



**Brunel**  
University  
of London

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# Online MSc International Business





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**Be bolder  
with Brunel**

Brunel University of London is built for those who think differently. Our dual-accredited Business School gives you the tools to do something with it. You won't just earn a qualification — **you'll go further.**

### **A home for the world's students**

With learners from over 155 countries, Brunel is proudly global. Our teaching reflects diverse perspectives, and our online community gives you space to connect, collaborate, and thrive.

### **Research that breaks ground**

Brunel ranks in the UK's top 20% for collaborative research (Knowledge Exchange Framework 2024). You'll learn from experts tackling real-world challenges and shaping what's next.

### **A launchpad for your career**

Our courses reflect a commitment to helping you move your career forward. We collaborate with industry professionals and leading academics to make sure you don't just learn something new—you put it into action.



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**Brunel by  
the numbers**

**16,000+**

students and over 154,000 alumni

**#1**

in the UK and 6th in the world for international outlook (Times Higher Education 2024)

**Top 40**

research-intensive university and top 10% for sustainability (QS World University Rankings 2025)

**14th**

in the world for good governance (QS World University Rankings 2025)

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# We've been building business careers since '97.

**Brunel**  
University  
of London

**Brunel  
Business  
School**

Brunel Business School is the destination for budding business professionals ready to build their careers on a foundation of research, sustainability, and real-world impact.

As a dual-accredited school (AACSB and AMBA), with recognition from the Small Business Charter and a commitment to the UN PRME, we're serious about responsible, future-facing business education.



**Our AACSB and  
AMBA is in the  
global top 5%.**



**A degree that  
looks different**



**Global recognition**

Earn your degree from a top 25% UK university with worldwide recognition.



**Twice accredited**

Study with a business school accredited by both AACSB and AMBA.



**Learn for real life**

Gain hands-on experience with real projects and tools you'll use every day.



**Progress your way**

Decide how and when you study with our cutting-edge digital learning platform.



**Open more doors**

Get the skills to stand out in global workplaces and manage what matters.



**Work for big brands**

Go on to work for global companies like Amazon, L'Oréal, McCann, and more.



**Connect worldwide**

Become part of the 154k-strong Brunel alumni community.



**Support at every step**

Tap into career guidance and digital tools that help you thrive from day one.

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# Invest in your big step



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## Start dates

Pick a start date that fits your schedule. Apply on a rolling basis for upcoming **January, May, or September** intakes.



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## Location

Your learning is entirely online through our virtual learning environment, powered by Canvas.



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## Duration

Choose full-time or part-time study and finish in one or two years.



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## Fees

The total cost for this degree is **£11,520**.



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# Your passport to global business

The international business arena is high stakes and filled with diverse players navigating rapid change and complex markets. To succeed, you need sharp strategic skills and cultural insight. This flexible MSc is your ticket to play, equipping you with the resilience to lead in global strategy, international trade, and cross-cultural management.

You'll gain the tools to analyse complex markets, design adaptive business solutions, and make ethical decisions that create impact across borders. Flexible and designed for working professionals, this programme blends academic rigour with real-world relevance, giving you the playbook you need to lead at the global level.

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**6**

core  
modules

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**5**

elective  
modules

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**1**

final  
dissertation

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**180**

total  
credits

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**20**

scheduled  
learning hours  
per module

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**130**

hours of  
self-study  
per module

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**40**

full-time  
study hours  
per week

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**20**

part-time  
study hours  
per week



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# We take flexible study seriously

When life gets busy, your Brunel studies move with you. While there are a few key dates to remember, the pace is yours to set. Here's an example of what your timeline would look like for the upcoming intake.

1

## Secure your spot

Get your application in before the window closes. We recommend you submit a few weeks in advance for ample processing time.

3

## Teaching begins

Access your first modules through our virtual learning environment, Canvas.

5

## Dissertation

Dedicate your time to your dissertation and any remaining coursework.

2

## Induction week

Kick off your studies with Induction Week. It's your chance to get set up and feel ready to begin.

4

## Module learning

Build your foundational knowledge by working through your core and elective modules. You can complete these in any order.

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## Congrats, grad!

Put your diploma to work and land your next big job. Feel supported by our career services team and utilise FutureLearn's helpful career guides.

