



Master of Science International Management (MSc.IM)

Course Catalogue

Academic Year 2018/2019

Revised: July 2018

Modules

IMA 7001 International Marketing Management

20 U.K. Credits

Course Description:

This module aims to provide you with a critical understanding of the global marketing process and the opportunity to develop and refine relevant skills in the practice of global marketing. You will gain experience of evaluating and analysing the challenges managers face in the development and deployment of global marketing strategy, and you will develop an advanced awareness of the need to consider a range of alternative approaches to dealing with strategic planning issues in order to achieve global or regional competitive advantage. To gain and enhance your critical knowledge and understanding you will consider and critically evaluate key stages of the organisation's global marketing planning process. By the end of the module you will have developed a superior appreciation of the processes and outcomes in the implementation of the global marketing planning process.

Learning Outcomes:

- LO1: Critically evaluate the challenges faced by managers in the development and deployment of global marketing strategy.
- LO2: Understand and apply a range of alternative models and concepts in dealing with complex global marketing planning issues in order to achieve competitive advantage.
- LO3: Critically evaluate the processes and outcomes in the implementation of the global marketing planning process.
- LO4: Successfully deploy relevant critical, analytical and academic skills in an extended piece of writing related to global marketing.

IMA 7002 Business Development

20 U.K. Credits

Course Description:

This module aims to develop your knowledge and understanding of initiating, establishing and developing business ventures in a range of business context and sectors. Emphasis is placed upon an appreciation strategic considerations and the development of business competences as well as how these can be used to effectively develop enterprises within relevant cultural, economic, legislative/regulatory settings. Given the pervasiveness of globalisation, the module specifically designed to respond to the growing interest in enterprise and business development from a global perspective. It will explore the differences and relative importance of regional, national and international contexts as well as their connectedness, issues that have increasingly become important for business development in today's global environment.

Learning Outcomes:

- LO1: Understand and apply the process of business planning for a new or proposed business venture.

- LO2: Critically analyse and evaluate the issues and constraints facing prospective new businesses and their development.
- LO3: Develop original ideas on the strategies for survival and growth required to successfully establish and develop businesses seeking to operate in different contexts.
- LO4: Critically appraise if we should, and how we should support the development of new businesses.

IMA 7003 Human Resources in a Global Context

20 U.K. Credits

Course Description:

This module aims to provide you, as the learner, the opportunity to focus your studies on the people dimension of international business and management. In the competitive global arena of the 21st century, people are seen as key to the success of the organisation in achieving competitive advantage. As such, the role of HRM has become increasingly important. Organisations, wherever they are based, need to ensure that they have the right people, in the right place at the right time. This module will help you to think outside of the box and develop your understanding of how organisations deploy, develop and engage their people.

Learning Outcomes:

- LO1: Evaluate the impact of culture on managerial decision making.
- LO2: Evaluate the management of people as a business resource integral to organisational strategies.
- LO3: Critique the importance of recruitment, selection, development and retention within a global economy.
- LO4: Display the ability to apply knowledge and understanding to issues surrounding the management of human resources.

IMA 7004 Information Systems for Business Performance

20 U.K. Credits

Course Description:

This module is designed to provide students with a strategic and holistic view of exploitation of Information and Communication Technology, in particular e-business for improving business performance, business efficiency, service improvement, and competitive advantage. Introducing a wide range of analytical and measurement tools the module focuses on the formulation of the digital age business strategy with a focus on wider range of factors other than accounting which are essential for enhancing the performance of organisations in the competitive and global business environment.

Learning Outcomes:

- LO1: Critically evaluate issues relevant to the development, implementation and evaluation of successful strategies for business performance, in particular e-business strategies.

- LO2: Critically appraise the challenges faced by managers in the development and deployment of strategy for enhancing business performance.
- LO3: Critically analyse how business prepare effectively for the future, transforming strategies into plans, plans into actions, and actions into results, and apply a range of alternative models and tools in environmental analysis and performance measurements for competitive advantage.
- LO4: Successfully deploy relevant critical, analytical and academic skills in an extended piece of writing related to management information systems.

MBA 7011 Financial Management and Decision Making

20 U.K. Credits

Course Description:

The aims of the module are to enable you to extend your knowledge of the practices, principles and conventions by which financial management is provided with information for control and decision making. Develop a critical understanding of the variety of information requirements of management in a range of control and decision making situations. Critically evaluate your knowledge of the behavioural implications and dysfunctional effects consequent to the design, installation and operation of control and decision making systems. Develop an understanding of the wide range of organisational practices and the various indicators used to control and evaluate performance. The student will be introduced to techniques to help them to make sound financial decisions and to develop skill sets to analyse a set of complex accounts within an international context.

