



**FACULTY OF BUSINESS ECONOMICS**

**CURRICULUM AND SYLLABUS  
SECOND CYCLE OF STUDIES  
ACADEMIC YEAR 2024/2025**

**STUDY PROGRAM  
International Business Administration  
120 ECTS**

## **STUDY PROGRAM: INTERNATIONAL BUSINESS ADMINISTRATION**

### **Basic Programme information**

Programme Title: International Business Administration (MBA).

Programme Level: Postgraduate Taught Academic Year: 2024/2025

Mode(s) of delivery: Online/Distance learning/Part-time

Duration and ECTS credits: 24 Months/120 ECTS

Relevant QAA subject benchmarking statement(s):

Details of accreditation by Professional, Statutory or Regulatory body: Agency for Development of Higher Education and Quality Assurance of Bosnia and Herzegovina, ECTS credits recognised by the Bologna process.

Owning Department: Faculty of Business Economics - University Vitez

Highest Award: Master of International Business Administration

All possible exit awards: MA/Post Graduate Diploma

Offered at the following sites: University Vitez / Circle International (Online)

The organization of the master's study, metrics and methodology, forms of teaching, examination and evaluation of students, the process of application and preparation of the master's thesis, enrollment in the master's study, rights and obligations of students, are regulated by the **Rules of Study for the 1st, 2nd, and 3rd cycles of study**. The diploma for the second cycle of studies is issued in accordance with the Regulations on awarding academic titles and diplomas at the University "VITEZ".

## **I GENERAL PROVISIONS - SECOND CYCLE OF STUDIES**

( Extracted from Study rules for I,II,III cycle of studies)

### **Article 66.**

These Regulations govern the study process at the University for the second cycle of studies.

### **Article 67.**

The Regulations further detail the organization and implementation of the second cycle of studies leading to the academic title of Master, as well as other issues related to the organization of studies, duration of studies, examination and evaluation procedures, conditions and procedures for the application and defense of the master's thesis, study documents, and other relevant matters significant for the second cycle of studies at the University.

## **II EDUCATIONAL OUTCOMES OF MASTER'S STUDIES**

### **Article 68.**

Master's studies at the University are efficient, individualized, and credible programs designed to meet the needs of the master's candidate. These studies are conducted through a system of personal mentorship, teaching, and exercises. The primary goal of these studies is for the candidate to acquire a higher level of specialized knowledge in the specific area in which they are preparing their master's thesis. Additionally, the candidate will gain the necessary knowledge to use scientific methods and research techniques in their specific field

of study, enabling them to creatively solve complex problems in their practice and to prepare for further scientific research work.

### **III ORGANIZATION OF THE MASTER'S STUDIES / STUDY METRIC AND METHODOLOGY**

#### Article 69.

Through its member faculties, the University organizes and conducts master's studies in the scientific fields for which they are accredited

#### Article 70.

The second cycle of studies is organized and carried out for academic study programs that give the right to award a diploma with the academic title of Master.

#### Article 71.

The study programs of the second study cycle are carried out for the duration of one (two semesters) or two years (four semesters). The academic year runs from October 15th of the current year to September 30th of the following year. The teaching year runs from October 1st of the current year to July 15th of the following year. Summer holidays are in August (after the end of the teaching year), and winter holidays are in February. Instruction is organized into two/four semesters. The start and end dates of instruction during the semester are regulated by the academic calendar issued by the Senate. Semester verification is conducted in accordance with Article 118 of the Study Rules.

The coursework for each subject lasts eight weeks, during which lectures are organized, and all students are graded and evaluated for that subject.

