

## **Master of International Business**

The Master of International Business offers a unique approach to management in the international business sector, with an in-depth and rigorous learning experience. Alongside a foundation in the specialized knowledge and skills related to international management, you will also have opportunities to understand the real challenges facing managers and organizations in operating in the global marketplace and apply what you've learned in practice. The program is organized around three key themes:

### **Common Business Subjects**

## **Accounting and Financial Management**

This subject is a foundation subject and is intended for those who need to obtain some introductory understanding of the principles of accounting and financial management. No previous knowledge or experience is assumed. The subject will introduce you to the role that effective financial management makes within an organisation. The aim is to increase your proficiency in the use of the accounting data that you receive in your work environment, as well as making you aware of the basis on which key financial decisions are made. You will be introduced to the basic concepts of financial decision-making and the role of financial management in organisations. The concepts and techniques introduced are intended to assist you in the use and interpretation of accounting data and allow you to become better acquainted with the planning and controlling of resources you have at your disposal.

## **Operations Management**

The subject highlights the growing importance of operations management to all types of businesses/industries. Operations management is the science and art of ensuring that goods and services are created and delivered to customers' expectations in full and on time. Additionally, it provides early insights into the content of the Master of Science reviewing areas such as Supply Chain Management, Quality Management and Project Management. This subject enhances students' fundamental knowledge and learning skills required to engage within Postgraduate learning successfully. The subject also develops students' reflective skills and ability to analyse, consolidate and synthesise complex information in problem solving and decision making.

## **Organisational Behaviour and Management**

This subject provides a comprehensive overview of management process and organisational behaviour for students to understand the foundations of management theory and the nature of human behaviour operating within organisations. The subject covers the history and contemporary analysis of management theory and concepts relating to: individual, group and organisational processes within business contexts. This subject enhances student's fundamental knowledge and learning skills in problem solving and decision making required to successfully engage with and complete further subjects within their postgraduate

management degree. This subject also develops students' communication and teamwork skills and application of knowledge to analyse, consolidate and synthesise complex information.

## **Principles of Marketing Management**

The subject examines the concepts underpinning the marketing process and theories relevant to the study and practice of modern marketing science. Key concepts covered include the creation and delivery of customer value, customer retention and return on marketing investment, marketing's role in an organisation as defined by the overall strategic plan, and its integration with other functional disciplines within the organisation, elements of marketing plan, competitor analysis and strategies, marketing environment, marketing research, consumer and business buying behaviour, strategic nature of segmenting markets, targeting, and positioning brands, marketing mix decisions, and marketing ethics and social responsibility. The subject provides a foundation for the development of effective market-oriented managerial thinking, communication and team-work skills.

### **Specialisation Subjects**

## **Cross Cultural Management**

The subject addresses key issues and problems associated with managing across cultural boundaries in a context of increasing global contact. Topics include cross-cultural communication, technology, comparative management practices, managing with multicultural policies, and the challenges cultural differences pose for international managers.

## **Managerial Finance**

This subject presents the tools necessary for the finance professional, with an emphasis upon the management decision matrix and recognition of the professionalism necessary in modern finance industry contexts. Specific topics include financial ratio analysis, shares and bond valuation, capital budgeting (investment decisions), risk and return, financial leverage and capital structure decisions (long-term financing decisions), and dividend policies.

## **International Marketing Strategy**

This subject will present various concepts and tools for analysing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.) Specifically, the focus will be on developing, evaluating and implementing international marketing strategic plans at the corporate, regional and local levels. By learning the theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace and strategy development. Case studies and videos exemplifying both successful and unsuccessful strategies are utilised as key tool learning tools.

## **Insights into Innovation and Entrepreneurship**

This subject provides students with detailed knowledge of the complexities of initiating, developing, managing and exploiting innovation and entrepreneurship opportunities within the commercial constraints of contemporary business.

## **Global Business Strategies**

This subject is a capstone subject of the MIB program which introduces foundations of global strategy and develops knowledge in formulating strategy for firms undertaking international business. Students will apply these theoretical concepts, models and frameworks related to business, corporate, and international level strategies, together with knowledge acquired in their earlier studies, to address strategic issues faced by international business organisations. Case study based teaching and learning is extensively used in class room discussion, team works, and final examinations. Students will also be required to complete an assignment by collecting and critically analysing data relating to firms, industries and countries using internet and library sources before making recommendations.

**Capstone Project | (12CP)**

## **Business Research Capstone**

Students will conduct a project related to an organisational context in order to develop their research skills. Students will communicate their findings orally and in writing. Projects will be allocated by the Subject Coordinator. Variations may be approved by the Program Director, provided the subject and course learning outcomes are achieved.

**Any one elective subject can be chosen from any of the business specialisation in line with the official degree planner.**

Students may choose to complete **Contemporary Issues in International Business** or **Supply Chain Management** as elective subjects.

## **Contemporary Issues in International Business**

This subject provides comprehensive analysis and exploration of probable consequences of contemporary issues in international business environments. Rapid changes in global environments may have a potentially significant impact on international business and the associated home and/or host nations. This subject will explore options for organisations which need to decide how to adjust, reshape and/or reconstruct their strategic directions and their organisation and management structures in order to meet these rapidly evolving complex challenges.

## Supply Chain Management

Increasing marketplace competitiveness driven by higher productivity levels, product variety proliferation, oversupply, demanding customers and globalisation has ushered in the era of shape-up or get run over. End-to-end Supply Chain Management holds the promise of effective response to such a business environment, but only if it is understood and actually applied. This subject therefore places particular emphasis on the interfaces between the 'chain' or 'network' of enterprises engaged in moving products, services, and information, from suppliers through intermediaries to end users/consumers. The early part of the subject focuses on understanding the concepts and principles of supply chain management. Specific supply chain management topics are then reviewed giving emphasis on topics such as customer fulfilment strategies, process thinking, physical flow management, global supply chain design, cost management, alliances and outsourcing and critical supply chain measures. Channel relationships between suppliers, manufacturers, and distributors is also reviewed, particularly as leading organisations are now openly embracing more collaborative behaviour for mutual benefit. Transformational change in supply chains is studied from two perspectives, i.e., re- alignment inside the supply chain itself; and advanced forms of 'outsourcing'. Finally, people management and the building of employee capabilities are considered as well as future supply chain innovation requirements.