internationalization by small firms. It develops appropriate enterprise knowledge and skills among students to foster international entrepreneurial attitudes and behaviour. A variety of teaching methods are used including, formal lectures/tutorials, group and individual work, guest lectures, and so on.

This module will assist students to develop their personal international entrepreneurial effectiveness and to think

creatively with regard to problem-solving and possible future scenarios, as well as assist them on their global citizenship journey.

And one of the following modules

Dissertation (60 credits)

The Masters' Dissertation enables students to carry out research on a chosen topic within the area of data analytics and international business. Academic supervisors provide advice and guidance to students during their process. On successful completion of their 15,000-word dissertation, students will be awarded their MSc in International Business with Data Analytics.

Applied Research Project (60 credits)

The Applied Research Project enables students to apply the theoretical concepts encountered on the MSc International Business with Data Analytics program to a real-life management issue relating to data analytics. In doing so, they choose and justify appropriate research methodologies, gather data and make conclusions and recommendations to an organisation.

The course information displayed on this page is correct for the academic year 2021/22. We aim to run the course as advertised however, changes may be necessary due to updates to the curriculum (due to academic or industry developments), student demand or UK compliance reasons.

Tuition fees for 2021/22

- **UK/Home students**: £5,150

International students:

- London: £12,750
- Birmingham: £11,250

Tuition fees for 2022/23

- **UK/Home students**: TBC

International students:

- London: £13,250
- Birmingham: £11,750

Please note: UK/Home students who are financing their studies through the postgraduate loan, you will be required to make a deposit payment of £250 at enrolment, this amount will be deducted from the total tuition fee. This does not apply to progressing students who are currently studying at the undergraduate level with us.

Please note that the fees outlined are for your tuition only and do not include the cost of any course books that you may choose to purchase, stationery, accommodation etc. As an Ulster University London and Birmingham branch campus student you will also have access to our on-campus libraries and a range of e-learning resources.

The modules you will study may require you to purchase additional course textbooks and you should be prepared to buy some additional texts, we recommend allowing an additional £300 for the duration of your course.

What does my tuition pay for?

- Your teaching in class – this includes seminars, lectures and tutorials
- Access to facilities including computers, Wi-Fi, printers, lockers, multi-faith rooms, quiet study space and social areas. To learn more about available facilities please visit our London or Birmingham branch campus pages
- Our library service – both on-campus and an extensive online catalogue of resources
- Careers and Employability Service which provides help with CVs, applications and interview preparation through workshops, drop-ins and 1-2-1 appointments
- The ACE Team (Academic Community of Excellence) who are here to support you with your studies and assignments
- Students Activities Association (SAA) – who organise events on campus, discounted sightseeing trips and help students create and run societies

Scholarships and discounts

For self-funding students, we offer a range of scholarships and early payment fee discounts, you can find out more here.

How to find out more

To find out more about this course, we recommend that you complete our enquiry form and one of our team will contact you to discuss your options.

How to apply

UK and International students can apply directly to study the MSc International Business with Data Analytics via our online application form below.

APPLY FOR JANUARY 2022

Daytime classes	
Birmingham	Apply for January 2022
London	Apply for January 2022

If you're not sure or have any questions about studying with us, please contact us and one of our team will be able to help.