

# UNIVERSITY OF NORTHAMPTON

**Name of course: Master of Business Administration**

## **Module Description**

### **[STRM042] CRITICAL ISSUES IN BUSINESS**

This module aims to provide an evaluating contemporary issue that influence strategic decision making by leaders in a complex and challenging business environment. Participants take a probing and analytical approach to develop and advance their critical thinking and writing skills.

### **[BSOM046] MANAGING OPERATIONS AND THE SUPPLY CHAIN**

The purpose of this module is to evaluate relevant and appropriate concepts and applications of operations and supply chain management.

It will also enable the students to critically analyse the complex issues underlying the topic. Moreover, the learners will have the opportunity to assess strategic decision making within their own organisations.

### **[FIN036] FINANCIAL DECISION MAKING**

The module is designed to provide students with strategic knowledge and capability in the concepts and applications of accounting, quantitative methods, management information, and IT applications. The module equips participants with skills which enable critical interpretation and interrogation of accounting and financial information in corporate decision-making contexts.

### **[MKTMO28] STRATEGIC MARKETING**

The purpose of this module is to equip senior and aspiring senior managers with marketing knowledge and skills to help shape organisational success. The module will give participants a strategic perspective of marketing management and an understanding of the strategic marketing planning process.

### **[STRM060] INTERNATIONAL BUSINESS NEGOTIATION**

The purpose of this module is to engage learners with the theories and practices associated with international business negotiation. They will develop skills of negotiation in different situations and in cross-cultural contexts, becoming effective and responsible negotiators.

### **[MKTMO33] ENTREPRENEURSHIP REPORT**

This module explores how to identify and exploit a gap in the market and consider tactics and metrics for the key functional areas to produce a convincing business plan including a road map for a business.

### **[HRM055] MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

The purpose of this module is to develop critical understanding of theories related to organisational behaviour and Human Resource Management. Students will engaged in informed decision making and apply theoretical concepts in practice considering the contextual and subjective nature of the disciplines.

**Updated on 28 July 2023**

**[STRM043] COMPETITIVE STRATEGY AND INNOVATION**

This module develops the ability to take an integrated view of an organization, assessing the relevance and fit of its internal resources and capabilities to a rapidly changing external environment, considering environmental, social and ethical factors, whilst seeking competitive advantage where creativity, innovation and values are strategic weapons.

**[STRM059] BUSINESS MANAGEMENT RESEARCH PROJECT**

The purpose of this module is to enable learners to develop advanced-level independent research and critical problem-solving skills within a business context. Learners will develop knowledge of, proficiency in, and application of a range of management research methodologies including qualitative and quantitative research methods resulting in proposals/ recommendations.