

**Spring semester level 5**

Subject	ECTS credits
STRATEGIC DIGITAL MARKETING	7.5
ADVANCED FINANCIAL MANAGEMENT	7.5
ORGANISATIONS AND INDIVIDUALS	7.5
MACROECONOMICS FOR BUSINESS	7.5

**Learning outcomes: Strategic digital marketing**

1. Understand the decision making process in marketing and the environmental and market forces which affect this.
2. Understand the process of research which leads to effective decision-making in marketing
3. Understand the roles played by marketing and sales in launching new products, and analyse how the effectiveness of each process can be measured
4. Understand strategic marketing in global business, and the factors which influence its adaptation and application.
5. Understand up-to-date marketing strategies in contemporary business and evaluate their effectiveness in a range of contexts

**Learning outcomes: Advanced financial management**

1. Understand and apply IFRS in the preparation of financial statements
2. Understand and evaluate the function of managerial accounting as part of business
3. Apply a range of techniques to assess the financial performance of organisations
4. Understand and evaluate the use of financial Key Performance Indicators in strategic business analysis

**Learning outcomes: Organisations and individuals - Strategic HRM**

1. Understand the role of HM and Talent management in the onboarding process to enhance performance and commitment of the employee within the organisation
2. Understand strategic recruitment and its importance to organisational strategy 2.1 Understand and explain the importance of the hiring process to overall business strategy
3. Understand the principal theories of HRM practices and processes; both currently and those in development in modern HRM
4. Understand the role of Human Resources in the global organisation in managing expatriate assignments and developing key talent.

**Learning outcomes: Macroeconomics for business**

1. Demonstrate knowledge and understanding of macroeconomic theory and concepts
2. Assess the differing approaches to the nature of the firm
3. Understand and evaluate methods of risk assessment and risk management
4. Critically assess approaches to assess demand and cost estimation and the analysis of competitive structure
5. Demonstrate the ability to research and use relevant data and to apply economic analysis to examine the current business environment and the impact of government policy on business.