

Course Synopsis: YSJU's MBA – Business Administration, Finance and Strategic Human Resource Management and Leadership

S/ N	Lvl	Title and Level	Synopsis			
1	7	Dynamic Perspectives on Sustainable Business	The module aims to cover a range of contemporary business issues and concerns and also reviews the relationship between business and society. Alongside this, students will appreciate how the concept of sustainability promotes a holistic process of change and how business can act more responsibly towards the community, society and the global environment. Throughout the module, students will develop their critical analysis skills and will learn how to apply the concepts taught to business management activities to enhance competitive advantage. Emphasis is also given to a critical understanding of the ongoing debate amongst practitioners and academics, noting that 'sustainable business' is evolving, not static.	<table border="1"> <tr> <td>Essay</td> <td>100 %</td> </tr> </table>	Essay	100 %
Essay	100 %					
2	7	Leading Innovation and Cultural Change	Innovation and change are significant issues for organisations. In the private sector, innovation is a key factor in competitive success, in the public and not-for-profit sectors, innovation can reconfigure services and processes to meet client needs more effectively and to achieve efficiencies. In organisations of all kinds, managers and professionals need to be able to lead and manage change.	<table border="1"> <tr> <td>Report</td> <td>100 %</td> </tr> </table>	Report	100 %
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3		Global Business Strategy	This course introduces students to key international business theories and concepts. It considers the strategic role played by transnational firms (TNCs) as the primary movers and shapers of the global economic system. Students will gain an appreciation of the principal institutional and organisational macrostructures of the global economy, the role of the state, international organisations and regional trading blocs in shaping international business and consider the impact of the diverse national business systems on firm strategy. The wide range of theories, frameworks and methodologies included in this course will challenge students to develop a highly analytical approach to IB theory and practice. Students will be exposed to a critical approach to International Business research to equip them with necessary analytical skills in a rapidly changing global environment.	<table border="1"> <tr> <td>Essay</td> <td>100 %</td> </tr> </table>	Essay	100 %
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4	Accounting and Finance for Decision Making	<p>This module seeks to develop an understanding of the theory and practice relating to the key aspects of financial and management accounting. It provides the principles of financial accounting and the interpretation of accounts and is an introduction to management accounting including the principles of cost accounting and short/long term decision making.</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 80%;">Report</td> <td style="width: 20%; text-align: center;">100 %</td> </tr> </table>	Report	100 %				
Report	100 %								
5	Marketing and Data Analytics	<p>The success or failure of a marketing strategy heavily depends on the quality of their decision- making, especially in the strategic levels. Rational and fact-based decision-making process is expected to lead to higher value for businesses and facts require data to back them up—otherwise they are just opinions. Fact-based decision making is a disciplined process that requires careful thought in order to collect the right data from the proper sources and then have unbiased, non-judgmental analysis to extract those facts that are important in firstly understanding the situation, formulating the problem and then forecasting the future this approach will be applied to the marketing discipline. This module provides a broad understanding of the wider context, analysing a market environment and evaluating how data can be used, including the importance of visualizing and understanding data, representing data in a meaningful way to be used for decision making. It then explores effective methods for describing and summarizing data, sampling and estimating. The skills and knowledge assessed in this module will be utilised in the module Leading and Managing the Business Project (MMB061)</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 5%;">1</td> <td style="width: 75%;">Group Postal Presentation</td> <td style="width: 20%; text-align: center;">30%</td> </tr> <tr> <td>2</td> <td>Marketing Report</td> <td style="text-align: center;">70%</td> </tr> </table>	1	Group Postal Presentation	30%	2	Marketing Report	70%
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2	Marketing Report	70%							
6	Capstone Project	<p>The Capstone Project is designed to enable students to develop an advanced ability to select, define, research, analyse, develop solutions and reach evidence-based conclusions to an issue relevant to their programme of study by undertaking an independent research project. It will allow students to select a wholly academic option or an applied business consultancy option.</p> <p>The Capstone Project is a multifaceted module that will allow you to undertake a number of different routes through to completion of the course. The aim of this module is to encourage you to select a route where you can demonstrate the understanding and knowledge gained from the course and how this can be</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 5%;">1</td> <td style="width: 75%;">Report</td> <td style="width: 20%; text-align: center;">80%</td> </tr> <tr> <td>2</td> <td>Presentation</td> <td style="text-align: center;">20%</td> </tr> </table>	1	Report	80%	2	Presentation	20%