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# Core business modules

## International Marketing

Understand what drives marketing success across borders, as you explore consumer behaviour, market entry, and strategy in international contexts.

## International Business Strategy

Explore how multinationals shape strategy and structure to compete, grow, and lead on the global stage.

## International Management

Gain the tools to manage across cultures and borders, applying international management theories to lead confidently in today's global business environment.

## Global Business & Investments

Examine the forces that shape global business and uncover how multinationals expand, adapt, and thrive across borders.

## International Trade

Unpack how trade, policy, and global institutions shape the ever-shifting landscape of international markets.

## Understanding Business & Management Research

Turn research into action as you learn to interpret data, evaluate findings, and solve business challenges with confidence.



**Core modules cover key concepts, theories, and practical applications central to your subject area, challenging you to think critically and apply your learning in real-time.**

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# Elective business modules

## **International & Comparative HRM**

Learn how global organisations adapt their HR strategies across regions, balancing cultural nuance with operational impact.

## **International Business Ethics & Corporate Governance**

Master ethical leadership across cultures as you examine sustainability, governance, and responsible decision-making in global business.

## **Managing Global Challenges**

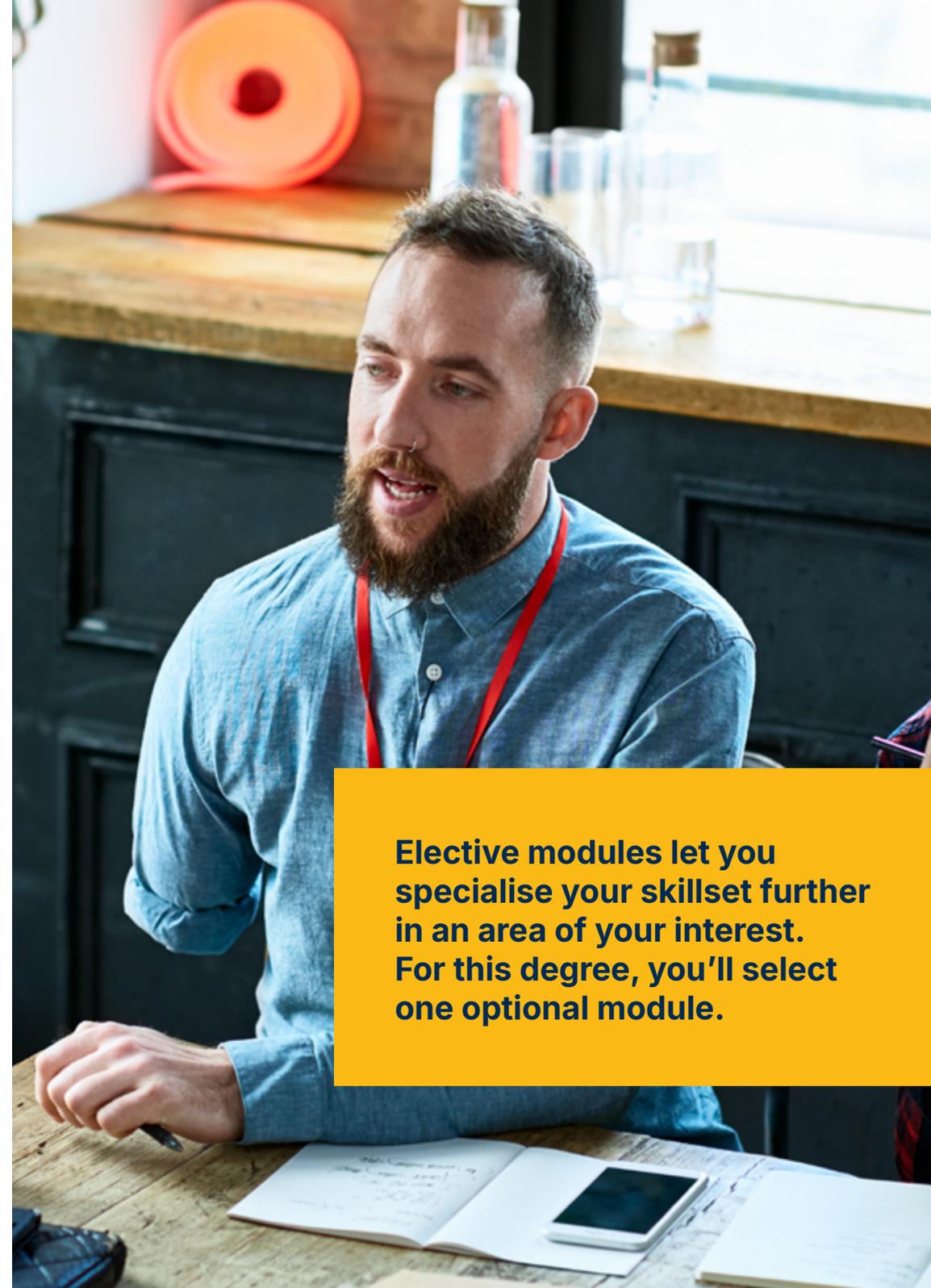
Explore how inclusive leadership and cross-cultural strategies drive innovation, equity, and lasting success in global organisations.

