

MODULE DESCRIPTIONS

ADVANCED DIGITAL MARKETING

This module provides an in-depth exploration of advanced strategies and techniques in the field of digital marketing. Students will delve into topics such as Search Engine Optimisation (SEO), social media marketing, and beyond, gaining valuable insights through practical exercises and case studies.

BUSINESS INTELLIGENCE AND DATA ANALYSIS

The purpose of this module is to introduce students into the subject of business intelligence (BI) and data analysis, with its focus to support strategic decision-making across all functional areas of the business, including marketing, finance, operations, and supply chain management.

CAPSTONE PROJECT

The purpose of this module is to solve an industry specific, practical problem related to the student's chosen major. The student must use all skills taught so far on the course to gain an industry specific understanding of the problem, to evaluate the situation and recommend suitable solutions. The student will gain a basic understanding of executive report writing as well as skills needed to prepare a presentation about challenges and solutions to executive management.

CONTEMPORARY COMMERCE CHALLENGES

This module provides a detailed look at contemporary Commerce challenges, linked to the dramatic and fast-paced changes that the world of business is experiencing. Students will be introduced to the main principles, characteristics, and risks of modern business, to understand how companies, need to operate to reach their goal to be sustainable and profitable, at the same time.

FINANCIAL ANALYSIS AND FINANCIAL PERFORMANCE MANAGEMENT

The purpose of this module is to equip students with the analytical skills and tools necessary to leverage data effectively in financial decision-making processes. Students learn to analyse financial data more effectively, identify trends, and derive actionable insights.

MARKET RESEARCH AND ANALYSIS

The purpose of this module is to introduce students into the subject of market research and analysis, focusing on understanding customer needs, preferences, behaviours, market trends and competitive landscapes.

RESEARCH PROJECT

The focus of the module is to bring together conceptual ideas, solid argumentation, critical thinking, and technical skills to conduct a rigorous research project from proposal phase to completion according to agreed-upon international standards of academic research.