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			<p>applied in a practical or theoretical way in a particular setting or context. The two possible routes -</p> <ol style="list-style-type: none"> 1. Dissertation 2. Business Consultancy Project <p>This module provides further input about research methodology and an opportunity to research in depth, through supported individual study and tutor led workshops, an area of individual choice. It is intended that this module will enable you to extend your studies in an area or areas of the programme previously completed, or into a new area of study, through negotiating a research or business consultancy topic with the allocated supervisor. The module will also provide an opportunity for you to critically reflect on your personal learning experiences over the Master's study period within a conference setting.</p>			
Modules of MBA-Business Administration						
7		Business Development and Value Creation	<p>The module explores the application of management processes for developing and defining a new business concept, including market analysis and competitor performance analysis and considers the role of due diligence. You will critically examine the process for making strategic choices and explore and analyse different approaches and techniques used in strategic business and service planning. The components within the strategic business planning process will be considered allowing you to develop an understanding of the purpose and procedures in the planning process and be able to plan and execute action steps critical in the development and execution of a business plan. In addition, this module seeks to develop a critical understanding of contemporary discourses surrounding 'entrepreneurs' and 'entrepreneurship' as they are found in a range of national cultures and organizational contexts. The module introduces the fundamentals of entrepreneurship along with small business theory and practice. This will equip students with knowledge of how to manage the entrepreneurial task environment, particularly in terms of managing networks and relationships, and risk management. Students will gain</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 80%;">Report</td> <td style="width: 20%; text-align: center;">100%</td> </tr> </table>	Report	100%
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			an understanding of the types and characteristics of small firms, how entrepreneurs approach opportunities, the outcomes of this activity and will give a sense of the challenges inherent in starting up and running a new enterprise.							
Modules of MBA-Finance										
7		Managing Financial Performance	This module seeks to develop an understanding of the theory and practice relating to the key aspects of financial and management accounting in the context of financial management. It provides the principles of financial accounting and the interpretation of accounts This will be looked at in the context of company valuation, raising finance and the funding and appraisal of investment decisions. Management decision making will be covered in the context of resource allocation through the budgeting process as well as the contextual issues involved in measuring performance.	<table border="1"> <tr> <td>1</td> <td>Report</td> <td>50%</td> </tr> <tr> <td>2</td> <td>Essay</td> <td>50%</td> </tr> </table>	1	Report	50%	2	Essay	50%
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Modules of MBA-SHRML										
7		Strategic Human Resource Management	Strategic Human Resource Management (SHRM) is an important element in achieving an organisation's success and it is viewed as a source of achieving a competitive edge. This module will explore the critical role that SHRM plays in enabling organisational success and critically analyse the factors involved to effectively manage 'human resources' in a variety of settings. It will enable students develop students' strategic awareness and thinking and analyse human resource initiatives at a strategic level together with the issues involved in formulating and implementing strategic initiatives in human resource management. By the end of this module, students will be able to critically assess the SHRM environment at national and international levels; critically evaluate SHRM theories and models, and understand the relationships between business and HR strategies. The module will enable students to critically evaluate the implementation of SHRM strategies through organisational performance, management development and reward management and demonstrate critical awareness of 'best practice' considerations in effective implementation and critically understand the	<table border="1"> <tr> <td>Report</td> <td>100%</td> </tr> </table>	Report	100%				
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			relationship between strategic initiatives, organisational culture and conflict management.	
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