



» International Business Management

International Business Management

London

Boost your global business career potential!

Gain essential skills in strategic planning, financial management, and ethical decision-making, preparing you to excel in any international business environment.

Take the step and become a future-ready leader, mastering the art of effective global business management.

What will you 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 Organisational Culture, Values and Behaviour


Managerial Styles and Intercultural Business Communication

Personal Development as a Manager and Leader

Managing Stakeholder Expectations

Corporate & Social Responsibility and Ethics (covered in each module)

 4 weeks

 B2 English level

 Classroom lecture format

 Company visit and industry guest speaker

 Group project and final presentation

 Age 18 +

2024 start dates:

5 Aug

7 Oct

2025 start dates:

3 Mar

7 Jul

6 Oct

6 May

4 Aug

3 Nov

2 Jun

1 Sep

For courses starting in 2025, the required level will be from 5.5/B1 intermediate level.

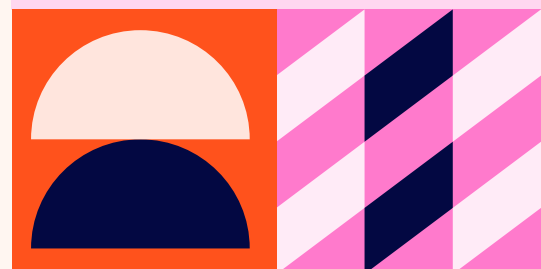
Who is it For?

- › Career Movers looking to switch to international business
- › Small Business Owners wanting to explore international opportunities
- › Gap Year Students & Recent Grads looking to get a head start in business or further their studies with international insights
- › Future Business Leaders wanting to create a foundation in management and strategy

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience and soft skills, to empower students to create the life they want to live.



Find out more at bayswater.ac

Strengthen Soft Skills

Cultural Competence & Understanding

Language Skills

Independence & Self-reliance

Global Perspective

Improved Communication Skills

Critical Thinking & Decision Making

Teamwork & Collaboration

Improved Social Skills

Interpersonal Relationships

Benefits

Classroom learning is paired with real-world application

Increase skills through hands-on project work

Grow a professional network by meeting international peers, guest speakers and lecturers

Increase job prospects

Certification: Bayswater International Business Management Certificate



Sample International Business Management 2024

		Monday	Tuesday	Wednesday	Thursday	Friday
WK 1	Time	13.30-16.50				
	Topic	Economic Environment of International Business	International Trade and Market Entry	Group project	Tutor-led group project	International Business Law, Regulations, and Trade Blocs
WK 2	Time	13.30-16.50				
	Topic	Company visit	International Business Strategy, Production, and Logistics	Group project	Tutor-led group project	International Marketing and Branding
WK 3	Time	13.30-16.50				
	Topic	Guest speaker	Understanding Organisational Culture, Values and Behaviour	Group project	Tutor-led group project	Managerial Styles and Intercultural Business Communication
WK 4	Time	13.30-16.50				
	Topic	Personal Development as a Manager and Leader	International Financial Management	Managing Stakeholder Expectations	Tutor-led group project	Final presentations



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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.

For agent sales enquiries please contact us at
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