

Master of Management

The Master of Management offers a unique approach to management in key management areas of the business, with an in-depth and rigorous learning experience. Alongside a foundation in the specialized knowledge and skills related to holistic management areas, you will also have opportunities to deeply understand the real challenges facing managers and organizations in managing businesses and specialize 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

Strategic Management

The subject deals with the strategic management process and planning functions in the business enterprise. Emphasis will be placed on the process by which opportunities and threats to the business enterprise are recognised and evaluated, and on the strategies required to meet these challenges. Topics include: business mission; customer and competitor analysis; industry analysis; environmental analysis; strategy and organisation; alternative business strategies.

Organisational Analysis

This subject examines the key theoretical frames that are used to analyse complex organisations. Students are provided with an understanding of theories and concepts that explain how organisational members are affected by organisational structures and environments, human resource flows, politics, and micro cultures. Emphasis is placed on frame complementarity and learning how to apply the frames to real organisations.

Management of Change

This subject deals with management of change in organisations. Topics include: sources of change, resistance to change, coping with change, organisational values, creation of organisational visions and missions, leading organisational change, models of organisational change, creation and change of organisational cultures. Emphasis is placed on the application of theory to case study examples.

Leading in Contemporary Organisations

The subject examines effective contemporary leadership principles and practices and how they apply to individuals and organisations. It integrates the perspectives of self-directed learning and reflection to develop students in how they can evaluate their own leadership performance and how they develop, inspire and motivate others in real-world contexts. The aim is to equip students with life-long learning skills, so effective leadership competencies are evolved and can be applied to both familiar and unfamiliar situations. The subject covers topics such as contemporary leadership, reflective practice and self-awareness, communication, motivation, performance management, and management of diverse workforces. Students are encouraged to build on their ability to think, analyse, discuss, research, and relate academic theory to the issues they investigate and analyse. Reflective practice skills are developed, so students can learn to learn from experiences. Students are also encouraged to link what they learn in other subjects to the knowledge and reflective practice skills developed in this subject.

Project Management

This subject aims to develop knowledge of various types of projects in current business organisations. The students will learn the different stages involved in the conception and implementation of projects, writing project proposals, carry out feasibility studies, organising and managing project teams, understand the role of project management in business organisations, project planning and scheduling, project finance, effective information and stakeholder management, contractual arrangements and project supervision.

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.