## **Knowledge Management, Social Networks & Innovation**

See how successful organisations harness knowledge and platforms to drive innovation and build for the future.

## **Organisational Behaviour**

Discover how leadership and behaviour influence motivation, culture, and performance across today's workplaces.



**Elective modules let you specialise your skillset further in an area of your interest. For this degree, you'll select one optional module.**

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# Learning that looks different

We know your time is valuable, so we make learning flexible and engaging. You'll connect theory with real-world skills through interactive tools and practical tasks that fit around your life and help you reach your goals.



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## Focused content

Each module gives you a clear framework to grasp core concepts, understand business activities, and see how everything fits together.



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## Practical assessments

From essays to summative exams, you'll apply what you've learned through practical tasks that reflect real business challenges.



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## Interactive workshops

In small, interactive sessions, you'll test ideas and develop practical skills with the support of the Brunel online community.



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## Online tools

Online slides, exercises, and discussion boards help you stay engaged and supported throughout each module.



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## Curated reading lists

You'll have access to curated core and recommended texts that support your studies and help you explore topics in greater depth.



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## Capstone project

A final dissertation brings everything together and allows you to explore a topic that matters to you.

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# Build a better CV with in-demand business skills



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## Global skills

Evaluate international strategies, markets, and challenges through both theoretical insight and applied analysis.



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## Inclusive skills

Create innovative solutions that promote diversity and inclusion within dynamic, multicultural business environments.



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## Ethical skills

Integrate ethical principles and social responsibility into global business decisions that respect diverse cultures and markets.



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## Research skills

Design and conduct original research projects that deliver actionable insights for global business leaders.



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## Strategic skills

Use advanced models, theories, and digital tools to drive effective, sustainable business decisions worldwide.



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## Professional skills

Build analytical, interpersonal, and technical competencies to support career growth and success in international business.



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# Make your next step the easiest one yet.

Start by completing our online application form and uploading your supporting documents. Once submitted, our admissions team will review your application and keep you updated throughout the process.

## Academic requirements

A 2:2 UK Honours degree or an internationally recognised equivalent is required. Experienced professionals with a minimum formal qualification are welcome to apply through Brunel's non-standard entry route.

## Language requirements

International students may be required to submit proof of English proficiency through one of the following methods:

