

Bachelor of Science (Honours) Management (International Studies) (Top-up)

Part-time, developed and awarded by The University of Manchester, UK

Second Year Units

APPLIED MARKETING

The unit provides the opportunity to acquire an understanding of marketing planning and strategy and to investigate the application of the principles and practice of marketing in a rapidly developing environment. Attention is focused on a number of marketing issues and sectors of the economy, including: marketing planning and strategy; a broadened concept of marketing to include marketing ethics; services marketing and retailing.

GLOBALISATION AND EMPLOYMENT

Globalisation and Employment introduces students to research on the implications of globalisation for employment. It begins by identifying the key processes of globalisation, especially trade, multinational companies, global production networks and labour migration. Students are encouraged to critically investigate the implications of the growth of world trade, Asian economies, multinational companies, labour migration and global production networks for the organisation/location of production and patterns of employment. Using a series of sector, company and country case studies, the unit provides students with an international perspective on contemporary trends in changing patterns of employment and an understanding of key issues for national and international employment policy.

INTERNATIONAL BUSINESS: THE GLOBAL ENVIRONMENT

This unit contributes to the understanding of all kinds of transactions that take place across national borders. Cross border transactions are distinctive because of differences in resource endowments, culture, language, currencies, laws, market regulations and infrastructure, which have given rise to the interdisciplinary study of international business. The main objective of this first of two International Business units is to explain how and why countries differ. This unit offers a thorough review of the economics and politics of international trade and investment and takes an evolutionary perspective, which is a relatively recent conceptual framework. The analysis and discussions are mainly based on the experience of the last four decades and encourage students to investigate, analyse and synthesise data and specific constructs in the context of the international economy.

MANAGERIAL ECONOMICS

The objective of the unit is to provide a rigorous treatment of those aspects of economic theory and practice which help to explain and/or solve certain business problems. The unit concentrates on a set of microeconomic topics that are particularly relevant to strategic decision-making including the objectives and decision making procedures of firms; market and demand analysis; supply factors in the operations of the firm; pricing strategies; corporate growth and development.

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PEOPLE, MANAGEMENT AND CHANGE

This unit takes as its focus the involvement of people in the process of management and change. By exploring the human dimension of the organisation of work it aims to familiarise students with theories of organisation and change that are of relevance for understanding, analysing and implementing change; situate change processes in their historical and cultural contexts by introducing comparative studies of the management of change; and encourage a critical appreciation of the role of management in organisations.

QUANTITATIVE METHODS FOR MANAGEMENT

This unit aims to provide students with a working background in probability theory, descriptive analysis and statistical inference. It will also help to develop skills in the use of mainstream statistical software. Students will be able to identify and manipulate probability distributions for use in relevant management situations. It will enable students to perform effective descriptive statistical analysis as well as statistical inference for a variety of mainstream applications, and to obtain a proficiency in the use of popular statistical packages.

FORMATIVE ESSAY

This unit is a non-credit bearing compulsory formative essay to assist students with their academic writing skills. The purpose is to help students understand what is needed in an academic essay and to see where they need to develop a better understanding or style. The formative essay is a compulsory requirement for progression from year 2 to year 3 of the Programme.

Final Year Units

BUSINESS FINANCE/FINANCIAL MARKETS AND INSTITUTIONS

The unit begins with an introduction to the role and structure of financial institutions. This is put in perspective with recent market developments and innovations. It is intended that students should have a comprehensive understanding of the financial system by the end of the unit.

The second part introduces two major financial decisions: investment and financing decisions. Strong emphasis is placed on the understanding of the main financial instruments and the valuation of different financial assets by investors. This is again put in perspective with recent market developments and innovations.

GLOBAL MANAGEMENT, PEOPLE AND THE DIGITAL DIVIDE

The aim of this unit is to examine the business implications of the growth of access to computers and the Internet, along with the political, social and ethical issues. The unit will examine theoretical foundations, transition and governance issues, diversity and

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access issues, and contemporary cases on this topic. Political and social issues include the ethics and societal ramifications. Students will be able to understand the problems associated with the digital divide, describe the economics and identify risks of the digital divide, evaluate appropriate governance models, critically evaluate the implications of the digital divide on individuals, countries and society. As well as have familiarity with the techniques and tools of that have been developed to address this phenomenon and the specificity and complexity of technological inequality.

INTERNATIONAL BUSINESS: STRATEGY, STRUCTURE AND BUSINESS FUNCTIONS

The final year International Business starts with an introduction of the role and functions of the foreign exchange market and the global monetary system. It moves on to examine the various strategies and structures adopted by international businesses today. Other specific topics will include modes of foreign market entry, export/import transactions and countertrade. In addition, the unit focuses a great deal on the empirical aspects of international business, as it offers a large number of case studies and updated examples in order to illustrate how international managers operate.

INTERNATIONAL COMPETITIVENESS AND INNOVATION

Innovation plays a vital role in the competitiveness of firms and national economies. This unit presents a wide range of material on this theme, which includes: how firms manage their innovations for competitive advantage; how innovation contributes to economic growth of nations; intellectual property rights; the globalisation of the innovation process in international firms; government policies for the promotion and regulation of innovations.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

The unit provides an analytical framework for the study of human resource management theories, policies and applications on an international scale. At the end of the unit, students should understand the role of employment in the organisation to develop comparative advantage within a global economy. The focus will be on the spread of HRM practice related to societal, historical and cultural factors; the implications of different HRM practices for competitiveness; the impact of globalisation; the complications of the development of multinationals for human resource management; and the problems of managing in a cross-cultural environment.

SERVICES MARKETING

The major issues in the marketing of services and how this differs from the marketing of goods will provide a key focus for the unit. A range of service industries will be discussed during the unit and students will be expected to develop marketing skills practically by analysing real life issues.

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The unit aims to provide students with an understanding and knowledge of marketing strategy and management in the services sector, to include service quality and internationalisation issues.

** The above unit listing is subject to change by the University at any time.*