

Consumer Behaviour in the Digital Age (45 Hrs)

This module explores how consumer behaviour examination and application is central to the planning, development, and implementation of successful marketing strategies. With an emphasis on developing a variety of useful skills, this module prepares students for careers in brand management, advertising, and consumer research. In addition, students will learn to address contemporary trends and issues, including the role of new media, technological advances, and recent ethical concerns affecting the industry.

Assessment weighting: Coursework 100%

Entrepreneurship and Innovation (45 Hrs)

This module describes the skills, knowledge and values required to develop an understanding of the role and function of the entrepreneur in a range of organisations. The module fosters an environment where students embrace continuous learning, develop the skills of self-reliance, become engaged in their community and cultivate an awareness of social responsibility.

Assessment weighting: Coursework 100%

New Venture and Business Creation (45 Hrs)

This module will provide students with the opportunity to identify and evaluate new business ideas/business models. Students will reflect on what it takes to generate and develop up a new business. Students will consider the skills and networks required to gain support for new business ideas. Designed to encourage a high level of experiential learning, this module engages students in the practical and creative process of new venture formation. It requires students to take a holistic view of their current studies and past business experience to identify a scalable business idea. A strong theoretical underpinning of the practical issues facing entrepreneurs will form the foundation of the module and students are expected to make important connections between key disciplines such as: marketing, finance, financial planning, human resources, the host country's legal environment and basic research methods.

Assessment weighting: Coursework 100%

Platform Business and Global Logistics (45 Hrs)

A coverage of logistics operations in (An introduction to the role of logistics) global business, (including the economic and service characteristics of international transportation providers, the government's role,) its documentation and terms of sale used in international commerce, and the fundamentals of effective export and import management. Emphasis is placed on the international context (and the development of new approaches using IT to improve the flow and impact of information.) featuring globalisation with ubiquitous commerce.

Assessment weighting: Coursework 100%

Social Media and Digital Marketing (45 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 visualising and understanding data, representing data in a meaningful way to be used for decision making. It then explores effective methods for describing and summarising data, sampling and estimating.

Assessment weighting: Coursework 100%

Organisational Performance (45 Hrs)

This module considers organisational performance. Students are introduced to evaluating organisational performance and the external and internal measures that might be used. Students will analyse and evaluate organisations (at different levels) so that they can become more competitive. The module will consider the link between performance and organisational direction, goals and objectives. Students will reflect on how organisational objectives are met, the role of systems for managing performance, and the tools for managing performance.

Assessment weighting: Coursework 100%