



UNIVERSITY OF
LIVERPOOL

MSc

International Business and Strategy

Study mode

Full-time

Part-time

Duration

12 months

24 months

Apply by: **30 June 2025**

Starts on: **22 September 2025**

About this course

Become an international manager specialised in building successful strategies to increase performance and growth in the global business world.

Introduction

The course provides an overview of global business operations, strategies and structures, with a focus on organisational decision-making within international contexts.

As well as gaining a comprehensive understanding of the contemporary rules, challenges and opportunities in the global business landscape, you will specialise in building solid and successful multinational strategies.

The programme will equip you with expert knowledge and skills on international business planning, digitalisation in global markets and building effective global strategies in a rapidly changing world.

To pass the programme, you need to successfully complete six 20-credit modules and a final 60-credit applied research project or dissertation.

Please, note the structure of this programme remains subject to approval following exciting developments for our September 2025 students. This means there may be small changes to its structure before launch. If you get an offer for this programme, you will be advised of any amendments that are made prior to the start date.

Who is this course for?

If you would like to become an expert in international business strategy and improve your employment opportunities, this programme is an ideal option for you.

The course is open to university graduates from any disciplines and professionals with extensive experience.

If you are looking for a generalist course in global business management, you may want to consider our [International Business MSc](#).

What you'll learn

- International business in the global context
 - International political economy and business
 - Multinational enterprises and global institutions
 - Comparative corporate governance
 - Global strategy
 - Digital business strategy
 - Strategy in an uncontrollable world.
-

Accreditation

The University of Liverpool Management School (ULMS) is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

Accreditation in detail

AACSB

AACSB Accreditation Standards require a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of businesses. This achievement means that the Management School meets specific standards of excellence. It also means it's committed to on-going improvement in delivering high quality education.

AMBA

AMBA is the highest standard of achievement in postgraduate business education. MBA students and graduates, business schools and employers all recognise it as a gold standard. AMBA's rigorous criteria and assessment process ensure that only programmes that demonstrate the highest standards in teaching, learning and curriculum design; career development and employability; and student, alumni and employer interaction achieve accreditation.

EQUIS

The School is also accredited by EQUIS, which is the leading international system of quality assessment, improvement and accreditation of higher education institutions in management and business administration. Institutions that are accredited by EQUIS must demonstrate not only high general quality in all dimensions of their activities, but also a high degree of internationalisation and corporate connections.

^ [Back to top](#)

Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

During the first semester, you will undertake three modules (60 credits in total):

- Two 20-credit compulsory modules
- One 20-credit optional modules (choose one from the list below).

COMPULSORY MODULES

- **ULMS 516 International Business in the Global Context**

This module aims to provide a comprehensive understanding of the complexities and dynamics of conducting business across international borders. It explores global markets to identify potential growth opportunities for international investments, while analysing the impact of cultural, economic, and political factors on business operations. The module also examines key international business strategies that enable organisations to succeed in a global context. Additionally, it addresses the challenges faced by both multinational enterprises (MNEs) and small to medium-sized enterprises (SMEs) operating in a volatile international environment, offering an in-depth perspective on global business opportunities and the strategies required to navigate them successfully.

- **ULMS 543 International Political Economy and Business**

This module examines the profound changes in economic relations brought about by globalisation, exploring its various dimensions, including production, consumption, finance, labour, international development, non-governmental organisations, and the environment. Students will critically evaluate debates surrounding the international political economy, learning to analyse key global economic trends such as the impact of the global financial crisis, climate change, and public health crises. The module also delves into the ethical conflicts that arise within the global economy. Through a combination of self-directed learning, lectures, seminars, and individual research, students will apply relevant theories and empirical evidence to better understand and explain the complexities of the international political economy.

OPTIONAL MODULES

- **ULMS565 MNEs and Global Institutions**

This module explores the activities of Multinational Enterprises (MNEs) and examines how they are impacted by variations in laws, regulations, and cultural norms across different countries. It focuses on the challenges MNEs face in foreign

markets, particularly those arising from political, legal, and cultural differences. Students will learn how MNEs can navigate these challenges by adjusting their operations and long-term strategies accordingly. Key topics include adapting international marketing strategies to local regulatory and cultural conditions, managing regional strategies while maintaining operational efficiency, and understanding how the strategies of MNEs from developing markets (including state-owned enterprises) differ from those in developed markets. The module also covers how MNEs can mitigate the impact of exchange rate fluctuations on global supply chains and profitability, and how they can maintain high levels of corporate social responsibility in countries with weaker regulatory environments. By the end of the module, students will be able to analyse the political, regulatory, and cultural environments of foreign markets, identify the challenges and opportunities they present, and develop strategies to address them effectively.

