



►► Professional Certificate

International Business Management

London, Liverpool and Brighton

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.

Who is it For?

This course is perfect for:

- › Career Movers looking to switch to international business
- › Small Business Owners wanting to explore international opportunities
- › Gap Year Students and recent graduates 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

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)



Group project and final presentation



Company visit and/or industry guest speaker



4 weeks

2025 start dates:

Liverpool:

3 Mar, 6 May, 7 Jul, 1 Sep, 3 Nov

London:

3 Mar, 6 May, 2 Jun, 7 Jul, 4 Aug, 1 Sep, 6 Oct, 3 Nov

Bournemouth:

2 Jun, 4 Aug, 6 Oct

Brighton:

2 Jun, 4 Aug, 6 Oct

Entry level: 18 years and older/ Level 5 (Bayswater)/B1+ (CEFR) Requirement

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.

Certificates we offer in UK:

- › Digital Marketing
- › International Business Management
- › Luxury Brand Management
- › Customer Experience Management

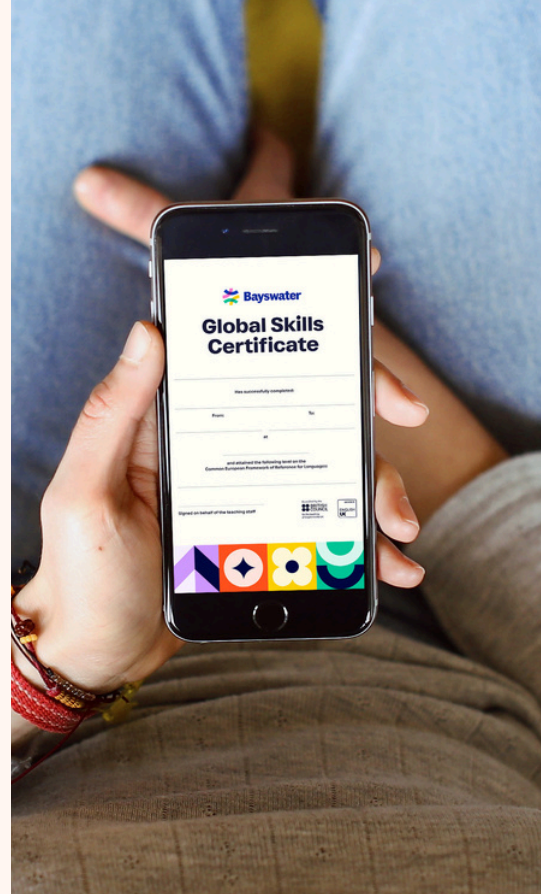
Stack your skills

Our certificates act as micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.

The Bayswater advantage – Get global skills when you study with us

By enrolling with us, we'll additionally upskill you in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional Global Skills Certificate (digital) that recognises these new skills, and allows you to add them to your resume.

You will also get the opportunity to add further skills like Volunteering, Networking, Leadership and Employability, and gain a digital badge to link to LinkedIn. This will help you stand out to potential employers.



Sample International Business Management Timetable 2025*

	Monday	Tuesday	Wednesday	Thursday	Friday
			14:10 - 17:30 PM		
Week 1	Economic Environment of International Business	International Trade and Market Entry	Group project	Tutor-led group project	International Business Law, Regulations, and Trade Blocs
Week 2	Company visit	International Business Strategy, Production, and Logistics	Group project	Tutor-led group project	International Marketing and Branding
Week 3	Guest speaker	Understanding Organizational Culture, Values, and Behaviour	Group project	Tutor-led group project	Managerial Styles and Intercultural Business Communication
Week 4	Personal Development as a Manager and Leader	International Financial Management	Managing Stakeholder Expectations	Tutor-led group project	Final presentation

*Class times may vary depending on start date.



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