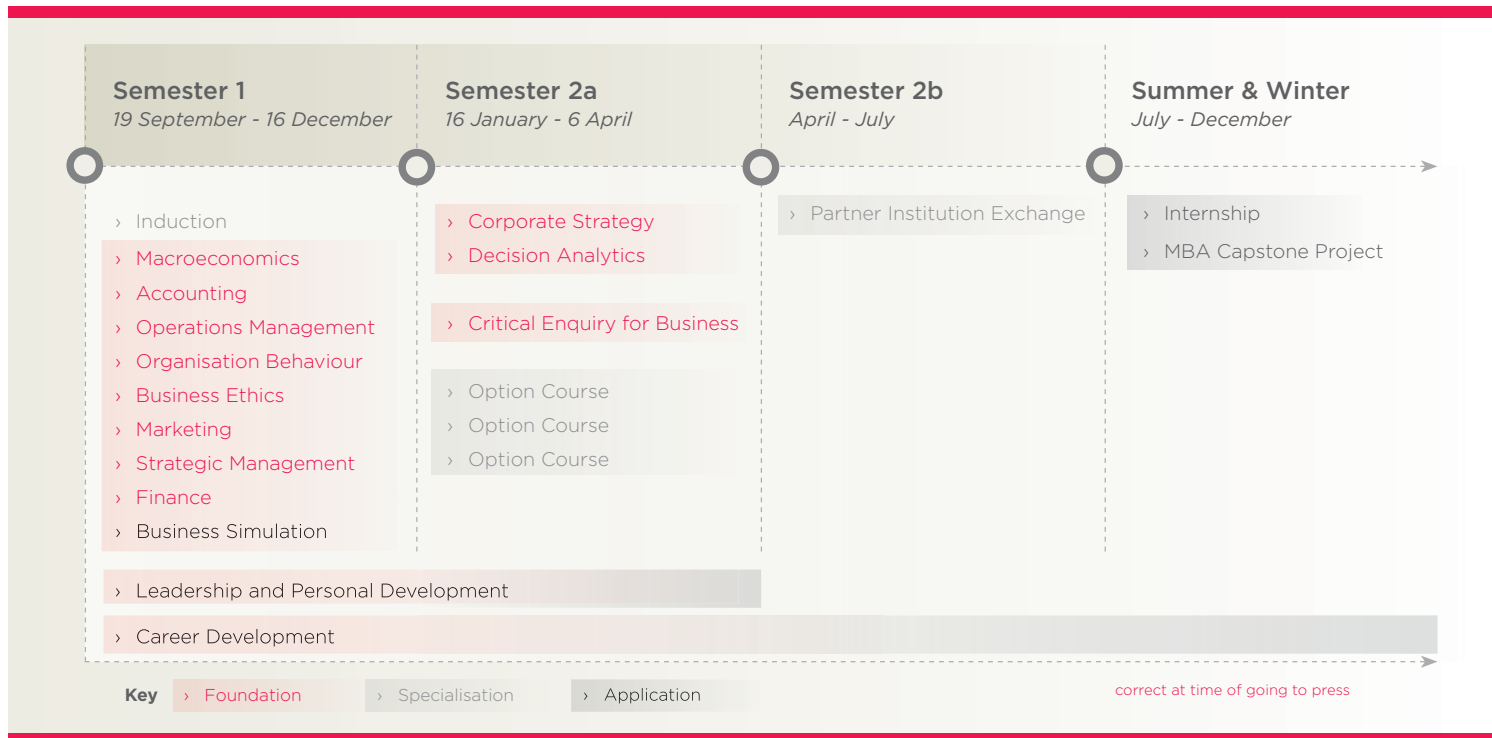


MBA in International Business

Programme Structure



Details of core courses

Macroeconomics

This course is designed to provide a sufficient understanding of macroeconomics to allow an understanding of relevant articles in the Financial Times, Economist, etc and reports by government agencies, the World Bank, or consultants. This is seen as essential to an understanding of business because Macroeconomics affects all companies by level of demand for products; interest rates - with their effect on the costs of the firm; the exchange rate - which tends to intensify or reduce competition even for firms not overtly engaged in trade and each of these elements interact both with themselves and with other factors, such as government policy.