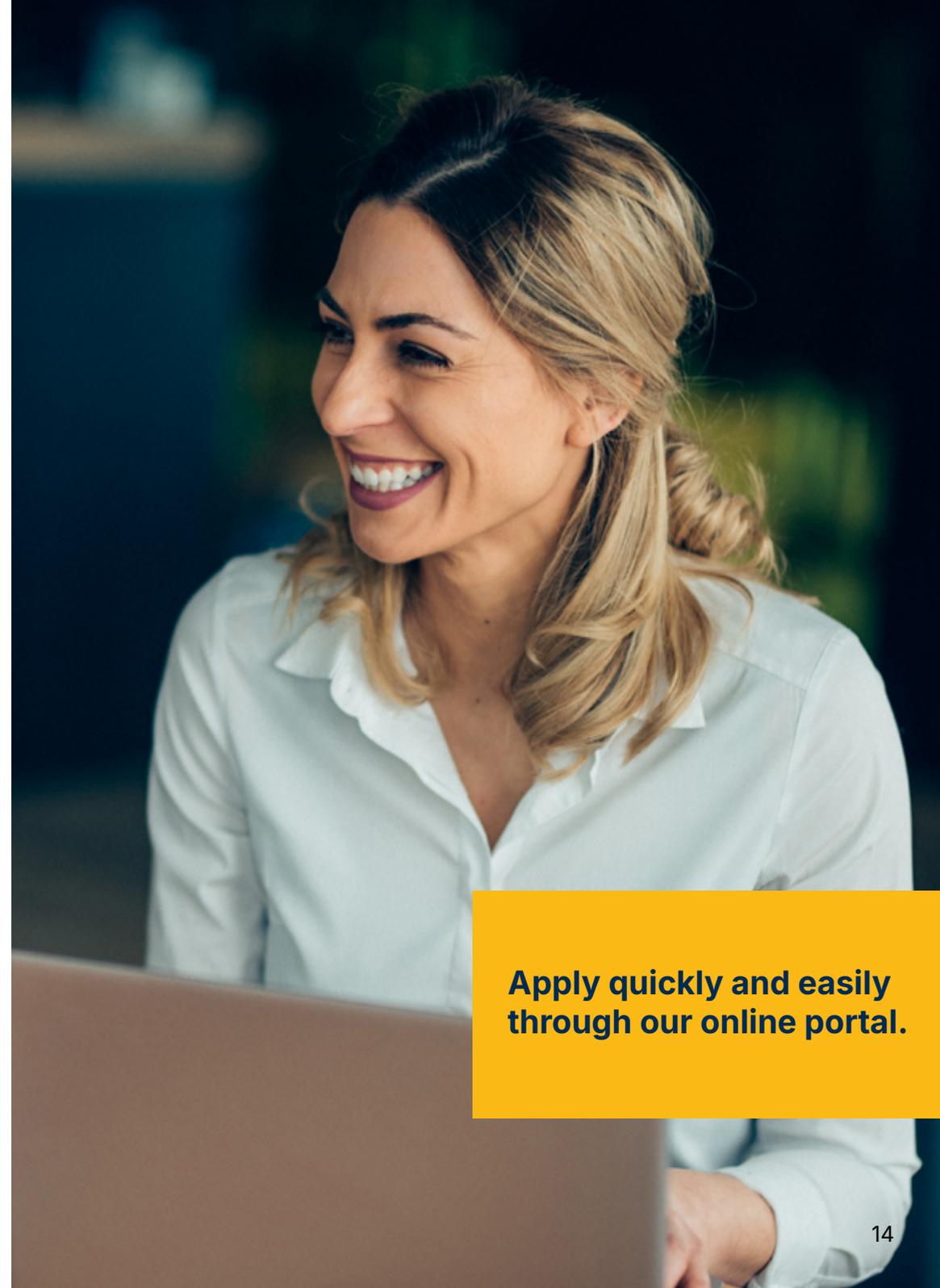
- IELTS: 6.5 (min 6.0 in each area)
- Pearson: 59 (including all areas)
- BrunELT: 63% (min 58% in each area)
- TOEFL: 90 (min 20 in each area)

See the full list of approved tests [here](#).

## Application requirements

When you apply, you'll need to provide a copy of your degree transcript and/or certificate (for international students transcript is highly recommended), along with a personal statement.

Please note that additional documents may be required to complete your application.



**Apply quickly and easily through our online portal.**

# Online MSc International Business

**High-demand skills for an evolving global market.**

**(+44) 203 535 1404**  
**study@online.brunel.ac.uk**

The information in this brochure is correct at the time of publication. It is issued for the general guidance of students starting their online course with the University in January 2025 and does not form part of any contract. The University will use all reasonable endeavours to deliver the course of study in accordance with the description applied to it in the University's brochure for the academic year in which you begin the programme. However, the University reserves the right to:

- Make reasonable variations to the course (including, without limitation, the content and syllabus of the course, including changes to individual modules.
- Discontinue the course or combine the course with another course, especially if it has insufficient numbers of students to be viable, if the University considers this reasonably necessary. If the University discontinues the course, it will use reasonable endeavours to provide you with a suitable alternative.

The University welcomes comments on its programmes from students' parents and sponsors. However, the University's contracts with its students do not confer benefits on third parties for the purposes of the Contracts (Rights of Third Parties) Act 1999. A full copy of our terms and conditions can be found on our website at [brunel.ac.uk/about-this-website/terms](https://brunel.ac.uk/about-this-website/terms)