The University will calculate the students' workload and the corresponding ECTS credits for individual course units in the second cycle of studies based on the following study metric parameters:

- Total weekly student engagement (online): 40 hours
- Number of teaching hours (online) per course: 30-60 hours
- Number of lecture hours per course (online): 10-30 hours
- Duration of the semester: 21 weeks
- Duration of the teaching block (4+2): 6 weeks
- Duration of the workload for one course: 7 weeks
- Teaching period of the summer semester: 21 weeks
- Teaching period of the winter semester: 21 weeks
- Examination period for retakes - September/October: 3 weeks
- Summer break: 6 weeks
- Winter break: 2 weeks
- Total working weeks in the academic year: 45 weeks
- Total working hours in the academic year: 1,800 hours
- Total working hours per 1 ECTS credit: 30 hours
- Standard annual number of ECTS credits (European norm): 60 ECTS
- Standard semester number of ECTS credits (European norm): 30 ECTS

The forms of instruction include: lectures, consultations, projects, seminars, student participation in scientific and professional work, conferences, and similar activities.

Lectures (online) are a form of instruction at the University where the instructor presents the content of the topic orally and/or through recorded materials, in the manner and scope determined by the study program. Guest lecturers may participate in class and online lectures by invitation from the course coordinator, in accordance with the course content. At the beginning of the lecture, the instructor introduces the students to the course plan/syllabus, including the content and schedule of instruction, pre-exam and exam activities, working methods, primary and supplementary literature, and other important information.

Consultations (online) are a form of instructional work conducted in individual contact between the instructor/assistant and the student. The purpose of consultations is to provide students with explanations of particularly complex parts covered by the course program, assist with pre-exam tasks, support the preparation of final papers, and help with project creation and implementation. Instructors and assistants are required to publish the consultation schedules through the University's information system and website.

Instruction in the second cycle is organized in blocks, and the details of the instruction schedule are specified in the class schedule and academic calendar. The University Senate adopts the academic calendar, class schedule, and teaching staff assignments for the courses at least seven (7) days before the beginning of the semester.

The class schedule contains the following information: level of study (cycle of study), academic year, mode of study (regular and part-time), study program, name of the faculty and department, semester designation, course name, titles and names of instructors, location and time of classes, start and end dates of teaching activities, and the dates of the first and second examination periods, as well as the date of the additional examination period which is announced at the beginning of September and October of the current academic year. The schedule is published on the University's website at least five (5) days before the start of classes. The dates for the teaching sessions of each course are posted on the Student Information System.

The schedule for the September and October exam periods is published in the first week of the mentioned months, and exams are held during the remaining three weeks of these months. An additional exam period can be organized in agreement with the instructor for exams not passed from the previous academic year. The Senate makes the final decision on the commencement of instruction for the study program and the forms of instruction for individual courses.

#### Article 72.

In accordance with the European Credit Transfer System (ECTS), the scope of the study program amounts to 60 ECTS credits in one academic year, or 30 ECTS credits in one semester. The number of study credits for each course is determined based on the total student workload, the time students spend on independent tasks, and the time required for learning in preparation for knowledge assessments and evaluations. The total number of ECTS credits for each course, educational module, or individual pedagogical activity depends on the type and nature of the course, the level of abstraction of the course, and the total workload anticipated by the curriculum. This workload is necessary to successfully complete the program and to assess the student's proficiency in mastering the program.

#### Article 73.

The second cycle of studies for obtaining the academic title of Master is organized after the completion of the first cycle of studies, so that together with the first cycle, it amounts to 300 ECTS credits. By passing the differential program, the student earns additional ECTS credits which are not included in the total number of ECTS credits. The study program is organized as both regular and part-time studies.

#### Article 74.

A student who has passed all exams required for the second cycle study program, defended their thesis, and fulfilled all necessary obligations prescribed by the University's Statute and these Regulations, obtains the corresponding degree, i.e., the diploma for the completed second cycle study program. Along with the degree and diploma, a diploma supplement is issued to provide a detailed insight into the level, nature, content, system, and rules of study as well as the results achieved during the studies. The master's degree diploma is confirmed by the title of Master, in accordance with the articles of the Regulations on Academic Titles at the University.

