

**Fall semester level 5**

Subject	ECTS credits
QUANTITATIVE RESEARCH IN BUSINESS	7.5
EFFICIENCY IN BUSINESS OPERATIONS	7.5
TECHNOLOGY IN BUSINESS ORGANISATIONS	7.5
CONSUMER BEHAVIOUR	7.5

**Learning outcomes: Quantitative research in business**

1. Make business decisions based on summary and inferential statistics
2. Use optimisation techniques to evaluate decision making in business
3. Understand and apply approaches to business forecasting
4. Evaluate sequential management
5. Conceptualise the research process in business decision making

**Learning outcomes: Efficiency in business operations**

1. Understand the principle structures of operations management and their use in a range of business environments
2. Analyse the development of the operations management process within a range of contexts
3. Analyse the role of technology in operations management in both domestic and international businesses
4. Assess the design of goods and services and how the operations process supports this
5. Critically evaluate process efficiency in operations, with particular reference to the lean operations approach.

**Learning outcomes: Technology in Business Organisations**

1. Analyse and critically evaluate the use, benefits and costs of IS systems within organisations.
2. Understand the application of IS systems both internally and externally, and their importance to organisational strategy
3. Understand and evaluate the impact of technological change on IS within organisations
4. Critically evaluate the social, cultural, structural and political aspects of IS and their interrelationships
5. Understand how to plan and implement eCommerce strategies

**Learning outcomes: Consumer behaviour**

1. Understand what is meant by consumer behaviour and its relevance to marketing
2. Examine how consumer behaviour can be researched and the ethical considerations involved
3. Examine and compare the internal and external factors which affect the buying behaviour of (a) the individual and (b) organizations.
4. Evaluate the theoretical approaches that help us understand how and why consumers buy new products within a range of different contexts
5. Analyse the post-sales stage of customer loyalty, retention and engagement.