

## **Module Synopsis**

### **Master of Business Administration – Awarded by Wrexham University**

#### **Creative Change and Innovation**

This module offers a critical understanding of the essential role of change and creativity in ensuring organizational survival and growth. It also encourages students to recognize the organizational tensions and performance fluctuations that arise from the generation and implementation of new ideas and change initiatives.

#### **Emphasising the Environment**

This module explores the intricate relationship between business practices and their impact on the global environment. It also examines how businesses can actively contribute to addressing global environmental challenges and shaping sustainable policies.

#### **HRM in Context**

This module enables students to independently enhance their skills and knowledge as HRM practitioners through contemporary debates and insights into HRM across both strategic and operational business contexts. The focus is on increasing credibility in HRM by developing frameworks that integrate with other HR strategies and functions, supporting human capital and overall business performance. Additionally, the module fosters the development of analytical techniques and decision-making skills based on theoretical models and contextual trends, particularly in relation to reward management across strategic business functions.

#### **Implementing Strategies**

This module encourages students to independently explore and research the various contributions that strategic practices make to business performance. It also focuses on developing analytical techniques and decision-making skills based on theoretical models and contextual trends that influence strategic implementation.

#### **Financial Insights and Business Intelligence**

This module aims to equip students with the skills to acquire financial insights and business intelligence, contributing to the sustainable financial health of commercial or non-profit organizations facing disruptive competition.

#### **Integrated Communications**

This module is designed to develop students' ability to apply effective communication planning and brand management concepts. It also provides insights into how enhancing sustainable stakeholder relationships and delivering customer value contribute to organizational performance.

## **Dissertation**

This module empowers students to conduct an independent research dissertation or business project directly linked to their professional environment. It guides students in identifying and investigating a complex managerial issue, aiming to develop viable solutions. By integrating the knowledge and skills acquired during the taught phase of the program, students will demonstrate expertise in a specific subject area and enhance their applied research capabilities. The module also offers insights into the structure of academic research, equipping students to execute a focused and rigorous dissertation or business project.