

## **Module Synopsis – Bachelor of Arts (Honours) in Business & Management (Top-Up) (York St. John University)**

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### **Organisational Strategy and Decision Making (20 credits)**

The requirement for effective strategic management is increasing due to the highly complex and turbulent environments in which most private and public sector organisations currently exist. The study of organisational strategy encompasses theory and practice from a broad range of business sectors. As such, this module draws on concepts introduced in earlier modules and furthers the critical understanding of these topics and their inter-relationships. The module examines theories and models used in strategic management and decision making and reviews existing practice.

### **Strategic HRM (20 credits)**

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.

### **International Marketing (20 credits)**

The purpose of this module is to provide students with a detailed knowledge and awareness of marketing theory and operations at an international level. An understanding of international marketing is particularly important in bringing together a number of important contemporary management issues such as cultural diversity and strategic decision-making as well as focusing on specific marketing problems as they are represented in the context of international operations. This module develops knowledge and understanding of the international context of marketing and particular issues that affect marketing decision-making and planning at this level. Students will be exposed to the complexities and modalities of international marketing practice by analysing product development and market entry strategies in a number of international contexts. Students will also be introduced to the operational issues relating to marketing across national and world-regional boundaries and the challenges of operating across different cultures.

### **Strategic Corporate Finance (20 credits)**

The aim of this module is to create an understanding of the financial decisions that are made by corporations. The module begins with an overview of the objectives of a business. Business must make decisions in two broad categories; what investments to make and how to pay for these investments. The key to success in strategic finance is to increase value. This module will cover a wide variety of financial decision making tools as well as the underlying conceptual framework and the information upon which good financial decisions are made. Key links between strategic planning and investment analysis will be identified and explored. Moreover, it enhances the student's ability to critically review and evaluate the impacts of such issues and trends upon the international hospitality business.

### **Applied Business Research (20 credits)**

The aim of this module is to facilitate an independent enquiry in a small scale substantial piece of individual self-directed research work. This module provides students with the opportunity to conduct a piece of research through individual and independent activity and to present their findings in using visual aids and in written academic format that meets professional standards. Students will develop research objectives, formulate appropriate methodologies, and apply problem solving and analytical skills in a business context of their choice.

### **Introduction to Business Research (20 credits)**

The aim of this module is to prepare students to undertake an independent enquiry through individual self-directed project work. This module provides students with the skills and knowledge to design and plan a research project. Students will develop research objectives, formulate appropriate methodologies, and critique literature. Students will develop a research plan in order to explore their research ideas. They will also show an ability to communicate their ideas and plans in both oral and written forms.