

UNIVERSITY OF LONDON

Name of course: MASTER OF BUSINESS ADMINISTRATION

Module Description

CORE MODULES

[BAM010] ACCOUNTING AND FINANCE

This module introduces a toolkit that enables a better understanding of the performance of businesses, and the decisions and problems they face.

[BAM020] ECONOMICS FOR BUSINESS

The module aims to simplify complex economic concepts to enable the students to implement them in a business framework. Students seeking to proceed to an interdisciplinary working environment need to develop an understanding of these concepts and this module meets these needs.

[BAM030] MARKETING FOR MANAGERS

This module concentrates on concepts such as shaping consumer behaviour, conducting primary and secondary research, developing and implementing efficient marketing strategies, and serving and satisfying customers, in both domestic and international contexts.

[BAM040] ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT

This module provides an understanding of key theoretical and practical issues relating to organisational behaviour and human resource management.

[BAM050] STRATEGIC MANAGEMENT

This module focusses on models based on businesses in developed countries and applies to all sizes of firm including global corporations.

[BAM060] SUCCESSFUL LEADERSHIP

This module prepares students for strategic leadership and transformational roles in organisations.

Options Master of Business Administration/Leadership

[BAM600] LEADERSHIP AND ETHICAL DECISION MAKING

This module helps students recognize how their personal moral approaches affect leadership when confronted with ethical issues.

[BAM605] LEADERSHIP AND MANAGEMENT MODELS

This module prepares students for strategic leadership and transformation roles in an organization.

[BAM610] LEADERSHIP, TRANSFORMATION AND ORGANISATIONAL CHANGE

This module focuses on leaders and leadership at the apex of the organisation.

[BAM615] NEGOTIATION AND CONFLICT MANAGEMENT

This module applies practical skills complemented with substantive knowledge to help participants become highly effective leaders and managers.

[BAM900] STRATEGIC PROJECT

This module is a capstone project involving the development of business research skills and their application to real-world business-related problems.

Options MBA (Accountancy)

[BAM200] ACCOUNTING FOR MANAGERS

This module endeavours to cover fundamental concepts and techniques of management accounting.

[BAM205] ADVANCED MANAGEMENT ACCOUNTING

This module provides insights into advanced aspects of planning, decision-making, performance evaluation and control.

[BAM210] FINANCIAL REPORTING AND ANALYSIS

This module examines the financial reporting of companies, and how such reporting can be analysed to evaluate performance.

[BAM215] INTERNATIONAL ACCOUNTING

This module provides an opportunity to gain real world accounting expertise within an international context.

[BAM905] STRATEGIC PROJECT IN ACCOUNTING

This module is a capstone project involving the development of business research skills and their application to real-world business-related problems.

Options MBA (Finance)

[BAM400] INTERNATIONAL CORPORATE FINANCE FOR MANAGERS

Explore how firms fund themselves, how they choose between different types of finance and how those financing decisions influence investments.

[BAM405] INTERNATIONAL FINANCIAL MARKETS AND INSTITUTIONS

This module introduces students to international transactions and the role of foreign exchange markets.

[BAM410] PORTFOLIO MANAGEMENT

This module focuses on investment decision-making and improved portfolio management from an applied perspective.

[BAM415] RISK MANAGEMENT AND DECISION

The module takes an applied perspective, focusing on decision-making in risky environments, which is of importance to the finance industry.

[BAM915] STRATEGIC PROJECT FOR FINANCE

This module is a capstone project involving the development of business research skills and their application to real-world business-related problems.

Options MBA (Entrepreneurial and Innovation)

[BAM300] ENTREPRENEURIAL FINANCE AND PRIVATE EQUITY

This module will provide an understanding of how a firm's financial information can be used to obtain funding.

[BAM305] ENTREPRENEURIAL MARKETING

Explore marketing from an entrepreneurial perspective, focusing on the different approaches required for established firms and new ventures.

[BAM310] INNOVATION AND CHANGE

This module equips the participants with the knowledge and skills to manage innovation in today's rapidly evolving global marketplace.

[BAM315] VENTURE CAPITAL AND ENTREPRENEURSHIP

Examine how funding is obtained from venture capital firms by entrepreneurs, and how business professionals make and manage investments.