

Crash course in Business Management.

1. Strategic Business Management.

Overview

This course develops your strategic thinking and management skills. Learn how to identify threats and opportunities within organizations and across industries., and develop coherent strategies. You will also develop the mind-set to help organizations achieve growth and a sustainable competitive advantage.

Programme focus

Business Analysis
Competitive Strategy
Strategic Management

Key Benefits:

- Recognize the importance of strategic processes applied within organizations
- Perform analysis across a range of organizations, industries and problem areas
- Devise and implement corporate-level business strategies

Who is the module for?

This course is valuable if you want a strong foundation in strategy. It develops your practical skills and provides the latest theory in business and strategy. It is ideal if you are taking on a new management role and want to become an effective business leader.

2. Project Management.

Overview

This course equips you with the tools you need to deliver projects within a specified time and budget. You will gain an in-depth understanding of the strategic elements, aims, objectives and budget limitations of projects. The course also examines the role of the project team and manager.

Programme focus

Project Planning
Project Management
Project Implementation

Key Benefits:

Understand the key elements of a project, including planning, analysis, and sequencing and scheduling

Gain a critical overview of change management, the project lifecycle and the project team

Better understand how to implement the goals of a project using project tools and techniques, risk analysis and management

Who is the module for?

This course is ideal if you are looking to develop new project management skills, or top up your knowledge in order to move your career forward. It gives you a solid grounding in project management by covering the key theoretical and practical elements.

3. Management and Leadership.

Overview

Learn how to drive organizations forward through effective leadership. In today's economy, management and leadership skills are essential for business success. This course teaches you how to manage organizations and empower people, as well as introduce and oversee periods of change.

Programme focus

Strategic Management

Leadership

Change Management

Key benefits:

- Better gauge the importance of effective leadership and the challenges associated with leadership in a business context
- Understand executive processes and different change methodologies
- Get a strategic overview of change management and implementation

Who is the module for?

This course is designed to give students the practical skills required to manage people effectively. You will benefit from developing your knowledge in the latest managerial trends. It is ideal for those already in management positions who wish to enhance their skills as well as new or aspiring managers.

4. Marketing Strategies and Operations.

Overview

This course provides an introduction to the purpose, processes and methodologies of marketing management at strategic and operational levels. You will explore campaign planning, as well as the strategic, operational and tactical issues that affect its on-going success. You will also learn how to put traditional and digital marketing techniques into practice.

Programme focus

Marketing Management
Marketing Communications
Marketing Strategy

Key Benefits

- Apply traditional and digital marketing techniques
- Better understand macro and micro environmental factors that affect marketing and business
- Better perform market research
- Understand the different technicalities between B2B and B2C buyers
- Segment, target and position products after performing marketing audits and creating executable plans

Who is the module for?

This module is aimed for individuals who wish to develop their marketing skills. It covers the essential elements in order to market products and services effectively from both a strategic and operational angle.

5. International Business.

Overview

Develop an advanced understanding of international business and the ways in which global organizations operate. You will study the impact of cultural differences on business and the strategies organizations can use to enter new markets. The course also explores the effects of globalization on business, as well as the challenges and opportunities it presents.

Programme focus

International Business
Globalization
Cross Cultural Management

Key Benefits:

- Better understand the impact of cultural differences on business operations
- Assess markets in different countries for investment and growth opportunities
- Understand the advantages and disadvantages of different marketing strategies and the ethical issues facing global companies
- Gain an overview of how governments influence international business activities

Who is the module for?

This course is designed to help students build a critical analysis of the elements necessary to develop international business. It will make you aware how to work within different cultures and develop an understanding of building a business across borders.

6. Accounting for performance and control.

Overview

This module covers the key techniques, methods and terms used in cost management and managerial accounting. You will look at the importance of budgetary planning and control, forecasting using quantitative methods, and the principles of full cost accounting. As a result of all this, you will develop the expertise required to make sound business decisions.

Programme focus

Managerial accounting
Budgetary planning and forecasting methods
Cost-structure analysis and profit calculation

Key Benefits:

- Understand the role management accounting plays in decision making within an organization
- Prepare budgets and other budgetary control statements
- Make well-informed decisions on pricing, cost control, and cost reduction
- Calculate and analyze variances and their possible causes

Who is the module for?

This course is ideal if you need to develop new knowledge and skills in the managerial accounting field, whether you are taking your career in a new direction, or starting in a new role.

7. Digital Marketing and New Media.

Overview

The course helps you develop the skills to use new age media and digital tools to implement marketing strategies. Through practical assessments and a hands-on approach, it equips you with the skills required for marketing in the 21st century.

