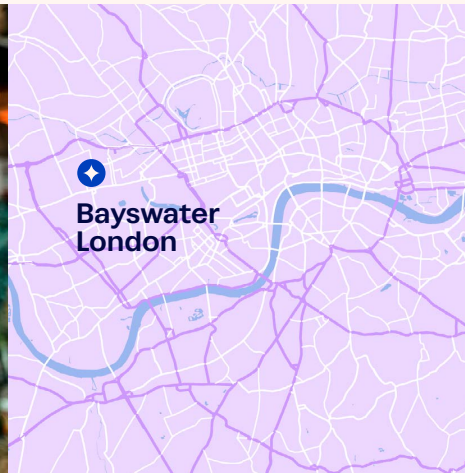


International Business Management

London



Our International Business Management program is designed to cultivate leadership and success on a global scale.

The Course

Unlock Global Success: Our International Business Management course equips you with essential skills for global trade, leadership, and cultural understanding. This exciting program unlocks the mysteries of global commerce, equipping you with the skills, confidence, and industry know-how for international success.

What you will learn

- Economic Environment of International Business
- International Trade and Market Entry
- International Business Law, Regulations, and Trade Blocs
- International Business Strategy, Production, and Logistics
- International Marketing and Branding
- International Financial Management
- Understanding Organizational Culture, Values and Behaviour
- Managerial Styles and Intercultural Business Communication
- Personal Development as a Manager and Leader
- Managing Stakeholder Expectations

Corporate & Social Responsibility (CSR) and Ethics are featured in each unit.

Group Project: Develop an international business plan for a company seeking to expand its operations to a foreign market.

Key Facts

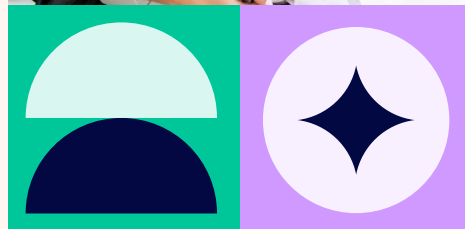
- Classes led by international business professionals
- 15 hours per week of lectures,
- Plus company visit, guest speakers and group project
- Suitable for B2 to C1 learners of English, and native speakers

Who is it For?

- › **Career Movers:** Make the switch to international business
- › **Small Business Owners:** Explore opportunities beyond borders
- › **Gap Year Students & Recent Grads:** Get a head start in business or further your studies with international insights
- › **Future Business Leaders:** Learn how to manage, strategize, and lead in international roles


















2024 start dates

8 Jan	1 Jul
4 Mar	5 Aug
7 May	7 Oct
3 Jun	



Find out more at bayswater.ac

 Book at worldwide lowest price at: <https://www.languagecourse.net/school-bayswater-london.php3>

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| |  +81 345 895 399 |  +55 213 958 08 76 |  +86 19816218990 | | | |

The Bayswater Difference

Course Highlights

Learn with Industry Experts

Practical Case Studies

Bridge classroom learning with real-world application

Enhance your skills through hands-on projects

Broaden your professional connections by meeting international peers, speakers and lecturers

Learn real world tactics that you can apply to your business

Elevate your studies and job prospects

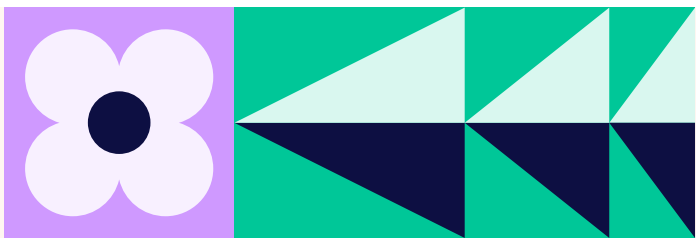
Keep ahead of global trends and shifts

Combine Your Course With

English language lessons

Luxury Brand Management

Digital Marketing



Sample International Business Management timetable 2024

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Economic Environment of International Business	International Trade and Market Entry	Group Project	Feedback and guidance from project supervisor	International Business Law, Regulations, and Trade Blocs
Week 2	International Business Strategy, Production, and Logistics	Company visit	Group Project	Feedback and guidance from project supervisor	International Marketing and Branding
Week 3	International Financial Management	Understanding Organizational Culture, Values, and Behaviour	Group Project	Feedback and guidance from project supervisor	Guest lecture
Week 4	Managerial Styles, Behaviours, and Intercultural Business Communication	Personal Development as a Manager and Leader	Managing Stakeholder Expectations in Projects and Organizations	Group Project	Final Presentations



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167 Queensway, London W2 4SB


Agent Enquiries


Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.


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