



Postgraduate Certificate in International Business

Handbook

April 2026

Introduction

Postgraduate Certificate in International Business

The Postgraduate Certificate in International Business is designed for executives and general business managers in leadership positions, or those transitioning into such roles. It is specifically intended for professionals with responsibility for cross-border transactions, market entry into new jurisdictions, or for those responsible for assessing the viability and value of international transactions. The course prepares students to understand and evaluate the strategic, operational, and cultural dimensions of doing business in foreign markets. All participants should be prepared to undertake substantial, supervised scholarly research.

Entry requirements

Education Requirements

Applicants must hold an EQF Level 6 qualification (e.g., bachelor's degree) with at least one year of post-qualification professional experience, OR applicants with at least seven years of executive business management experience combined with an EQF Level 5 qualification.

Language Requirements

English language proficiency at IELTS 6.5 (or equivalent TOEFL score), with a minimum of IELTS 6 in all individual sections.

Instructional design

Teaching: The PGCert in International Business employs Oxbridge-style tutorials as its core pedagogical approach. Students work intensively with faculty members in individualised or small group tutorials, typically lasting 60–75 minutes per unit and occurring twice weekly. Each student composes one substantial assignment per unit (essays of approximately 1,000 words or equivalent projects such as presentations, financial models, or analytical reports), which becomes the focus of discussion in the tutorial session. Four assignments per module are submitted as short video presentations. Beyond scheduled tutorial sessions, students receive continuous supervisory support through asynchronous channels including email correspondence and virtual meetings, with approximately four additional contact hours per unit allocated for personalised faculty guidance.

Assessment: Assessment operates on two levels. Formative assessment (approximately 60% of evaluation) comprises continuous evaluation across eight formative units, focusing on the quality of submitted tutorial assignments and the student's ability to engage with tutors' questions during tutorial discussions. Cumulative assessment (approximately 40% of evaluation) is a final comprehensive project completed during three summative units, synthesising prior formative work with original contribution to disciplinary knowledge. Total assessment per module: 22 hours; total for the degree (three modules): 66 hours.

Degree structure

Students must successfully complete three modules selected from the four available regional options, totalling 30 ECTS credits. Each module comprises eight formative units followed by three summative units (11 units per module).

Module	ECTS	Level
Doing Business in Europe	10	EQF 7
Doing Business in the United States of America	10	EQF 7
Doing Business in China	10	EQF 7
Doing Business in Developing Markets	10	EQF 7

Module Descriptions

1. Doing Business in Europe

Knowing how to do business in foreign markets is a key competence and skill for every manager due to increasing globalisation and the interconnectedness of international firms. Europe, and especially the European Union, is one of the most important markets and regions for international firms. Learners will gain detailed insight into how to do business in this market using a structured market entry and development process based on current market data and a detailed analysis of business culture, economic systems, legal frameworks, and strategic considerations specific to European markets.

Learning Outcomes

1. Conduct systematic market entry analysis for European jurisdictions using structured frameworks and current data
2. Evaluate European business culture, regulatory environments, and market dynamics using evidence-based approaches
3. Develop comprehensive European market entry strategies adapted to specific regional contexts
4. Make informed decisions regarding international business expansion in European markets
5. Communicate effectively with international stakeholders regarding European business strategies and implementation plans

2. Doing Business in the United States of America

The United States represents one of the largest and most sophisticated international markets for business operations. This module provides insight into conducting business successfully in the United States market through structured market entry and development processes based on current economic data and

detailed analysis of American business culture, regulatory frameworks, and market dynamics. Learners will understand the federal and state regulatory complexities, regional variations, and competitive landscapes that characterise the U.S. market.

Learning Outcomes

1. Analyse U.S. market opportunities and challenges using data-driven methodologies and frameworks
2. Navigate U.S. regulatory, legal, and tax environments as they affect international business operations
3. Develop and implement market entry strategies appropriate to the U.S. competitive landscape
4. Assess and manage regional variations in U.S. markets across different industries and sectors
5. Communicate business proposals and strategic plans effectively to U.S. business partners and stakeholders

3. Doing Business in China

China represents a critical and rapidly evolving market for international business. This module provides comprehensive insight into conducting business successfully in the Chinese market through structured market entry and development processes based on current market intelligence and analysis of Chinese business culture, regulatory systems, and economic dynamics. Learners will understand the unique characteristics of operating in the Chinese context, including government relationships, market access considerations, and culturally-appropriate business practices.

