

# UNIVERSITY OF LONDON

**Name of course: Postgraduate Certificate in 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.

## **OPTIONAL MODULES**

### **[BAM605] LEADERSHIP AND MANAGEMENT MODELS**

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

### **[BAM615] NEGOTIATION AND CONFLICT MANAGEMENT**

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

### **[BAM610] LEADERSHIP, TRANSFORMATION AND ORGANISATIONAL CHANGE**

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

### **[BAM600] LEADERSHIP AND ETHICAL DECISION MAKING**

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

### **[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.

### **[BAM200] ACCOUNTING FOR MANAGERS**

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

### **[BAM215] INTERNATIONAL ACCOUNTING**

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

### **[BAM410] PORTFOLIO MANAGEMENT**

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

### **[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.

**[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.

**[BAM315] VENTURE CAPITAL AND ENTREPRENEURSHIP**

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

**[BAM305] ENTERPRENUERIAL MARKETING**

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

**[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.

**[BAM310] INNOVATION AND CHANGE**

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

**[BAM510] INTERNATIONAL FINANCE LAW; TRANSACTIONS, POLICY AND REGULATION**

This module provides students with multidimensional understanding of the core issues in international business transactions.

**[BAM500] CORPORATE FINANCE LAW**

The module provides a critical and insightful view of current global legal developments and trends with the aim of identifying the most salient legal issues involved in corporate finance and M&A in the context of increasingly financial phenomena and international markets.

**[BAM505] CORPORATE GOVERNANCE AND ETHICS**

The module covers issues affecting both the business community and the wider societal effects of the debate on corporate governance.

**[BAM515] LEGAL ASPECTS OF FINANCIAL DEVELOPMENT**

The module examines the legal framework underpinning the flow of different sources of external capital to developing countries, the terms and conditions upon which capital is provided and its development impact.