- **ULMS5666 Comparative Corporate Governance**

This module provides a critical understanding of corporate governance from various theoretical perspectives within a comparative context. It explores central corporate governance issues and examines their implications for international business. Drawing on insights from economics, finance, and organizational management, the module addresses the purpose of corporations, the core economic challenge of corporate governance (ie agency conflict), and various governance mechanisms (eg ownership structures and board roles) that help organisations function effectively. The module also delves into key corporate governance issues from both developed and emerging economies, engaging in a comparative analysis of governance practices across different economic contexts.

Programme details and modules listed are illustrative only and subject to change.

Semester two

During the second semester, you will undertake three 20-credit compulsory modules (60 credits in total).

COMPULSORY MODULES

- **ULMS519 Global Strategy**

This module aims to provide a comprehensive understanding of the complexities and dynamics of conducting business across international borders. It explores global markets to identify potential growth opportunities for international investments, while analysing the impact of cultural, economic, and political factors on business operations. The module also examines key international

business strategies that enable organisations to succeed in a global context. Additionally, it addresses the challenges faced by both multinational enterprises (MNEs) and small to medium-sized enterprises (SMEs) operating in a volatile international environment, offering an in-depth perspective on global business opportunities and the strategies required to navigate them successfully.

- **ULMS568 Digital Business Strategy**

This module provides students with a comprehensive understanding of how businesses develop strategies in an increasingly digital world. It examines the transformation of traditional business practices through digital technologies, focusing on the strategic importance of digital business models and platform strategies. Key technologies such as AI, IoT, blockchain, and 5G will be explored for their roles in driving innovation and business transformation. Through real-world case studies, guest speakers, and insights from industry leaders, students will gain both theoretical knowledge and practical insights into the factors that contribute to the success and failure of digital businesses. The module also covers essential topics such as digital innovation, recovery strategies following setbacks, challenges of global expansion, and the importance of ethical leadership in digital decision-making. By the end of the module, students will be equipped with the skills to develop and implement effective digital business strategies that leverage technology for a competitive advantage.

- **ULMS569 Strategy in an Uncontrolled world**

This module challenges traditional strategy education by exploring the limits of conventional strategic analysis in the face of “grand challenges” such as climate change and digitalisation, which have made the global environment increasingly unpredictable and uncontrollable. The aim of the module is to encourage students to think critically about what it means for an organization to navigate a complex, rapidly changing world. Students will explore the relationship between strategy, capitalism, and their impact on nature and society, and consider the possibilities and limitations of strategic oversight and control. Taking a global and interdisciplinary approach, the module integrates insights from fields such as architecture, law, politics, and ecological theory. Students will engage with concepts of complex systems and feedback loops from biology, anthropology, and sociology, and explore philosophical perspectives on what it means to live ‘well’ in an organizational context. Ethical considerations around strategy, as well as the interrelations between human and non-human life, will also be discussed, particularly in relation to the increasing role of artificial intelligence and robotics in organizational processes. Drawing from media theory, post-humanism, and the arts, the module considers how visions of the future are shaped, including influences from fiction, film, and non-Western or indigenous perspectives. By the end of the module, students will have developed a deeper understanding of how strategy can be reimagined in response to the dynamic challenges of the modern world.

Programme details and modules listed are illustrative only and subject to change.

Final project

You will complete your course with a final 60-credit applied research project or dissertation.

For your final project you will be supported by an academic supervisor.

- **ULMS719 Advanced Management Research**

The module offers students to the ability to demonstrate the knowledge they have learned in the taught component of their MSc programme. The module is a practical platform for students to develop business analysis and strategic decision-making skills; as well as the opportunity to demonstrate the ability to research, analyse and present information coherently in order to support a recommended course of action. The individual assignment provides students with the opportunity to carry out an in-depth investigation of a management issue relevant to their MSc programme. For this assessment students are to critically evaluate and synthesise relevant theories, models and practices of management by undertaking a detailed enquiry into a programme specific area of research by undertaking an analytical literature review by using secondary data or undertaking a consulting project or undertaking an empirical investigation.