Learning Outcomes

1. Evaluate opportunities and barriers to business operations in the Chinese market using comprehensive analysis
2. Navigate China's regulatory environment, government structures, and business licensing requirements
3. Develop culturally appropriate and strategically sound market entry plans for the Chinese context
4. Build and maintain effective relationships with Chinese business partners and government entities
5. Communicate effectively across cultural contexts in conducting Chinese international business operations

4. Doing Business in Developing Markets

Developing markets present distinctive opportunities and challenges for international business expansion. This module provides insight into conducting business successfully in developing markets through structured market entry and development processes based on current market data and analysis of business environments, cultural systems, regulatory frameworks, and economic dynamics in emerging economies. Learners will understand how to assess and manage the higher complexity, volatility, and risk factors often present in developing market contexts.

Learning Outcomes

1. Assess developing market opportunities using frameworks designed for contexts with higher regulatory uncertainty and market volatility
2. Analyse political, economic, social, and regulatory environments in developing economies using evidence-based methodologies

3. Develop adaptive market entry and operational strategies appropriate to developing market conditions
4. Manage the increased complexity and risk factors inherent in doing business in developing economies
5. Build and maintain effective cross-cultural business relationships in developing market contexts with diverse stakeholder environments

Internships policy

Internships must be a genuine extension of the student's academic programme, providing opportunity to apply theoretical knowledge to substantive projects directly related to their field of study. Internships consisting primarily of administrative or routine tasks will not be approved.

Every internship must have a defined start date, end date, and formal learning plan with objectives agreed in advance by the student, the host organisation, and the relevant college. Responsibilities and task complexity should increase over time. Each student must be assigned a named supervisor within the host organisation who holds relevant expertise and is responsible for providing regular guidance and feedback.

Woolf prioritises paid internships to ensure equitable access regardless of socioeconomic background. Unpaid internships may only be approved where they constitute a genuine learning opportunity and do not displace the work of a paid employee.

Programmatic standards

Day-to-day management sits with the relevant college. Each college must have a designated Woolf contact responsible for vetting and approving all host organisations and placements before any internship may proceed. Colleges are responsible for matching students to approved positions.

Students must complete pre-internship preparation before commencing a placement, which may include CV writing, interview support, and other instruction as necessary. Virtual internships are encouraged to widen access beyond geographical constraints; support systems must address the challenges of remote work, including cross-timezone communication and fostering professional belonging.

Programme effectiveness must be evaluated on an ongoing basis. Formal evaluations will be collected from students, host supervisors, and academic advisors, and will inform curriculum design and programme improvement.

Grading Scheme

General Marking Criteria and Classification

Marking of student work keeps in view the scale of work that the student can reasonably be expected to have undertaken in order to complete the task.

The assessment of work for the course is defined according to the following rubric of general criteria:

1. **Engagement:**
 - Directness of engagement with the question or task
 - Range of issues addressed or problems solved

- Depth, complexity, and sophistication of comprehension of issues and implications of the questions or task
- Effective and appropriate use of imagination and intellectual curiosity
- 2. **Argument or solution:**
 - Coherence, mastery, control, and independence of work
 - Conceptual and analytical precision
 - Flexibility, i.e., discussion of a variety of views, ability to navigate through challenges in creative ways
 - Completion leading to a conclusion or outcome
 - Performance and success of the solution, where relevant
- 3. **Evidence (as relevant):**
 - Depth, precision, detail, range and relevance of evidence cited
 - Accuracy of facts
 - Knowledge of first principles and demonstrated ability to reason from them
 - Understanding of theoretical principles and/or historical debate
 - Critical engagement with primary and/or secondary sources
- 4. **Organisation & Presentation:**
 - Clarity and coherence of structure
 - Clarity and fluency of writing, code, prose, or presentation (as relevant)
 - Correctness of conformity to conventions (code, grammar, spelling, punctuation, or similar relevant conventions)

Definition of marks

97-100

Work will be so outstanding that it could not be better within the scope of the assignment. These grades will be used for work that shows exceptional excellence in the relevant domain; including (as relevant): remarkable sophistication and mastery, originality or creativity, persuasive and well-grounded new methods or ideas, or making unexpected connections or solutions to problems.

94-96

Work will excel against each of the General Criteria. In at least one area, the work will be merely highly competent.

90-93

Work will excel in more than one area, and be at least highly competent in other respects. It must be excellent and contain: a combination of sophisticated engagement with the issues; analytical precision and independence of solution; go beyond paraphrasing or boilerplate code techniques; demonstrating quality of awareness and analysis of both first principles or primary evidence and scholarly debate or practical tradeoffs; and clarity and coherence of presentation. Truly outstanding work measured against some of these criteria may compensate for mere high competence against others.

87-89

Work will be at least very highly competent across the board, and excel in at least one group of the General Criteria. Relative weaknesses in some areas may be compensated by conspicuous strengths in others.