### **IV STRUCTURE OF THE STUDY PROGRAM**

#### Article 75.

The curriculum and program of the second cycle of study contains general and special conditions that the student must meet in order to acquire certain knowledge in the second cycle of the study program, namely:

1. Presentation of subjects systematized by study years, semesters;
2. Number of hours of individual workload of the student per subject;
3. The number of ECTS points for each subject stated in the Curriculum;
4. Other forms of teaching intended for the acquisition and improvement of professional knowledge and skills (seminars, projects, practical work, etc.);
5. Presentation of the mandatory conditions for attending classes and passing the course;
6. Presentation of the master's thesis with the number of ECTS credits;
7. The total workload of a student to earn 1 ECTS point is 30 academic hours.

### **V. CURRICULUM**

#### Article 76.

The curriculum of the Master's study is adopted by the Senate of the University on the proposal of the Scientific and Teaching Council of the Faculty.

#### Article 77.

The curriculum determines the schedule of subject units (subjects and other forms of teaching) according to semesters and years of study, with the associated dynamics of study, as well as the structure of subject units according to type and affiliation to the subject area, i.e. broader and narrower scientific area, according to the level of complexity/abstraction and according to the obligation of the subject.

Article 78.

Courses at the studies are organized on a one-semester basis. In addition to regular classes, combined classes can also be organized.

## VI. TESTING AND EVALUATION OF STUDENTS

Article 79.

Examination of a master's student is carried out according to the principle of scoring various activities of the student in mastering a particular subject.

Article 80.

The grade depends on the points collected during lectures and exams as follows;

1. ACTIVITIES DURING LESSONS 0-70 points

(PRE-EXAM ACTIVITIES) which may include:

- a) Attending classes
- b) Colloquies
- c) Practical work
- d) Experimental work
- e) Research
- f) Report
- g) Seminar paper
- h) Case studies
- i) Essay
- j) Project
- k) Continuous work
- l) Oral presentation

2. EXAM (entire material)

Written, oral or combined

0-30 points

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TOTAL: 0-100 points

The teacher scores the pre-exam activities with a maximum of 70 points. Full-time students are required to attend classes for at least 70% of the total number of scheduled teaching hours.

Part-time students are obliged to attend classes for at least 30% of the total number of scheduled teaching hours. The exam is conducted orally, written or combined and is scored with a maximum of 30 points.

Classes in the subject last for seven weeks, and exam dates are organized in the following terms: - I. exam period - the fourth week from the day of the last lecture;

- II. exam deadline - the seventh week from the day of the last lecture;

- an additional exam period is organized in September;

- an additional exam period is organized in October.

A student who has not fulfilled the obligations established by the study program and the teaching plan for a particular subject cannot take the exam.

#### Article 81.

The student has the right to four exam dates, with the fourth time taking the exam in front of the Committee. The three-member committee is appointed by the dean of the faculty, taking into account that one member of the committee is the subject teacher.

#### Article 82.

A student can submit an objection to the grade achieved on the exam, if he believes that the exam was not conducted in accordance with the Law or these Rules. The student submits a complaint to the dean of the faculty within three (3) days of the announcement of the grade. The dean makes a decision on the student's complaint within five (5) days from the day of receipt of the complaint

#### Article 83.

Students are evaluated according to the number of accumulated points, as follows:

ECTS Grade	Grade	Number of Points	Descriptive Grade
F,FX	5	0 – 54	Insufficient, much more work needed
E	6	55 – 64	Sufficient, meets the lowest criteria
D	7	65 – 74	Satisfactory, generally good but with significant flaws
C	8	75 – 84	Good, average, with noticeable faults
B	9	85 – 94	Very good, above average, with a few faults
A	10	95 – 100	Excellent, outstanding success with minor flaw

#### Article 84.

At the University, records of passing exams are kept and documentation of passed exams is processed, which is prescribed by law, by-laws, statutory and other acts.

