

MSc

International Business and Marketing

FULL-TIME

BUSINESS, MANAGEMENT AND

Study international business and marketing with a global outlook, and prepare yourself for an exciting career.

How to apply

Ask a question

►► <https://www.shu.ac.uk/courses/international-business-and-marketing>



Everything you need to know...

What is the fee?

How long will I study?

Home: £10,310 for the course 1 Year
International/EU: £17,205 for the
course

Where will I study?
City Campus

When do I start?
September 2024

1. Course summary

Gain the expertise you need to excel in international business and marketing.

Engage with real organisations via a live consultancy project.

Develop your skillset through collaborative and independent learning.

Attain rounded knowledge on an academically challenging, multidisciplinary course.

On this course, you'll tackle business and marketing with an outward-facing, international perspective. You'll consider strategy and engagement on a global scale, and understand how business is conducted across cultures and borders.

Sheffield Business School accreditation

Sheffield Business School is [accredited by the Association to Advance Collegiate Schools of Business \(AACSB\) ► /notfound?item=web%3a%7b389867A6-ACE8-4CD1-8F1C-4B4A489BF021%7d%40en](#), placing us in the top 5% of business schools globally.



Come to an open day

Find out more at our postgraduate open days. Book now for your place.

[Learn more](#)

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>

2. How you learn

Postgraduate study - An introduction to International ...



Watch lecturer Dr Rondy De Silva talk about International Business at Sheffield Hallam University.

All our courses are designed around a set of key principles based on engaging you with the world, collaborating with others, challenging you to think in new ways, and providing you with a supportive environment in which you can thrive.

On this course, you'll study international business topics such as globalisation, multinational enterprises, cross-cultural management, international strategy, and global supply chains. In the marketing strand,

modules will focus on areas such as international markets, brands and consumers. Practical work is featured throughout the course to ensure that you apply your skills.

Our large and diverse teaching team combines practical industry experience and academic research expertise. This enables us to blend contemporary, real-world understanding of business with advanced theoretical knowledge and a truly international perspective.

You learn through

- lectures
- seminars
- workshops
- live projects
- simulations
- peer learning
- independent study
- guest speakers

This course is delivered face-to-face over three semesters - teaching is scheduled based on the length of your course and the academic calendar.

Course leaders and tutors

Cristina Lopez-Moreno

» <https://www.shu.ac.uk/about-us/our-people/staff-profiles/cristina-lopez-moreno>

Senior Lecturer

Senior Lecturer

Social Links:

LinkedIn: » <https://www.linkedin.com/in/cristina-l%C3%B3pez-moreno-6874173b/>

Applied learning

Live projects

The course features an international consultancy project opportunity, supported by Venture Matrix, in which you carry out assessed projects based on real-world business solutions for local, national or global organisations.

The project aims to enhance your business awareness and improve your employment prospects. The opportunity to visit and communicate regularly with a real company will be particularly beneficial to

international students from the point of view of business engagement and practical experience.

There are also business simulations throughout the course. These opportunities give you the chance to develop your practical skills in a real world setting.

Networking opportunities

Throughout the course, you'll benefit from frequent interaction with the business community — allowing you to make useful connections for your career.

Field trips

There are field trips and site visits on the course to demonstrate the business environment, and allow for useful real-world experiences and insight.

3. Future careers

This course prepares you for a career in

- account management
- advertising
- business development
- retail buying
- consultancy
- marketing
- human resource management
- logistics management
- management consultancy
- market research analysis
- product management
- project management
- retail management

Previous graduates of similar courses have gone on to work for

- Phoenix Precision technology, Taiwan
- QPC, Singapore
- UBI France
- Sika Ltd, China
- Sheffield Forgemasters International, UK
- ARGOS logistics, Shanghai
- Nissan, UK
- Brunei Shell petroleum, Brunei
- Pryas Consulting, India

- GlaxoSmithKline Biologicals, Netherlands

4. Where will I study?

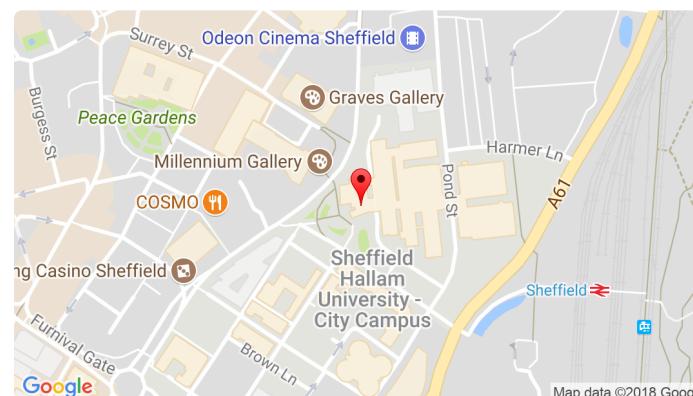
You study at City Campus through a structured mix of lectures, seminars and practical sessions as well as access to digital and online resources to support your learning.