84-86

Work will demonstrate considerable competence across the General Criteria. They must exhibit some essential features of addressing the issue directly and relevantly across a good range of aspects; offer a coherent solution or argument involving (where relevant) consideration of alternative approaches; be substantiated with accurate use of resources (including if relevant, primary evidence) and contextualisation in debate (if relevant); and be clearly presented. Nevertheless, additional strengths (for instance, the range of problems addressed, the sophistication of the arguments or solutions, or the use of first principles) may compensate for other weaknesses.

80-83

Work will be competent and should manifest the essential features described above, in that they must offer direct, coherent, substantiated and clear arguments; but they will do so with less range, depth, precision and perhaps clarity. Again, qualities of a higher order may compensate for some weaknesses.

77-79

Work will show solid competence in solving problems or providing analysis. But it will be marred by weakness under one or more criteria: failure to fully solve the problem or discuss the question directly; some irrelevant use of technologies or citing of information; factual error, or error in selection of technologies; narrowness in the scope of solution or range of issues addressed or evidence adduced; shortage of detailed evidence or engagement with the problem; technical performance issues (but not so much as to prevent operation); poor organisation or presentation, including incorrect conformity to convention or written formatting.

74-76

Work will show evidence of some competence in solving problems or providing analysis. It will also be clearly marred by weakness in multiple General Criteria, including: failure to solve the problem or discuss the question directly; irrelevant use of technologies or citing of information; factual errors or multiple errors in selection of technologies; narrowness in the scope of solution or range of issues addressed or evidence adduced; shortage of detailed evidence or engagement with the problem; significant technical performance issues (but not so much as to prevent operation); poor organisation or presentation, including incorrect conformity to convention or written formatting. They may be characterised by unsubstantiated assertion rather than argument, or by unresolved contradictions in the argument or solution.

70-73

Work will show evidence of competence in solving problems or providing analysis, but this evidence will be limited. It will be clearly marred by weakness in multiple General Criteria. It will still make substantive progress in addressing the primary task or question, but the work will lack a full solution or directly address the task; the work will contain irrelevant material; the work will show multiple errors of fact or judgment; and the work may fail to conform to conventions.

67-69

Work will fall down on a number of criteria, but will exhibit some of the qualities required, such as the ability to grasp the purpose of the assignment, to deploy substantive information or solutions in an effort to complete the assignment; or to offer some coherent analysis or work towards the assignment. Such

qualities will not be displayed at a high level, and may be marred by irrelevance, incoherence, major technical performance issues, error and poor organisation and presentation.

64-66

Work will fall down on a multiple General Criteria, but will exhibit some vestiges of the qualities required, such as the ability to see the point of the question, to deploy information, or to offer some coherent work. Such qualities will be substantially marred by irrelevance, incoherence, error and poor organisation and presentation.

60-63

Work will display a modicum of knowledge or understanding of some points, but will display almost none of the higher qualities described in the criteria. They will be marred by high levels of factual or technology error and irrelevance, generalisation or boilerplate code and lack of information, and poor organisation and presentation.

0-60

Work will fail to exhibit any of the required qualities. Candidates who fail to observe rubrics and rules beyond what the grading schemes allow for may also be failed.

Indicative equivalence table

US GPA	US Grade	US Percent	UK Mark	UK UG Classification	UK PG Classification	Malta Grade	Malta Mark	Malta Classification	Swiss Grade
4	A+	97 - 100	70+	First	Distinction	A	80-100%	First class honours	6.0
3.9	A	94-96				B	70-79%	Upper-second class honours	
3.7	A-	90-93							5.5
3.3	B+	87-89	65-69	Upper Second	Merit	C	55-69%	Lower-second class honours	
3	B	84-86	60-64						
2.7	B-	80-83	55-59	Lower Second	Pass				5
2.3	C+	77-79	50-54			D	50-54%	Third-class honours	
2	C	74-76	45-49	Third	Pass				
1.7	C-	70-73	40-44						
1.3	D+	67-69	39-	Fail	Fail				
1	D	64-66							
0.7	D-	60-63							
0	F	Below 60				F			

Synchronous Adjustments Template

Synch discussions may affect the mark on submitted assignments: written work is submitted in advance, and a discussion follows. This provides students an opportunity to clarify and explain their written claims, and it also tests whether the work is a product of the student's own research or has been plagiarised.

The synchronous discussion acts to shift the recorded mark on the submitted assignment according to the following rubric:

+3

Up to three points are added for excellent performance; the student displays a high degree of competence across a range of questions, and excels in at least one group of criteria. Relative weaknesses in some areas may be compensated by conspicuous strengths in others.

