



MASTER OF SCIENCE IN INTERNATIONAL BUSINESS MANAGEMENT

Awarded by : Coventry University, United Kingdom
Intakes : January and July
Duration : 1 Year (Full-time)

Modules

International Logistics and Supply Chain

This module provides a holistic view of logistics and supply chain management, highlighting their role as sources of competitive advantage. It evaluates how improving logistics and supply chain performance can reduce operating costs, shorten lead times, and enhance customer value.

Credit Points: 20
Core

Accounting and Finance for Decision Makers

Designed for future managers and business leaders, this module delivers strategic knowledge in financial and management accounting, financing, and investment decisions. It prepares students to critically interpret financial information for effective decision-making.

Credit Points: 20
Core

Professional Practice in International Business

As the capstone module, students act as consultants investigating real-world international business challenges. They apply relevant concepts and tools to research, analyze, and propose innovative and sustainable solutions for complex global markets.

Credit Points: 60
Core



Strategic Marketing Management

This module explores the principles and practice of marketing management, focusing on the marketing concept and key decision areas for creating and delivering customer value within current theoretical and practical contexts.

Credit Points: 20
Core

Dynamics of Strategy

Students examine the strategic management process, exploring how strategic thinking drives organizational performance. The module covers identifying competitive positions, analyzing complex situations, and aligning organizational contexts with chosen strategies.

Credit Points: 20
Core

Business Strategy Simulation

Based on a business strategy simulation game, this module develops strategic and business management skills through practical, engaging scenarios that allow students to manage a virtual business and apply strategic concepts.

Credit Points: 20
Core

Managing Across Cultures

This module helps students understand global business cultures and the impact of cultural contexts on individuals working abroad. It encourages reflection to improve professional effectiveness in international management and leadership.

Credit Points: 20
Core