

MODULE DESCRIPTIONS

ADVANCED DIGITAL MARKETING

This module provides an in-depth exploration of advanced digital marketing strategies, tools and practices within an increasingly data-driven and technology-enabled business environment. Students will examine key areas such as Search Engine Optimisation (SEO), social media marketing, content and digital campaign strategy, customer engagement, digital analytics and emerging technologies shaping contemporary marketing practice. The course emphasises the strategic integration of digital channels, the use of data and performance metrics to evaluate marketing effectiveness, and the development of customer-centred digital experiences. Through practical exercises, case studies, and applied activities, students will critically evaluate digital marketing opportunities and challenges and develop appropriate strategies to achieve organisational and marketing objectives.

BUSINESS DESIGN AND STRATEGY

This module provides students with an integrated understanding of design thinking, business strategy, and innovation management in contemporary organisations. Students will explore business model innovation, customer experience design, and service design while applying design thinking methodologies to develop customer-centric solutions aligned with strategic business objectives. The module equips students to analyse complex business challenges, generate innovative solutions, and create sustainable value through strategic, design-led innovation.

BUSINESS INTELLIGENCE AND DATA ANALYTICS

The purpose of this module is to introduce students to business intelligence (BI) and data analytics, with a focus on supporting strategic decision-making across functional areas of the business, including marketing, finance, operations, and supply chain management. Students will explore how organisational data can be transformed into meaningful insights through appropriate analytical approaches, technologies, and visualisation techniques. The module equips students to critically interpret business data and use evidence-based insights to support organisational performance and strategic decision-making.

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.

CROSS-CULTURAL COMMUNICATION AND GLOBAL NEGOTIATION

This module explores the complexities of communication and negotiation in a global context, focusing on understanding and navigating cultural differences. Students will learn strategies for effective cross-cultural communication and negotiation to succeed in international business environments.

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 will learn to analyse financial data, identify trends, and derive actionable insights that support organisational performance. The module develops students' ability to evaluate financial performance using appropriate analytical techniques and interpret financial information within a broader strategic business context. Students will apply these insights to support evidence-based decision-making and enhance organisational financial performance.

GLOBAL ECONOMIC TRENDS AND REGULATION

This module provides an in-depth analysis of current global economic trends and regulatory frameworks impacting international business. Students will examine key economic indicators, trade policies, and regulatory mechanisms to understand their implications for businesses. The module enables students to critically evaluate how changes in the global economic and regulatory environment influence organisational strategy, international operations, and business decision-making. Students will also develop an understanding of how organisations can respond strategically to emerging global economic opportunities, risks, and regulatory developments.

INNOVATION AND ENTREPRENEURSHIP

This module develops students' advanced knowledge and skills in innovation management and entrepreneurship within contemporary business environments. Students will explore innovation strategy, business model innovation, and venture capital funding while learning how to design, evaluate, and implement innovative products, services, and business models. The module equips students to apply innovative thinking and strategic decision-making to address complex organisational challenges and create sustainable business value.

MARKET RESEARCH AND ANALYSIS

The purpose of this module is to introduce students to market research and analysis, focusing on understanding customer needs, preferences, behaviours, market trends, and competitive landscapes. Students will explore appropriate market research approaches and analytical techniques for gathering, interpreting, and evaluating market information. The module equips students to transform market data into meaningful insights that inform strategic marketing and business decisions, enabling organisations to respond effectively to changing customer and competitive environments.

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PROJECT MANAGEMENT METHODOLOGIES

This module will assist students to understand the various project management methodologies that are used in practice and understand why it is best to sometimes integrate all the various methodologies in one project. There is no one specific methodology that can be used for projects, however, understanding each type will contribute to a better understanding of its application to various situations. Each methodology in various projects will be understood in depth in the module.

PROGRAMME AND PORTFOLIO MANAGEMENT

This module guides students through the programme life cycle of a project. You will also learn about the principles of programme management. The influence of artificial intelligence on managing programmes will be discussed together with creating a value mindset for benefits management. The project management office (PMO) as the main driver of growth as well as the role of programme officers will be introduced.

RESEARCH PROJECT A

The focus of the research project 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. Part A covers the conceptual phase, the full proposal and ensuring access to relevant data to be used.

RESEARCH PROJECT B

The focus of the research project 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. Part B covers the analysis of data and presentation of results, and culminates in the full mini dissertation.

RISK MANAGEMENT FRAMEWORK APPLICATION

This module provides an applied perspective on organisational risk management by focusing on the design, implementation, and continuous improvement of risk management frameworks, strategies, and protocols. Students will develop the practical skills required to implement and evaluate risk management systems that support effective governance, strategic decision-making, and organisational resilience. Through the application of advanced risk management principles, students will be equipped to address complex organisational challenges and promote sustainable organisational performance.

RISK MANAGEMENT FRAMEWORK THEORY

This module builds on students' existing knowledge of risk management by introducing the advanced theoretical principles underpinning organisational risk management frameworks. Students will examine the role of the risk management function, the importance of embedding a risk-aware culture, and strategies for sustaining organisational commitment to effective risk management. The module also explores emerging and contemporary risks shaping the modern business environment, preparing students to analyse complex organisational challenges from a strategic risk management perspective.

STRATEGIC MANAGEMENT

This module introduces students to advanced principles and practices of strategic management, focusing on strategy formulation, implementation, and evaluation in complex, dynamic business environments. Students will examine internal and external factors influencing organisational strategy and evaluate strategic options that support long-term organisational objectives. The module develops students' ability to integrate strategic analysis, critical thinking, and evidence-based decision-making to address complex organisational challenges and support sustainable competitive performance.