

## **YSJU Masters in Business Administration (MBA)**

### **Module Synopses**

#### **1. MBB7004M Dynamic Perspectives on Sustainable Business (42 hrs)**

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.

Assessment: **100% Assignment**

#### **2. MBB7005M Leading Innovation and Cultural Change (42 hrs)**

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.

Assessment: **100% Assignment**

#### **3. MBB7006M Business Development and Value Creation (42 hrs)**

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.

Assessment: **100% Assignment**

#### **4. MBB7007M Global Business Strategy (42 hrs)**

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.

Assessment: **100% Assignment**

#### **5. MBB7008M Accounting and Finance for Decision Making (42 hrs)**

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.

Assessment: **100% Assignment**

#### **6. MBB7009M Marketing and Data Analytics (42 hrs)**

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.

Assessment: **100% Assignment**

#### **7. MBB7010M Capstone Project (42 hrs)**

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.

Assessment: **100% Assignment**