

The Management module contains two sub-units:

HRM

Short Description	<p>This sub-unit builds on traditional theories put forward by scholars such as Stephen P. Robbins and gives students fundamental knowledge of the concepts and theories used in HRM</p> <p>Students learn to identify the latest HRM trends of relevance to international business, to undertake some HRM research and to evaluate – especially from an applied perspective - the importance of specific HRM trends in a global environment</p>
Aims	<p>Aims</p> <p>To provide students with theoretical and practical knowledge of HRM in a broad sense to enable them to operate efficiently with HRM tools in the global market place</p>
Learning Outcomes	<p>By the end of this sub-unit, students will be able to:</p> <ul style="list-style-type: none">• Reflect on the strategic use of HRM in a global world• Make HRM strategies, implement and evaluate HRM strategies• Manage organizational behaviour• Work as a strategic partner for the CEO

Corporate Strategy

Short Description	<p>Corporate Strategy is designed to study competition from the perspective of top management. A principal concern of managers is the relationship between the organization, its strategy, and its environment. This relationship is complex, uncertain, and always changing. Top managers shape and guide this relationship, making strategic decisions that change the organization's capabilities, shift its position in the environment, or lead the firm into a new business. Students tackle the complexity and ambiguity of strategic decision making through case studies that provide rich descriptions of situations faced by real companies that either fail or succeed.</p> <p>The Corporate Strategy sub-unit is an integrative capstone course that challenges students to study and experience sets of multifunctional problems that confront top management and will enable them to bring together all of their learned functional skills (finance, marketing, logistics, organization) and use them to analyse</p>
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	organizational problems within the context of real-world business case studies.
Aims	<ul style="list-style-type: none"> ❑ To introduce students to, and encourage them to practice, managerial tools that guide strategic decision making. How does a manager formulate appropriate goals and strategies for a company, and how do they implement management systems to achieve those goals? ❑ The course will require students to integrate and put into practice skills they have learned in the functional-area courses. How does a manager's decision in one area affect the entire business? ❑ Students will practice communicating their ideas in writing so as to convince others that their ideas and analyses are sound <p>The three major aims are further explained by the following specific objectives:</p> <ul style="list-style-type: none"> ❑ To introduce students of business to the perplexities of multifunctional organizational problems. ❑ To acquaint students with the idiosyncrasies of top management as opposed to functional management. ❑ To actively involve students in the exploration of current ideas, issues, problems and techniques associated with those of top management and the total organization in an international environment. ❑ To familiarize students with the current literature and theories of strategic management. ❑ To improve and sharpen report writing and presentation skills.
Learning Outcomes	<p>By the end of this course, students will be able to:</p> <ul style="list-style-type: none"> ❑ Use the concepts, models, and tools of strategic analysis. ❑ Apply these to identify cause-effect relationships. ❑ Find facts that support or reject these relationships.