

Module Synopsis

Bachelor of Arts (Hons) International Business (Top-Up)

Strategic Marketing

The module aims to make students aware of how commercial and non-profit sector organisations can take a strategic approach to marketing planning and control. This module will outline the stages of the process from marketing audit through to strategic decision-making for an organisation to achieve a competitive advantage. In doing so students will understand how several analytical models and techniques might be applied to marketing planning and control, resulting in improved marketing performance.

Managing People in an International Context

This module provides comprehensive knowledge and understanding of managing people in an international context. The impact of national and cultural contexts, international human resource management approaches (IHRM) and the future of IHRM will be covered as part of this module. The module is aligned to the CIPD professional map's knowledge and behaviour to support the student's continuous professional development.

Managing International Sustainability

The module aims to provide students with a thorough and critical comprehension of managing international sustainability and the role of organisations specifically within business and more broadly within contemporary society.

Strategic Management

This module presents a systematic approach to the study of strategic management, building upon an array of ideas and theories ranging from industrial organization theory to institutional economics. This module outlines the fundamentals of strategic management and gives students an introduction in this important area of business management. Students will gain an awareness of the issues involved and the techniques that managers adopt. The tools and techniques will help students understand how organisations achieve sustainable competitive advantage.

Dissertation

The aim of the dissertation module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in an independent, self-motivated, enquiring and problem-solving manner. This serves to extend, underpin and enhance learning through the identification of a business/management problem which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations.