



The
University
Of
Sheffield.

Management
School.



MSc in International Management & Marketing.

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The MSc in International Management & Marketing is designed for graduates from any disciplinary background. Accredited by CMI (Chartered Management Institute*), this programme provides you with the knowledge and skills for an international career in management or marketing. The programme consists of nine modules with a balance between international management, marketing and management, as well as a project dissertation.

Profile of typical candidate

This programme is likely to appeal to graduates from any disciplinary background wishing to gain knowledge and a critical appreciation of international management, marketing and management per se. It has been carefully designed to provide alternative pathways suitable for those who have, or have not, studied business previously, who wish to develop an international career in management or marketing.

Entry Specification

A minimum 2:1 honours degree (or equivalent), or an approved professional qualification. Our normal English requirement for overseas students is IELTS 7.0 (with not less than 6 in each part). We will also consider those with TOEFL 600 with TWE 4.5 (paper-based) or TOEFL 260, TWE 5.0 (computer-based) or equivalent.

Course content

Two taught semesters followed by a project dissertation.

Modules

- International Management
- International Business Strategy
- Marketing Management
- International Marketing
- Branding
- Sales & Distribution Management
- Research Methods

Optional modules

- European Business**
- Theories of Intercultural Communication
- Business and the Economy of Japan
- Contemporary Chinese Business and Management
- Negotiation and Intercultural Communication
- Managing People in Organisations
- Operations and Supply Chain Management
- Accounting and Financial Management

Teaching

- Lectures
- Seminars
- Case Studies
- Group work for collaborative learning
- Web-based discussion groups

Assessment

- Individual assignments
- Group projects
- Examinations
- Dissertation

Chartered Management Institute Accreditation

* Students completing this programme will automatically be awarded a CMI Diploma, in addition to the MSc, and be able to work towards the coveted status of Chartered Manager.

** European Business is only available for those students who have already studied business.

Length of course:

12 months

Mode of delivery:

Full-time

Start date:

September each year

Fees 2010/2011

UK/EU: £6,770

International: £13,390

Scholarships

There are a number of scholarships which Management students may be eligible for. Go to www.shef.ac.uk/international/enquiry/money/scholarships.html

Contact for enquiries:

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Find out more about this course and the School of Management

www.sheffield.ac.uk/management/postgraduates