

Master of Business Administration (E-Learning)

Unit description

Core Units

Business, Society and the Environment

This unit addresses key issues about the relationship between business, society and the environment, in order to foster a critical understanding of the role of firms in contemporary societies.

It will pay special attention to the interplay of ethical reasoning, markets, politics and sustainability science to foster responsible management and governance approaches.

Economics and Business Strategy

Increasing competition and rapid technological change mean that managers must have a sound understanding of the economic fundamentals of business enterprises, the operation of markets and the role played by governments. In this unit, particular emphasis is given to the strategic interdependence of many businesses and their efficiency.

Entrepreneurship and Innovation Management

The unit explores entrepreneurial creativity. It considers innovation and why it matters. Students will review social, international and sustainable innovation. The unit then focuses on identifying opportunities and reviewing entrepreneurial creativity, sources of innovation and search strategies. The unit then focuses on building a business case and considers the power of networks.

Finally, students will concentrate on the development of products and services, the steps needed to create new ventures, talent development and how an enterprise can be grown.

Financial Decision-Making Essentials

Financial decision-making is critical for success across all sectors and industries in today's business environment. This unit is designed to equip individuals with the necessary knowledge and skills to make informed financial decisions within their respective roles, regardless of their background in finance.

This unit begins by providing a foundational understanding of financial concepts and terminology, ensuring that participants are equipped with the basic knowledge needed to navigate financial statements and reports. Through interactive learning activities and practical exercises, participants will learn how to effectively interpret financial statements, including balance sheets, income statements, and cash flow statements.

A key focus is the integration of integrated 3-statement financial models to support decision-making processes. Participants will learn how to construct and analyse these models, which provide a comprehensive view of a company's financial position, performance, and cash flows.

By mastering these models, participants will be able to make strategic financial decisions that drive business growth and success.

By the end of this unit, participants will emerge with a holistic understanding of financial decision-making essentials, armed with the tools and techniques needed to make strategic and informed decisions that drive business success. Whether they are managers, entrepreneurs, or professionals in non-finance roles, this unit will empower individuals to confidently navigate financial challenges and contribute to the financial health and growth of their organisations.

Global Business in the Asian Century

This unit addresses key issues about managing global businesses in the 21st century — often called the Asian Century. It examines accelerated globalisation and the rise of Asia, and it discusses how managers make decisions on alliances, firm strategy, human resource management, market entry, marketing, production, research and development, and supply chain management in a changing global business environment. The unit places students in the role of a decision-maker, developing their ability to innovatively apply theories to resolve problems in challenging international business situations.

Leading the Engaged Enterprise

The modern enterprise engages with all quarters of society as it pursues its goals. The core of the engaged enterprise is its people, who execute strategy with intent while continually exploring new horizons. This unit focuses on fostering and engaging with staff by distributing leadership at all levels of the enterprise, leveraging the power of groups and reaffirming the strategic role of human capital development in learning to innovate new responses to organisational challenges.

Strategic Marketing Management

This unit offers a sound foundation in aspects of marketing management strategy, relevant for all types of profit and not-for profit businesses and organisations. Marketing management strategy is essential for all brand and service operations. The main topics include consumer behaviour, identifying competitive forces, international marketing, marketing communications, marketing mix, market positioning, market segmentation, online marketing, product life cycle and strategic options.

Strategies for Growth and Excellence

This unit enables students to investigate how firms and organisations design and execute effective strategies, and it explores relevant issues such as environmental, leadership and organisational culture and values, macro-globalisation, market competition, meso-government regulatory frameworks and shareholder/stakeholder needs, micro-resources, sustainability and information communications technology. Students will analyse recent case studies and “hot topics” in strategy drawn from the media and business journals.