

Module Synopsis

Master of Business Administration – Awarded by University of Cumbria

Leadership & 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.

Strategic Thinking

This module aims to provide a critical understanding of the conceptual frameworks which enable strategic approaches to the analysis of business problems and their systematic, logical and rigorous resolution.

Finance for Managers

This module aims to develop students' ability of gaining financial insights and business intelligence in which contributing to sustainable financial wellbeing of an organisation in competitive business environment.

Sustainability Issues in Business

This module aims to examine the complex relationship between business practices and the impact on the global environment. Students are to consider ways in which business can contribute positively to global environmental concerns and policies.

Marketing Planning

This module aims to build on the existing knowledge that students and practitioners already hold about the principles of marketing. It should help students propose strategic response to emerging market themes and allow them to consider the impact on marketing and its interaction with other parts of the organisation

Information and Operations

This module aims to help students appreciate the value of information in operations to plan, decide, and take actions as managers and workers for tomorrow. It aims to raise student understanding of different types and varieties of systems available for operations.

Research Methods for Business and Management

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 independent project. The student

will be expected to identify, research, analyse a complex situation relevant to business administration and provide meaningful recommendations and/or a solution to the existing problem(s).

Dissertation

This module aims to provide student with the opportunity to engage in the process of business and management research through an extended piece of academic work. The students will be expected to demonstrate a mastery of complex and specialised knowledge within the chosen topic. The research is expected to address gaps in the literature and/or add to the body of knowledge.