#### Article 85.

Passing of all exams is public and transparent. Exams can only be taken in the official premises of the University, i.e. in the facilities specified in the work permit. The metric characteristics of written tests (reliability, validity, objectivity), the credibility of oral exams and the methodology of evaluating different sources of student grades are subject to periodic evaluation by an independent body in accordance with the Regulation on Quality Assurance at the University. In addition to the individual evaluation of students for each course, additional evaluation of students is carried out using the presented ECTS scale:

ECTS grade (class)	Mandatory percentage of students who passed the course	The final percentage of acquired knowledge, skills, competencies
A – I. class	10%	95% - 100%
B – II. class	25%	85% - 94%
C – III. class	30%	75% - 84%
D – IV. class	25%	65% - 74%
E – V. class	10%	60% - 64%
Passed the exam in total	100%	Above 60% to 100%

In A-I. the class includes 10% of students who won the highest number of points, regardless of the level of the grade. The result of 10% is calculated only from the total number of students who passed the exam. Students who did not pass the exam are excluded from this calculation technique. All other ECTS grades (classes) are calculated in the same way.

To the best students with overall grades at the end of II. of the study cycle, the rector of the University awards the commendation:

- for A-I. class: the highest praise (Latin SUMMA CUM LAUDE) for an average grade of 10.0
- for B-II. class: high praise (Latin MAGNA CUM LAUDE) for an average grade of 9.8-9.9
- for all other classes: commendation (Latin CUM LAUDE) for an average grade of 9.5  
– 9.7.

#### Article 86.

An additional September and October deadline is organized for all subjects of the study group that were studied in the academic year and is intended for taking unpassed exams in order to enable students to complete their studies.

### **V. MASTER'S THESIS - MENTOR, APPLICATION AND DEFENSE**

#### Article 87.

The master's thesis is an independent work in which the student works on a chosen topic using scientific methods, proving that he has mastered the curriculum, acquired the necessary knowledge and trained for its application.

In addition to the requirements from paragraph 1 of this article, the student should provide evidence in the work that he successfully uses methods in professional or scientific work, in presenting research results, and that he is qualified to draw conclusions based on the research tasks thus realized.

The results presented in the master's thesis should represent a contribution:

- systematization of scientific or professional tasks and existing solutions for a specific field;



- solving the current scientific or professional task that was set as the goal of the work;
- application of existing scientific or professional achievements in solving a complex professional task.

#### Article 88.

The student chooses the topic of the master's thesis at the beginning of the second year semester. The topic of the master's thesis can be chosen from the field of the study program of the second cycle of studies - the master's study or the scientific field that includes the enrolled study program of the master's study. In agreement with the mentor, the student first chooses the narrower scientific field in which he wants to write his master's thesis. The title of the topic of the master's thesis is determined by the mentor in agreement with the student. The mentor can accept the topic proposed by the student if he judges that it meets the necessary conditions.

#### Article 89.

For the chosen topic, the student submits a written application to the Scientific Council of the home faculty of the University through the Service for Master's and Doctoral Studies on the PTMR Form.

A student cannot choose a master's thesis topic that has been used within the last 5 (five) years.

The registration of the subject of the master's thesis must include the following information:

- the title of the paper,
- name and surname of the candidate,
- index number,
- department,
- the scientific field from which the topic is approved,
- first and last name, title of the proposed mentor,
- mentor's signature,
- candidate's signature,
- date of application,
- candidate's biography,
- explanation of the topic,
- the subject and goal of the research,
- work structure,
- hypotheses and research methodology,
- expected research results and
- proposal of the literature that will be used.

#### Article 90.

Based on the submitted application, the Scientific and Teaching Council of the faculty appoints a mentor and the Committee for the evaluation and defense of the master's thesis (the chairman of the Committee is from a narrower scientific field, as is the mentor), while the third member of the Committee can be from another scientific field.

#### Article 91.

The master's thesis mentor is the subject teacher from whose field the master's thesis is defended, he can be a full professor, associate professor, assistant professor and emeritus. The mentor guides the candidate in his theoretical and research work and provides him

with assistance in the entire process of creating the work. The system of appeals and complaints, as well as the possibility of changing mentors, is considered and resolved by the Scientific and Teaching Council of the faculty.