- **ULMS790 Dissertation**

This module is designed to help students develop an in-depth understanding of a topic within their chosen domain of management and business and for the student to use this knowledge to analyse a management problem or issue. A preparation phase of the module is included to provide the students with the skills necessary in problem analysis and research in order that they can undertake an independent research project. Thereafter, independent, guided study and research are used to develop both theoretical and practical critical-thinking skills, and to present research, analysis and findings. The reflective element of the dissertation gives students an opportunity to critically analyse and evaluate their experience of the learning process.

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

Our International Business and Strategy MSc is delivered via online material, lectures, tutorials, practical tasks, interactive activities, case studies and project work.

Lectures will provide you the main of concepts, principles and theories around data-driven marketing.

You will then apply what you have learned during the lectures in practical sessions focused on real-life case studies, involving group or individual work.

Following semester two, you will complete a dissertation with the support of an academic supervisor.

This final project will deepen your knowledge, understanding and capabilities by undertaking research in a distinct area of data-driven marketing.

Teaching time accounts for an average of 10 hours per week. However, you should anticipate an additional 24 hours of self-directed study and group work per week.

How you're assessed

To achieve your MSc qualification, you need to complete 180 credits:

- Semester One: three 20-credit modules (60 credits in total)
- Semester Two: three 20-credit modules (60 credits in total)
- Final project: 60 credits.

You must pass all the modules with a minimum grade of 50%. Subject to meeting specific criteria outlined by the University, you will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied, and some may be explicitly designed to meet the learning outcomes of a particular programme of study.

You can expect to be assessed via coursework, essay, group work, (video) presentations, case studies, infographics, reports and examinations.

The weighting of individual assessment components varies across modules. You will find detailed information of this in the module specification.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and

understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

^ [Back to top](#)

Careers and employability

Programme graduates will be suited to roles in financial and management services companies, 'blue chip' manufacturing and service companies and the major retail industry sectors.

You will have access to a specialist, in-house [postgraduate careers team](#) and have access to one-to-one careers guidance, workshops, seminars, and employability initiatives.

Upon completion of the programme, you will be equipped to work within various business functions in both large and small multinational firms. The programme may also provide a stepping stone to PhD study and a career as an academic researcher in international business.

Graduates from this programme have secured jobs at:

- Amazon
- NQC Ltd
- HSBC
- Mitek Systems

In roles such as :

- Client delivery executive
- Product manager
- Project manager
- Marketing services specialist

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

^ [Back to top](#)

Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year – £14,000

Part-time place, per year – £7,000

International fees

Full-time place, per year – £30,000

Part-time place, per year – £15,000

Fees are for academic year 2024/25.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can [pay your tuition fees in instalments](#).
- All or part of your tuition fees can be [funded by external sponsorship](#).
- International applicants who accept an offer of a place will need to [pay a tuition fee deposit](#).

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. [Learn more about paying for your studies..](#)

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the [additional study costs](#) that may apply to this course.

^ [Back to top](#)

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree can be in any subject discipline. Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the [University of Liverpool International College](#), means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a [majority English speaking country](#).

We accept a variety of [international language tests](#) and [country-specific qualifications](#).

International applicants who do not meet the minimum required standard of English language can complete one of our [Pre-Sessional English courses](#) to achieve the required level.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) – 75% and above in English. Accepted State Boards – 80% and above in English.

WAEC

C6 or above

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or [the equivalent score in selected other English language tests](#), to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with no component below 6.0	6 weeks	On campus
6.0 overall, with no component below 5.5	10 weeks	On campus and online options available
6.0 overall, with no more than one component below 5.5, and no component below 5.0	12 weeks	On campus and online options available
5.5 overall, with no more than one component below 5.5, and no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component below 5.0, and no component below 4.5	30 weeks	On campus
4.5 overall, with no more than one component below 4.5, and no component below 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.

[^ Back to top](#)

Generated: 27 Mar 2025, 14:30

© University of Liverpool