+/- 0

The marked assignment is unchanged for fair performance. Answers to questions must show evidence of some solid competence in expounding evidence and analysis. But they will be marred by weakness under one or more criteria: failure to discuss the question directly; appeal to irrelevant information; factual error; narrowness in the range of issues addressed or evidence adduced; shortage of detailed evidence; or poor organisation and presentation, including consistently incorrect grammar. Answers may be characterised by unsubstantiated assertion rather than argument, or by unresolved contradictions in the argument.

- 3 (up to three points)

Up to three are subtracted points for an inability to answer multiple basic questions about themes in the written work. Answers to questions will fall down on a number of criteria, but will exhibit some vestiges of the qualities required, such as the ability to see the point of the question, to deploy information, or to offer some coherent analysis towards an argument. Such qualities will not be displayed at a high level or consistently, and will be marred by irrelevance, incoherence, error and poor organisation and presentation.

0 (fail)

Written work and the oral examination will both be failed if the oral examination clearly demonstrates that the work was plagiarised. The student is unfamiliar with the arguments of the assignment or the sources used for those arguments.

Plagiarism

Plagiarism is the use of someone else's work without correct referencing. The consequence of plagiarism is the presentation of someone else's work as your own work. Plagiarism violates Woolf policy and will result in disciplinary action, but the context and seriousness of plagiarism varies widely. Intentional or reckless plagiarism will result in a penalty grade of zero, and may also entail disciplinary penalties.

Plagiarism can be avoided by citing the works that inform or that are quoted in a written submission. Many students find that it is essential to keep their notes organised in relation to the sources which they summarise or quote. Course instructors will help you to cultivate professional scholarly habits in your academic writing.

Depending on the course, short assignment essays may not require students to submit a bibliography or to use extensive footnotes, and students are encouraged to write their assignments entirely in their own words. However, all essays must acknowledge the sources on which they rely and must provide quotation marks and citation information for verbatim quotes.

There are several forms of plagiarism. They all result in the presentation of someone's prior work as your new creation. Examples include:

- Cutting and pasting (verbatim copying)
- Paraphrasing or rewording
- Unauthorised Collaboration
- Collaboration with other students can result in pervasive similarities – it is important to determine in advance whether group collaboration is allowed, and to acknowledge the contributions or influence of the group members.
- False Authorship (Essay Mills, Friends, and Language Help)
- Paying an essay writing service, or allowing a generous friend to compose your essay, is cheating. Assistance that contributes substantially to the ideas or content of your work must be acknowledged.

Complaints and appeals

Students and faculty should always seek an amicable resolution to matters arising by addressing the issue with the person immediately related to the issue. Students should handle minor misunderstandings or disagreements within a regular teaching session or by direct message, or with their College. If a simple resolution is not possible, or the matter remains unresolved for one party, the steps outlined in this section apply to all groups, colleges, and units of Woolf.

The Red Flag system

An issue with a red flag should be submitted in the case that a member of Woolf seeks to make an allegation of serious misconduct about another member, including matters of cheating, plagiarism, and unfair discrimination or intolerance.

Any member of Woolf, seeking to raise a matter of serious concern, should submit a red flag by emailing redflag@woolf.education. Provide a short, clear description of the issue.

If a student submits an issue with a red flag, or if a faculty member submits an issue about a student, it will trigger a meeting with the student's College Advisor. If the issue is not resolved, the matter will be escalated to the College Dean, or to a committee designated by the College Dean, which will have the power to clear the flag.

If an issue is submitted with a red flag by a faculty member about another faculty member, then the issue is reported directly to the College Dean.

For both students and faculty members, after the Dean's decision, the one who submits the complaint is provided the opportunity to accept or appeal the decision; if the one submitting the issue appeals the decision, it will be assigned to the Quality Assurance, Enhancement, and Technology Alignment Committee, which is a subcommittee of the Faculty Council.

Mitigating circumstances

When serious circumstances ('Mitigating Circumstances'), beyond the control of a student or faculty member, adversely affect academic performance or teaching support, a Mitigating Circumstances report must be submitted using Woolf's red flagging system. Mitigating Circumstances may include but are not limited to serious medical problems, domestic and personal circumstances, major accidents or

interruptions of public services, disturbances during examination, or serious administrative or procedural errors with a material effect on outcomes.

Mitigating circumstances do not normally include a member's personal technology problems, including software, hardware, or personal internet connection failures; employment obligations or changes in employment obligations; permanent or sustained medical conditions (unless there is a sudden change of condition); or circumstances where no official evidence has been submitted.

Mitigating circumstances are normally only considered when a red flag has been submitted for the issue before the deadline of an affected written project or assignment, or within one week of a cumulative examination. Proof of mitigating circumstances may result in an extended deadline or examination period, or the possibility to retake an examination; it will not result in any regrading of existing submissions or exams.

Grade appeals

Students who dissent from the grades they have received should follow the normal procedure for submitting a red flag.