Accounting

The course provides grounding in financial accounting sufficient for students to engage with accounting statements and numbers both in general management after the MBA and during the MBA in other courses which interface with Accounting (notably Strategy and Managerial Control). It also provides the platform for a semester two course on finance.

Operations Management

The aims of this course are to provide an integrated and coherent introduction to the major aspects of modern Operations Management for students with limited operations management experience; to provide students with operations management expertise an opportunity to share it with their co-students; to provide students with an appreciation of the inter-relation between Operations Management and the other functional management disciplines and to provide a foundation for advanced

specialist modules in Management Science, Technology & Innovation Management, Quality Management, and Electronic Commerce in semesters 2a and 2b.

Business Ethics

The course provides a general grounding in both theoretical and applied ethics. The course content is designed around the following components: A perspective on the moral content of human action, a review and analysis of the range of theories within the field of moral philosophy, a critical analysis of the economic (markets) and organisational (commercial entities) contexts within which ethical or unethical decision making and practice operates and an insight into applied ethics through the analysis of case studies and insights into codes of practice.

Marketing

Adopting a primarily managerial focus, the course will offer critical reviews of current theory and practice and discuss how marketing practice is evolving in the light of changes in its operating environment. Specifically, sessions will consider the nature and scope of marketing and its role in society. The importance of understanding and satisfying consumers will be highlighted, and approaches to segmenting markets and identifying target markets will be reviewed. Marketing activities related to product, price, promotion, distribution and other managerial determined variables will be considered. The importance and process of marketing research will be discussed with guest speakers who practise on a daily basis.

Strategic Management

This course is designed to both introduce strategic management to MBA students, and to begin integrating knowledge from your previous learning and experience to identify and address strategic concerns of firms. The first four days is structured around eight overlapping and interweaving key themes. They include strategic leadership, the context of strategic management and society, competitive analysis, strategy in the multi-business firm, disruptive innovation, transformation and renewal and strategic resilience.

Finance

It is no exaggeration to state that finance is a part of almost all business decisions. Issues of valuation and risk are central to many decisions facing firms. Discounted cash flow techniques, time value of money, capital budgeting and risk, and other such concepts have entered into the business vocabulary and are used with varying degrees of knowledge and accuracy. This course is intended to provide a foundation in financial decision making – and an understanding of the techniques of financial analysis. It introduces the key elements of financial management and provides an outline of how to carry out financial evaluations of business decisions. The course covers both descriptive material on financial markets, institutions and instruments, and analytical material on the assessment of projects and the valuation of securities. Students are expected to cover the basics of net present value on their own.

Business Simulation

The overall objective of this course is to develop your business skills through deploying your learning and knowledge gained from the MBA to date as well as from your previous professional lives. Through the marketplace live simulation, we will place you into an international business setting where you will run a company for two years in compressed time (eight rounds of decision-making). You will work closely with a team of fellow students to manage a highly complex and integrated business. Personal leadership and strong interpersonal skills will be necessary to succeed.

Corporate Strategy

The course is an integrating module. It is concerned with the totality of what a trading business or other organisation is trying to achieve. In other words, it assesses a wide variety of environmental and organisational aspects which, when considered overall, help us to understand why some organisations thrive and similar organisations may struggle. These aspects will be relevant whether the organisations are trying to sell clothes world-wide or provide health care in a geographically defined community.

Decision Analytics

Managers must be able to collect, present and analyse data of different types in order to make well-informed, effective decisions. Managers must also be able to cope with situations involving uncertainty or incomplete information. This course will introduce a series of quantitative techniques for data analysis and explain how these can be used to support decisions. The aim of the course is to provide an understanding of the underlying principles of each technique rather than a simple recipe for their application or a thorough grounding in the relevant mathematical theory. The course will enable students to recognise which technique is appropriate for a particular situation, to interpret the results of data analysis properly, and to challenge the assumptions underpinning a data analysis report.

Critical Enquiry for Business

This course has three objectives. First, to help the student understand the research process in the field of management. Second, to facilitate them in planning, carrying out and communicating the research project that will be the basis of their Capstone Project/Masters dissertation. Third, to assist them in understanding how to read and evaluate research in the management task.