Programme focus

New age media
Digital marketing channels
The “digimarketing” model

Key Benefits

- Identify and appraise changes in marketing brought about by digital marketing, as well as analyze their effects and marketing strategies.
- Demonstrate a critical understanding of new age and digital marketing tools, and discuss the means of deploying these tools.
- Identify new age and digital marketing tools, as well as design digital and new age marketing campaigns using these tools.
- Gain knowledge of companies that have successfully implemented e-marketing strategies.

Who is the module for?

This course is ideal for those who need to develop practical skills and know-how in relation to ‘new media’ online, and assess how these channels can better fit into a wider marketing campaign.

8. Luxury and Creative brand management.

Overview

This course develops an understanding of 'luxury' brand products; in particular how they are defined, marketed and perceived in relation to their geographical location and local culture. The course will focus on how these brands operate and how they are promoted.

Programme focus

Marketing and Advertising of Luxury Brands
Consumer Behaviour
Luxury Products in Developing and Developed Economies

Key Benefits

- Understanding how to manage and brand luxury products
- Understand the characteristics and symbolism behind luxury goods
- Gain effective tools to communicate luxury products in advertising
- Better understand the consumer decision process
- Understand how to differentiate Luxury Client Profiles .

Who is the module for?

Individuals who are involved or wish to gain a sound knowledge of management and branding of products, either to be able to better apply these skills in current role or to use in the future. For those wishing to a holistic approach on the subject, we advise to look into the [Postgraduate Certificate in Brand Management](#).

9. Content Marketing and SEO.

Overview

In order to be on the top of the game and ensure your products or services are listed on top pages of search engines such as Google. Knowledge of this field is imperative for marketers.

Search Engine Optimization [SEO] and Content Marketing is becoming increasingly complex with continuous innovations between rival search engines.

You'll learn the most effective techniques and methods to research and understand your audience, and create persuasive content for the right target audiences, at the right time and place.

Course Focus:

- Measuring Success, KPIs and ROI
- Content Marketing Strategy
- Search Engine Optimisation (SEO)

Key Benefits:

- Appreciate the principles of content marketing and its correlation and overall fit within the marketing mix
- Explore the links between Content Marketing and SEO
- Explore the paradigm shift from interruptive advertising to branded content

- Learn to research and understand your audience, and create persuasive content to the right target audience at the right time and place
- Understand the customer decision journey and content to instil the right content
- Use frameworks to create your content strategy and plans
- Explore various tools to measure the success of your content marketing plans

Who is the module for?

The course will give you the tools to create structure, and use the most effective language online, in order to maximize links with other sites, and generate exposure to your products and services.

10. Consumer behaviour.

Overview

What we buy, when we buy, why we buy and how often we buy? These are the first questions when launching or establishing a successful brand/product/service. Get them right and you it will be on a successful track.

Through this course we will develop your understanding of marketing concepts when analyzing consumer behaviour through the use of theoretical models and practical examples. The course will also explore the contribution of consumer analysis in relation marketing strategies set out by various companies

The course sets out to stimulate you to think of the characteristics of individual consumers, such as demographic and behavioural variables, in an attempt to understand people's needs, desires and what leads them to be faithful to brands and pushes them to make purchases.

Course Focus:

- Core concepts of consumer behaviour
- Methods of consumer data collection
- Purchase and consumption behaviour in consumers

Key Benefits:

- Analyze and evaluate current developments in consumer behaviour, market environments and culture, through the use of relevant case studies
- Critically analyze and distil the results of a consumer research project
- Evaluate the success of current models in predicting the consumer purchase decision
- Critically evaluate consumer and customer management practices in organizations in different sectors

Who is the module for?

This module is ideal for those who want to gain a better understanding of consumer environments and how these can be measured and influenced. This can be especially relevant when marketing or rebranding an existing product or launching a new product.

11. Entry management.

Overview

The course will take you through the whole advertising process, from the ‘creation table’ to the pitch of a campaign. You will investigate how a variety of techniques used both in print and online, can be used in order to persuade the consumer.

Course Focus:

- Media Planning, Buying, Budgeting and Evaluation
- International approaches to advertising
- Creative Strategy: appeals, messages, processing and iconic advertising

Key Benefits:

- Investigate developments within the advertising sector to determine their potential impact on advertising strategies of a given organization
- Evaluate an organization’s current advertising their improvement
- Construct and critically appraise an advertising and promotion process plan
- Create and develop a media selection plan
- Select and apply appropriate metrics to measure advertising returns

Who is the module for?

Individuals who wish to work or understand the advertising industry, in order to either move into this field, or use as complimentary knowledge within their marketing studies.