

**Business Management**

The term business refers to an organization or enterprising entity engaged in commercial, industrial, or professional activities.

**BUSINESS MANAGEMENT COURSE PROSPECTUS (2021/2022)**

The Business Management has been developed for recent graduates in non-business disciplines who are looking to add a business dimension to their undergraduate specialism. This program will build both your general business knowledge and understanding, as well as developing the personal skills needed for the wide variety of managerial-level roles available in today’s international business environment.

**Overview**

**Level of Study:**

Post-Graduate

**2021/22 Tuition fee:**

UK/Home: $7,250

International Fee: $16,000

**Entry Requirement:**

Minimum of GCSE or Equivalent

**HRM in Practice**

This module aims to develop your critical knowledge and understanding of how HRM can add value and enhance organizational effectiveness and sustainability, by exploring the effective integration of HRM with broader business and HR strategies, in order to facilitate the achievement of organizations strategic objectives.

**Organizational Behavior and Practice**

In this module you are introduced to a variety of approaches to organizational analysis, enabling you to challenge and critique, both organizational practices, and the theories, models and frameworks underpinning management, business and organization. Mainstream views of organizational behavior and practice are introduced, with progression to exploring alternative ways of ‘seeing’ organization and organizing. This approach develops your critical thinking and draws on contemporary research to explore alternative ways of organizing.

**Course Information**

**Modules**

**A Combined Application Form**

Applicants submit their application for admission and funding (Excellent Coaching and other funding) via the School’s application portal.

To be considered for an Excellent Coaching Scholarship you must complete the section to apply for admission to a course in a campus location and the Excellent Coaching part of the funding section (not Compulsory). Excellent Coaching has access to the full application for admission and funding when reviewing applications.

**The Funding Section**

In this section you can apply for a range of funding offered by the University and associated bodies, including the Excellent Coaching Scholarships, which has its own sub-section. When applying for Excellent Coaching’s Scholarship, you will be asked to provide the following:

1. A valid means of Identification.
2. Statement of purpose.
3. Excellent Coaching Reference.

We look forward to having you here with us, Cheers.

**How to Apply**

**Mode of study:**

Full-time classroom

**Duration:**

1 year

**Marketing Metrics and Analysis**

In this module, you will explore the important role of the website in an organization’s digital marketing strategy.

**Business Intelligence**

In this module, you will learn about a comprehensive range of research methods and business analytics techniques. This will equip you with the knowledge and practical skills necessary for you to conduct research at Masters’ level and prepare you to complete a Master’s Dissertation.

**Strategic Management for Competitive Advantage**

This module is developed for those who have little or no prior business and management subject experience. The aim of the module is to introduce you to the main business functions – Finance, Marketing, HRM, Operations, Strategy – and show how each can contribute to the competitive advantage of a firm and hence enable the firm to achieve its strategic objectives.