City Campus

City Campus is located in the heart of Sheffield, within minutes of the train and bus stations.

[City Campus map](https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map) ► <https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map> | [City Campus tour](https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour) ► <https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour>



Location

Howard Street
Sheffield
S1 1WB

Get directions

► <https://www.google.com/maps/dir//53.378771,-1.466550/>



Adsetts library

Adsetts Library is located on our City Campus. It's open 24 hours a day, every day.

Learn more

► <http://libguides.shu.ac.uk/visitors>

5. Entry requirements

All students

Good degree (minimum second class honours) or international equivalent, normally in a business-related subject

If English is not your first language you will need an IELTS score of 6.5 overall and a minimum of 6.0 in all skills, or a recognised equivalent.

Work experience will be considered. Exceptionally, candidates with insufficient academic qualifications but extensive relevant employment and managerial experience will be considered for admission to the course, if, in the opinion of the course leader, there is sufficient evidence to indicate that the individual has the potential to successfully complete the chosen course of study.

Additional information for EU/International students

If you are an International or non-UK European student, you can find out more about the country specific qualifications we accept on our [international qualifications page](#). ► <https://www.shu.ac.uk/study-international/>

[here/international/entry-requirements](#)

For details of English language entry requirements (IELTS), please see the information for 'All students'.

6. Modules

Module and assessment information for future years is displayed as currently validated and may be liable to change. When selecting electives, your choices will be subject to the core requirements of the course. As a result, selections may be limited to a choice between one of two or more specified electives in some instances.

Compulsory modules

Module	Credits	Assessment
Contemporary International Management Practice	15	Coursework
Digital Marketing	15	Coursework
Dissertation	45	Coursework
Global Supply Chain Management	15	Coursework
International Consultancy Project 2	15	Coursework
International Strategic Management	15	Coursework
Principles Of International Business	15	Coursework
Research Methods	15	Coursework
Understanding Markets	15	Coursework

Elective modules

Module	Credits	Assessment
Entrepreneurial Marketing And Innovation	15	Coursework Practical
International Consumer Behaviour	15	Coursework

7. Fees and funding

Home students

Our tuition fee for UK students starting full-time study in 2024/25 is £10,310 for the course.

If you are studying an undergraduate course, postgraduate pre-registration course or postgraduate research course over more than one academic year then your tuition fees may increase in subsequent years in line with Government regulations or UK Research and Innovation (UKRI) published fees. More information can be found in our [terms and conditions](#) ► <https://www.shu.ac.uk/study-here/terms-and-conditions-and-student-regulations> under student fees regulations.

International students

Our tuition fee for International/EU students starting full-time study in 2024/25 is £17,205 for the course.



Postgraduate student loans

Up to £11,222 available for Home students on most masters courses.

[Learn more](#)

► <https://www.shu.ac.uk/study-here/fees-and-funding>

Additional course costs

This link allows you to view estimated costs associated with the main activities on specific courses. These are estimates and, as such, are only an indication of additional course costs. Actual costs can vary greatly depending on the choices you make during your course.

[Additional costs for Business, management and enterprise courses
\(PDF, 188.2KB\)](#)

Legal information

Any offer of a place to study is subject to your acceptance of the [University's Terms and Conditions and Student Regulations](#) ► [/study-here/terms-and-conditions-and-student-regulations](#).

How do I apply?

You apply for this course via our online application form.

Apply for September 2024

► https://msr.shu.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=44MS02704FD&code2=0006

You can also use the application form above to apply for future years of entry.

Not ready to apply just yet?

Why not come to our next open day? Open days are the perfect place to talk to staff and students, visit our campuses and get all the information you need. Alternatively, feel free to ask us a question.

Come to an open day

► <https://www.shu.ac.uk/visit-us>

Ask a question

► <https://www.shu.ac.uk/course-enquiry?courseId={14A7247D-6E33-49D8-AF3E-D60D51B8CE5E}>

Why choose us?



Teach ing

We are Gold rated in the Teaching Excellence Framework (TEF) for the outstanding quality of our teaching and student outcomes

Acco mmo datio

n

We guarantee to find you an affordable place to live that's close to campus and comes with all bills included

Empl oyme nt

95% of our UK graduates are in work or further study 15 months after graduating (2020/21 Graduate Outcomes Survey)

Where next?

Find out more about Sheffield Hallam's postgraduate opportunities and community.



Come to an open day

You can chat to teaching and admissions staff, view our facilities and learn more about your funding options.

Book now

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>



Sign up for updates

Receive emails about postgraduate study, including application reminders and alerts for open days.

Sign up

► <https://www.shu.ac.uk/study-here/order-a-prospectus/postgraduate-updates>



Information for international students

Information for international students including entry requirements by country and funding.

Learn more

► <https://www.shu.ac.uk/study-here/international>

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