



Waterford Institute of Technology

# MBS in Internationalisation

Department of Graduate Business



**The MBS in Internationalisation is concerned with critical aspects of business formation and development across borders. At the cutting edge of business discourse, the programme unpacks the issues of international business activity, underpinning the theories and practice of new business creation in complex cultural and economic contexts.**

Its international scope and character is evinced in its overall objectives, the use of international case studies and data sets, the availability of staff, policy makers and practitioners from an international community of businesses, academic institutions, policy making and other organisations.

[www.wit.ie](http://www.wit.ie)

# MBS in Internationalisation

## The programme

The MBS in Internationalisation at WIT School of Business is a one-year full-time taught postgraduate business programme. Globalisation is now a reality for most businesses regardless of firm size. The relative decline in market boundaries and the emergence of global competition presents both opportunities and demands on the management of all firms.

The mission of the programme is to reflect the pillars of the international development of the firm namely through an analyses of the external and intercultural environment together with a focus on internal organisational realignment as firms grow and develop. This focus provides a unique dimension to this course and it facilitates graduates in comprehending the complex interconnectedness of global business. This programme contributes to the academic, professional and personal development of candidates. Its aim is to provide exposure to a broad set of areas so that candidates will graduate with a range of skills and perspectives. Candidates come from a diverse set of undergraduate degrees that contributes to the learning experience. WIT prides itself on its staff/student interaction and the emphasis on interactive learning helps to create an exciting and stimulating environment.

## The programme structure

### MANDATORY SUBJECTS

#### SEMESTER 1

- International Strategy
- Strategic Finance
- International Economic Environment
- Research Methods
- FDI
- Seminar Series

#### SEMESTER 2

- Marketing and IB
- International Political Environment
- Business Development Cases
- Qualitative Techniques
- Quantitative Techniques
- International Study Tour
- Plus: Electives - choose 2 from 3:*
- Intercultural Environment
- Leadership Development
- International Business Relationships & Networks

#### SEMESTER 3

- Advanced Academic Papers

## Exposure to international business practices

The international study tour is an important part of the learning journey that you undertake at WIT Department of Graduate Business. We have designed it to be an integral part of the internationalisation effort to make our graduate students more aware of business practices and cultural differences in other countries. With the business community becoming increasingly global in nature, the command of good business knowledge requires an understanding of the global environment. The annual International Study Tour is an opportunity for you to see business in action within an international context. An integral part of most of our graduate programmes, the international study tour allows you to immerse yourself in the business environment of a specific country. You experience a combination of site visits and talks by top executives and leading academics within the context of the core management and strategy disciplines you are studying.

## Learning from our business leaders

Open to all postgraduate students in the School of Business, our graduate seminar series is designed to facilitate an in-depth understanding of contemporary aspects of business, management and strategy and their application in practice. On a weekly basis, students have the opportunity to exchange concepts and ideas with real-world practitioners in leading Irish enterprises. The series seeks to include a broad range of speakers, but retains a focus on the core themes of leadership and people, entrepreneurship, strategy, management, finance, governance and marketing.

## Career opportunities

The programme will benefit graduates looking for a career in international business. It will also be of interest to entrepreneurial organisations and those setting up new ventures in knowledge-based or high technology industries in international markets.

## Who should apply

The course is suitable for pre-experience graduates who wish to build on their prior learning and have an aspiration to reach a senior management position. Applicants should possess an honours degree from a recognised Institution. In keeping with the programme's philosophy we apply a broad definition of what constitutes a business degree. Applicants who are not native speakers must have one of two English language qualifications - TOEFL/IELTS with a minimum score in TOEFL of 550 or IELTS of 6.5.

*"The insights, skills and perspectives I acquired on the MBS in Internationalisation have served and continue to serve me well in my current role. The most important elements of which include; strong presentation skills, report structuring, the ability to work under pressure. As an individual and as part of a team the MBS in Internationalisation bolsters a positive work ethic. An important aspect of my time at WIT was the access to and positive attitude of so many professional members of staff who provided guidance and insights throughout the course."*

**Siobhan Hynes**  
Senior Accountant with PFPC International

### For further details, please contact:

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