#### Article 92.

After completing the work, the student submits a written request for evaluation and defense of the Master's thesis to the Service for Master's and Doctoral Studies. Along with the written request, the student submits:

- the written consent of the mentor that the work meets the criteria stated in the explanation of the topic,
- a written statement that the master's thesis is his authentic work,
- certificate of passed exams,
- The Master's thesis on CD/USB (electronic working version).

The service for teaching and student affairs submits the working version of the master's thesis to the Library, which performs a plagiarism check using a plagiarism check program. The plagiarism check will be considered successful if the software shows a result of no more than 20% matching

#### **NOTE:**

*The procedure for application, submission and defense of the master's thesis is found in the Study Rules of the I, II and III cycle of study, article 93-104 and in the section entitled Procedure for application for preparation and defense of the master's thesis.*

*The following forms, as defined in Study rules, are used at the master's degree: Application for master's thesis topic; Report of the Committee for the evaluation and defense of the Master's thesis-*

## **VIII ENROLLMENT IN THE SECOND CYCLE OF STUDIES**

#### Article 105.

Students who have completed the first cycle of studies, obtained an undergraduate degree with 180 or 240 ECTS credits are entitled to enroll in the second cycle of studies. Master's studies at the Faculty of Business Economics can be enrolled by students who have graduated from the Faculty of Business Economics. In addition to the students from the previous paragraph, students who have completed a three- year or four-year study at faculties of other specializations can enroll in the master's program, with the completion of a differential program:

- a) Introduction to economics;
- b) Entrepreneurship;
- c) Financial management.

The Scientific and Teaching Council forms the Academic Committee, which makes a decision on enrollment and determination of the differential program for the second cycle of studies at the beginning of each academic year, students are obliged to pass the differential course by the end of the academic year. Students take the difference in subjects according to the exam system for II. study cycle.

Students based on transcripts from other higher education institutions also have the right to enroll in the second cycle of studies. For a student who transfers from another university or faculty during the year, the passed exams are recognized by the decision of the dean, based on the proposal of the Academic Committee for the recognition of exams appointed by the dean on the proposal of the Scientific and Teaching Council at the beginning of the academic year. The Academic Committee recognizes exams from those subjects whose content, according to the Curriculum, coincides at least 55% with the content of the corresponding subject studied at the faculty the student is enrolled in.

The scientific-teaching council of the faculty forms the Academic Commission for Matriculation, which issues a decision on enrollment and determination of the differential program for the second cycle of study at the beginning of each academic year, students are obliged to pass the differential course by the end of the academic year. Students take the difference in subjects according to the exam system for II. study cycle. The academic commission for matriculation is obliged to define the content of the differential program by analyzing the program of the previously completed study.

## **VI. RIGHTS AND OBLIGATIONS OF STUDENTS**

### Article 107.

Full-time students can renew the same year once or enroll in the renewal of the year in the status of a part-time student.

### Article 108.

The dean of the faculty can, at his request, grant the student that, for justified reasons, his rights and obligations are suspended for a certain period of time, for a maximum of one year.

### Article 109.

A student who has fulfilled all the obligations stipulated in the Curriculum acquires the status of a graduate student until he defends his master's thesis. The student is obliged to defend the master's thesis within two years from the date of taking the last exam. If he does not defend his master's thesis within the specified period, the student can submit an application to the Scientific and Teaching Council for an extension of the post-graduate internship.

### Article 110.

Students have the right to finish their studies according to the Curriculum and Program that was in effect before the published change within the deadline set by the University Statute. A student who studies without repetition and without interruption has the right to finish according to the enrolled study program.

## **VII. TRANSFER FROM ANOTHER HIGHER EDUCATION INSTITUTION AND EXTENSION OF STUDIES**

### Article 111.

For a student who transfers from another higher education institution during the year, the passed exams are recognized by the dean's decision.

The recognition of exams passed at another higher education institution is done on the basis of an inspection of certified and authentic documents proving the education plan and program, exams passed and success achieved, such as: transcript of grades, certificate of passed exams, original student booklet, diploma supplement (diploma supplement), transcript of records and other documents that have the character of a public document and that are determined by legal and by-laws. The commission recognizes the student's passed exams from those subjects whose content, according to their curriculum, coincides at least 55% with the curriculum of the corresponding subject studied at the University.