Learning Outcomes:

- LO1: Demonstrate knowledge of financial management tools for raising finance, managing working capital and calculating optimum capital structures, looking at the relevance and implications to control and decision making requirements of a business.
- LO2: Demonstrate a critical awareness of the development of management accounting control systems, using key numerical interpretation skills in areas of change such as ABC and Pricing.
- LO3: Diagnose, evaluate and formulate appropriate solutions to business problems, utilising problem solving skills around critical areas such as constraints and how these can be resolved through linear programming and shadow pricing solutions.
- LO4: Utilise management and communication skills using problem solving skills around key financial management and decision making topics such as the analysis and interpretation of PLC sets of accounts.

MBA 7013 Strategic Management

20 U.K. Credits

Course Description:

This module aims to provide you with a critical understanding of the strategic management process and the opportunity to develop and refine relevant skills in the practice of strategic management. You will gain experience of evaluating and analysing the challenges managers face in the development and deployment of strategy, and you will develop an advanced awareness of the need to consider a range of alternative approaches to dealing with strategic planning issues in order to achieve competitive advantage. To gain and enhance your critical knowledge and understanding you will consider and critically evaluate key stages of the organisations' strategic planning process. By the end of the module you will have developed a superior appreciation of the processes and outcomes in the implementation of strategic choices facing an organisation.

Learning Outcomes:

- LO1: Critically evaluate the challenges faced by managers in the development and deployment of strategy.
- LO2: Understand and apply a range of alternative models and concepts in dealing with strategic planning issues in order to achieve competitive advantage.
- LO3: Critically evaluate the processes and outcomes in the implementation of strategic choices facing an organization.
- LO4: Successfully deploy relevant critical, analytical and academic skills in an extended piece of writing related to Strategic Management.

MBA 7018 Research Methods

20 U.K. Credits

Course Description:

This module directly precedes the dissertation and will enable you to develop a research proposal, a more fully developed version of which will form the first three chapters of your dissertation. You will develop feasible research objectives and an understanding of the research context (towards Chapter One of your dissertation); an appropriate conceptual/analytical framework to analyze your data following a critical review of the appropriate literature (towards chapter Two of your dissertation). This module will allow you to make informed decisions about which research philosophies, strategies and methods are suitable for your research. The subjects of triangulation, reliability, validity and research ethics will be explored and a combination of methods to form a critically robust research design (towards Chapter Three of your dissertation) will emerge.

Learning Outcomes:

- LO1: Produce feasible objectives (congruent with M level study) and an understanding of the significance of the research context.
- LO2: Produce a critical appraisal of relevant literature synthesised into an appropriate conceptual framework.
- LO3: Demonstrate a firm grasp of differences between research philosophies and the justification of that selected.
- LO4: Produce a critically informed research design with the appropriate combination of methods; sample sizes and selection criteria.

MBA 7020 Research and Study Skills

4 ECTS (UNYP)

Course Description:

This Module serves to develop academic study skills with particular emphasis on building your confidence as an independent learner and your academic writing skills. It will provide practice in other academic skills such as referencing, strategies for avoiding plagiarism, the difference between essay and report writing and how to search for relevant information effectively. You will practice using critical thinking skills, formal and informal presentation skills, and learn how to get the most out of lectures, seminars, and tutorials.

Learning Outcomes:

- LO1: Demonstrate effective independent research skills.
- LO2: Plan and write appropriate level academic assignments.
- LO3: Make effective use of lectures, seminars and tutorials.
- LO4: Follow University procedures and guidelines in relation to your program effectively.

Dissertation

IMA 7006 Dissertation

40 U.K. Credits

Course Description:

The dissertation provides you with the opportunity to undertake an extended and substantial piece of research; to synthesise the academic knowledge acquired from the taught MSc modules and to produce an evaluative and critical discussion of strategic issues relevant to the international management topic under study. The dissertation follows the completion of the research methods module completion of which is a prerequisite for commencement of the dissertation. Following receipt of feedback from the second research methods assignment, you will improve the initial three chapters and in conjunction with your supervisor's guidance, you will then undertake the data gathering either by fieldwork or desk research or some combination of both, evaluate and synthesise the findings and present them clearly. You will also present a set of conclusions drawn from the findings.

Learning Outcomes:

- LO1: Demonstrate a masterly grasp of the topic area researched.
- LO2: Demonstrate skills of analysis, evaluation, critical reflection, synthesis and conceptualisation.
- LO3: Critically assess the results of the research against the objectives.