FALL SEMESTER LEVEL 6

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**Module description: Strategic Operations and Quality Management**
This module examines the key issues of strategic operations management. Using important models and concepts, it provides an analysis of strategic operations management and how it relates to corporate strategy and quality management. This unit will consider challenges and the elements required for successful strategic operations management and the strategies for achieving efficient, cost-effective production in a global business environment.

**Module description: Management and Organisational Behaviour**
This module examines how management, particularly in terms of organisational and staff development, can contribute to the achievement of a more effective organisation. This unit covers the analysis of effective management in organisations with emphasis on the functions of management and the behavioural processes of change, conflict, leadership, motivation, communication, innovation and group dynamics.

**Module description: Business-to Business Marketing**
This module critically examines the scope and nature of business marketing, unique aspects of business marketing strategy development and issues that face business marketers. The unit considers areas including developing customer relations, quality service marking and consumer and buyer behaviour.

**Module description: Management Accounting and Finance**
This module aims to develop the key skills necessary for organisational financial management. The unit provides an extensive base of knowledge and skills by examining planning and decision-making techniques.
Module description: Business Research Methodology
This module builds your understanding of business research and how it is conducted. This unit introduces the key methods and techniques used in business research by critically examining the academic literature.

Module description: Business Strategy
This module enables you to develop a detailed knowledge and critical understanding of the role that strategic management plays within organisations and its effects upon organisational performance and survival. This unit examines important techniques used to analyse the position of a company in both its actual and potential marketplace.

Module description: International Marketing Strategy
This module compares and contrasts export, international and multinational marketing and enables you to precisely differentiate between the marketing policies appropriate to industrialised, developing and underdeveloped economies. This unit also aims to identify the sources of information, methods of information collection and the methods of information analysis suitable for international marketing planning.

Module description: Business Analysis and Decision Making
This module builds your understanding of the use of information and information systems for the support of commerce and use of these systems to aid decision-making. This unit will develop your abilities in qualitative and quantitative analysis in business to provide you with critical diagnosis and decision-making skills.