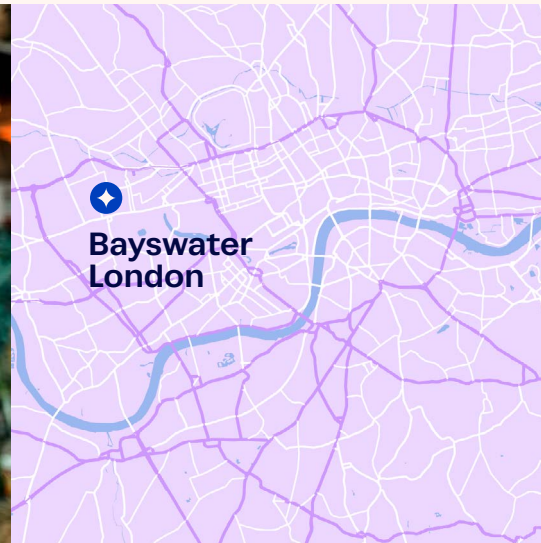


# International Business Management

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**

**4 Mar**

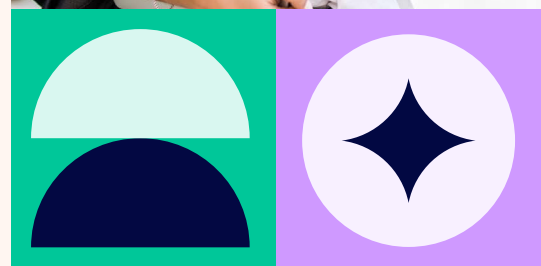
**7 May**

**3 Jun**

**1 Jul**

**5 Aug**

**7 Oct**



Find out more at [bayswater.ac](https://bayswater.ac)

# 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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