

# The International University and The University of Wolverhampton, U.K.

Partner to provide a NEW Program:

## MA International Business

Beginning September 2008

Learn more when **Dr. Rudolf Brown**, Head of International Programs, from the University of Wolverhampton will officially introduce the **NEW MA International Business** degree program at IU

on Thursday, June 5 at 17:30 at the IU Auditorium (ground floor).

**In the heart of Vienna at IU!** Now you can earn a prestigious, career-oriented, accredited U.K. business degree from the University of Wolverhampton... no U.K. period of residency required. **U.K. faculty come to you.**

**For your convenience:** 11 modules offered in 5-day blocks during evenings and weekends.

**Modules help you build on your existing business expertise and position yourself for advancement:** International Marketing Strategy, Management Theory & Practice, International Business Environment, Managing Across Cultures, Masters Learning, Research in Organization Studies, International Business Organization, International Consultancy Project, Resourcing in International Business, Strategic Management for International Business, Research Project or Organizational Consultancy Project.

**Course of study:** Each 15 credit module will be taught over an intensive 5 day block by University of Wolverhampton staff at IU campus. Reading material will be given to students two weeks before teaching commences and students will be required to complete their assessments/workshop within three weeks to six weeks at the end of the teaching block. In addition a session based on the project will be run prior to the tenth taught module.

**Educational profile:** The MA International Business degree aims to develop the level and mix of skills, knowledge and understanding of students within the context of international business. Specifically MAIB aims to:

- Provide students with a thorough understanding of the key concepts and theories relating to the analysis of international business;
- Develop management skills appropriate to the international context, particularly in relation to middle and senior management employment;

- Equip students with the academic and analytical tools and the ability to apply these to international business situations;
- Develop knowledge and critical understanding of complex environmental and organizational issues from both a holistic and an individual perspective.

**Employment opportunities:** The program will prepare students for an international career in management, whether for a large multinational corporation or an SME, focusing on skills, competences and knowledge, and on an understanding of international business, the processes of environmental/organizational change and on decision-making.

**Admission requirements:** a business or business-related Honors degree from a UK university, The International University, or an overseas equivalent; a reference from an employer or a previous professor; English proficiency demonstrated by: IELTS of 6.5 or above, TOEFL of 580 or above, or an equivalent. Enrollment may be permitted on a case-by-case basis for mature persons with significant career experience indicative of the learning equivalent for entry to the program.

**Also at this Information Meeting, The International University and the University of Wolverhampton staff and faculty will be available for Q & A, followed by a reception.**

For further information on the Wolverhampton MA International Business degree taught at The International University in Vienna please contact Mag. Sabrina Nill under [marketing@iuvienna.edu](mailto:marketing@iuvienna.edu) or +43 1 718 50 68 – 19.