

Module Synopsis

Master of Business Administration – Awarded by University of Cumbria

Leadership and Organisation Behaviour

The aim of this module is to develop a critical awareness of leadership theories, models and research and their relationship and application to critical organisational behaviour concepts.

Strategy

This module is designed to develop your strategic approach to leadership and innovation while enhancing your skills in planning and systems thinking. It aims to cultivate a strategic mindset and leadership attitude, providing clear tools for creating professional business strategies. You will gain essential insights and tools to effectively plan around position, intention, and direction, as well as introduce creative concepts for innovation.

Operations Management

This module focuses on evaluating, analyzing, and applying approaches that maximize organizational effectiveness, efficiency, and sustainability in achieving corporate goals. You will explore a systematic understanding and gain critical awareness of current and emerging issues in Operations Management, along with new insights into the field.

Marketing Management

This module will provide you with an understanding of marketing management, including the design and development of marketing programmes, processes, and activities. This module aims to enable marketing practitioners to appreciate and manage the current challenges in marketing modern organisations, recognising the breadth and interdependencies of the business environment.

Financial Decision Making

This module aims to enable you to develop systematic and comprehensive knowledge of financial management and critically evaluate techniques which enable successful and innovative forecasting, control and evaluation of operational activity and strategic decision making.

This module assesses the nature and purpose of corporate finance and decision making, focusing on investment decisions and the development of practical skills in the evaluation and appraisal of short-term and long-term investment decisions. This module will support you in developing the financial acumen you need to succeed and solve business challenges in any sector.

Change and Innovation

This module equips you with the skills and knowledge to lead organizational initiatives focused on change and innovation. You will analyze leadership strategies for innovation and change across various contexts and explore approaches to achieving sustainable innovation and transformation.

Business Research Methods

This module aims to empower students with the necessary research skills to devise and critically engage with an independent research project. Students will be able to critically evaluate their personal engagement with research philosophies, methodologies and methods, and critically relate the linkages between each of these key strands.

Independent Project

This module aims to provide student with the opportunity to engage in the process of business and management research through the undertaking of an applied or fundamental research project. The students will be expected to demonstrate a mastery of complex and specialised knowledge within a chosen topic. The students will also be expected to identify, research, analyse a complex situation relevant to a certain business or to different organisations across one or more sectors and provide meaningful recommendations and/or a solution to the existing problem(s).