

Module Synopses

Masters of Business Administration in International

Awarded by Canterbury Christ Church University

Total numbers of Modules – 8

Module & Description	Hours	Credits
<p>1. Global Economics and International Finance</p> <p>This Global Economics and International Finance module provides students with a comprehensive understanding of the linkages between economic systems and financial markets. Students will apply economic perspectives to analyze policies and market dynamics, and examine financial issues within an international context. The module combines theoretical knowledge with practical analysis, preparing students to navigate and influence global economic and financial environments effectively.</p>	50	20
<p>2. Strategy and Globalisation</p> <p>This module explores the complexities of developing and implementing strategies in an international context. Students will analyze international business strategies, apply external environmental analytical tools, and evaluate key corporate and business strategies. The module provides a deep understanding of how globalization influences strategic decision-making, preparing students to navigate and succeed in the global business landscape.</p>	50	20
<p>3. International Human Resources</p> <p>This module equips students with a deep understanding of key theories and practices in managing human resources on a global scale. Students will analyze workplace cultures and politics across different countries and apply organizational theory to HRM practices. The module combines theoretical insights with practical applications, preparing students to address the challenges of managing a diverse and international workforce effectively.</p>	50	20
<p>4. Market Research</p> <p>This module provides students with the skills to apply both primary and secondary research techniques, enabling them to conduct comprehensive market analysis. Students will learn to gather and interpret data, with a focus on integrating international business considerations. The module prepares students to make informed decisions by understanding market dynamics and consumer behavior in both domestic and global contexts.</p>	50	20

Module & Description	Hours	Credits
<p>5. International Business Communications and Marketing</p> <p>This module explores the intersection of global business strategies and marketing practices. Students will gain an understanding of international business and marketing strategies, learn to manage cultural differences in marketing, and apply intercultural communication and marketing models. The module prepares students to effectively engage with diverse global audiences and develop marketing strategies that resonate across cultures.</p>	50	20
<p>6. Innovation, Entrepreneurship and the International Perspective</p> <p>This module explores the core concepts of entrepreneurship and innovation within a global context. Students will develop an understanding of these concepts, analyze the entrepreneurial mindset and its influence within organizational settings, and evaluate the impact of global economic and political environments on entrepreneurial activities. The module combines theoretical knowledge with practical insights, preparing students to navigate and innovate in an increasingly interconnected world.</p>	50	20
<p>7. Intercultural Leadership and Personal Development</p> <p>This module focuses on the development of leadership skills within an intercultural context, emphasizing the importance of modern leadership theories. Students will gain a deep understanding of these theories, develop practical leadership skills, and apply personal development strategies to enhance their employability. The module prepares students to lead effectively in diverse and global environments, fostering personal growth and professional success.</p>	50	20
<p>8. Independent Study: Business Plan</p> <p>This module allows students to independently evaluate business ventures across various markets, develop effective business plans, and apply insights gained from past experiences and placements. The focus is on integrating practical knowledge with strategic planning, preparing students to create viable and successful business plans that reflect real-world challenges and opportunities.</p>	50	20