

Master of Business Administration MBA (Global) module details

Block 1: Leadership and Business Sustainability

This module is designed to be as interactive and participatory, since Leadership and Business Sustainability is a contested, dynamic, and rapidly changing field of theory and practice, thus requiring much debate, discussion, and analysis. The module exposes students to the principal issues facing organisations in the 21st century in respect of leading, managing and developing talent. It further develops student's knowledge and managerial skills, considered to be necessary for existing and aspiring managers to nurture talent effectively. Attention is paid to key features of the internal and external operating environments which shape leadership practice and talent management strategies in organisations.

This module explores how businesses contribute to the realisation of a more sustainable, responsible and equitable world and what does aspirations of sustainable development mean for business in practice.

It will also address important questions within the subject matter and will enable students to develop a theoretically informed and practically relevant understanding of business sustainability while highlighting some of the key debates in the sustainability field such as the drivers of corporate responsibility, the extent of responsibility, the governance, implementation and reporting of sustainable development goals.

The module addresses both the academic literature on Leadership and Business Sustainability and explores their applications and managerial impact through the use of case studies and contemporary examples from industry.

Block 2: Advance Strategic Management

In an increasingly dynamic environment, it is imperative to adopt a holistic view of what constitutes strategy and its relevance to different organisational contexts. This module is developed to provide insight, through engagement in a blend of contemporary, theoretical thinking and application, in the field of strategic management. The central underpinning of the module is the exploration of the strategic management process, with students proactively encouraged to apply and rethink strategic concepts and frameworks in planning and decision-making. The learning materials and teaching methods are specifically designed to expose students to key theoretical approaches and at the same time to critically challenge existing norms within industry. This module considers the scope and definition of a project, its significance as an instrument of change and the roles and responsibilities of the people within it, whilst recognising organisational issues and exploring a range of project management tools to execute and evaluate the project throughout its many phases.

Block 3: Cross-Cultural Management and Marketing

This module introduces the principal challenges facing international organisations in the 21st century with respect to intercultural issues. It offers an in-depth insight into cultural dimensions within the workplace, drawing on and critically evaluating the work of Hofstede, Minkov and Trompenaars. It will guide learners through the demands and complexities of intercultural interactions, negotiations and conflicts in organisations, using scenarios and case studies from multinational business organisations.

Learners will examine key elements of marketing theories, strategies, and their application in diverse international marketing contexts. Whilst marketing theories have much in common with marketing goods and services in a domestic market, many additional factors and considerations need to be considered. In addition, businesses face barriers to market entry, not all of which might be immediately obvious. Rapid advancement and continued expansion of electronic media and communication businesses can take advantage of the services when designing contemporary marketing strategies. This module aims to enhance the learner's analytical and problem-solving skills and develop their critical awareness of cultural dimensions and practices to be applied to real world scenarios.

Block 4: Business Finance and Enterprise Development

One of the objectives of this module is to develop decision-making ability based on business finance theory. It will introduce cardinal business and personal finance concepts, time value of money, financial markets and institutions, risk and return, capital structure, elements of investments and small business finance. It further examines the theoretical concepts and models of finance and how they can be applied to realistic situations. The module places a strong emphasis on analytical and numerical skills. Presentation and discussion skills are also essential for learners to explain their positions or arguments to each other and try to argue for the implementation of their recommendations.

In a fast-changing and highly competitive world, businesses no matter what size, need creative, enterprising, and entrepreneurial people to help drive those businesses forward. This module helps develop these key attributes through hands-on experience of enterprise in practice by using and sharing the knowledge of learners and skills to identify and create solutions to real challenges.

The module demonstrates that being enterprising and entrepreneurial is about taking calculated risks, creating change, making a difference and having a positive impact across society and communities, whether in business as an employee, self-employed, a social enterprise or family business. To that end, it provides learners with a practical understanding of enterprise formation across various stages of business development and how to apply that practical knowledge to industry, a business, as a freelancer, whilst recognising them as employability skills.

Block 5 & 6: One of the following: Research Methods & Entrepreneurship Project

Every business or organisation starts as an idea / entrepreneurial venture, and in this modern era of technological advancement and drive for sustainability; there has never been as much opportunity than right now to start your own venture.

In this module, students will undertake an intensive business planning process, that will culminate in delivering a viable business plan which will be the foundations for them to be able to start their own freelance or business career.

The business planning process will include developing an innovative business idea, that is backed by market research to solidify the opportunity and students will be able to develop an in-depth marketing strategy, operations plan and financial budgets, as part of the business planning process they will be required to develop and strengthen the value proposition. Students will be supported by a supervisor who is a specialist in business start-up and business development throughout this module; however, it is the responsibility of the student to drive their project forward and obtain their business goals.

Research Methods & Consulting Project (simulator)

This module provides students with the opportunity to integrate elements of their programme of study into a practical consulting project involving a live case that has been set by the organisation.

The students can choose to work on a real-world project which is highlighted by an organization, a department within an existing organization, or a future organization (commercial, charity, governmental).

The focus of the projects is frequently related to innovation either by improving and/or changing existing processes, business and/or service models, structures, products, or services or by developing new business and/or service models, products, or services. Students may also self-source a project, subject to approval by the module team.

At the end of the project, the student is expected to have developed an in-depth understanding of how the theoretical knowledge gained during your course can be applied to support decision making in the real world, deal with uncertainty when it comes to making decisions, and establish solid grounds for your decision-making capabilities underpinned by rigorous principles of academic research.