In accordance with the principle of lifelong learning and recognition of the right to education as a basic human right, the University will enable the extension of education and will not discriminate against students who transfer from another university, students who have a diploma from previous education, students who have passed exams in previous education according to any basis (diploma obtained in one of the Republics of the former Yugoslavia, diploma obtained in a higher school, diploma obtained in a school that has ceased to operate, political structure of lecturers, etc.) in accordance with the home fields of the University and the provisions of these Rules.

#### Article 112.

In the event that the student continues his education and if the exams that are transferred were taken at the higher education institution that is the parent from the same scientific fields as the parent faculty of the University, then the student can enroll in the University faculty for the next year of study in relation to the year of study that was recognized for him at that higher education institution. If a student has passed a subject at another faculty that is mandatory for the major, he enrolled in, and the curriculum differs from the program at the University faculty, the student takes only the difference in the curriculum in the oral exam with the aim of acquiring competencies and skills that are provided for in the University faculty program.

### **KNOWLEDGE AND UNDERSTANDING, SKILLS AND DEGREE**

#### **A. Knowledge and Understanding**

*Graduates should be able to collect relevant information across a range of areas pertaining to a current situation, analyse that information and synthesise it into an appropriate form in order to evaluate decision alternatives).*

It is intended therefore that on successful completion students will be able to:

- Demonstrate relevant knowledge and understanding of the political, ethical, social, cultural, economic and technological contexts of contemporary issues relevant to the development of businesses that they may be associated with;
- Demonstrate relevant knowledge and understanding of organisations, the external context in which they operate and how they are managed;
- Demonstrate understanding of how an organisation's resources and operations can be managed and financed within an international context;
- Apply a range of specialist skills to the organisations in which they as post-graduates may operate;

- Understand, respond to and lead change in which they operate and be able to demonstrate intellectual breadth by making integrative links across the various areas of an organisation;
- Understand the use of relevant communication and information technologies in business organisations within a global knowledge-based economy;
- Demonstrate greater depth within a more specialised area of study.

## **B. Skills for a Master's programme**

Graduates should demonstrate a range of cognitive and intellectual skills together with techniques specific to business and management. They should also demonstrate relevant personal and interpersonal skills. These are identified as:

### **Intellectual Skills**

On successful completion students will be able to:

- Evaluate the importance of subject specific facts, theories, paradigms, theoretical frameworks and concepts in relation to their ability to explain and solve problems;
- Assess and critically evaluate evidence with reference to methodology and the source of the data;
- Analyse and interpret data and have a detailed understanding of the strengths and weaknesses of the data;
- Present a reasoned and well-structured argument, based on the analysis and interpretation of data, that challenges underlying assumptions understand and acknowledge the philosophy of reflective learning and its potential to improve effectiveness;
- Challenge subject specific facts, theories, paradigms, and concepts and be able to articulate possible new ways of looking at the subject based on recent research or intellectual insights;
- Assess and critically evaluate evidence with reference to methodology and the source of the data informed by a mature reflection of the students own developing research and depth of reading;
- Analyse, synthesise and reinterpret data to show they have developed a capacity for creative and original insight into issues relevant to international business management;
- Use appropriate decision techniques to identify, formulate and solve business problems, taking account of relevant ethical and cultural aspects.

### **Practical Skills**

On successful completion students will be able to:

- adopt an autonomous approach to their own learning and continuing professional development;
- make effective use of communication and information technology;
- demonstrate effective working within a team environment;

- plan, design, execute and communicate a sustained piece of independent work using appropriate media to communicate the findings.

## Key Skills

The key skill areas specifically developed are:

- Operational
- Planning and Management of Learning
- Interactive and group skills
- Communication and Presentation
- Data Collection and Interpretation
- Knowledge and Understanding
- Managing Tasks and Solving Problems
- Self-Appraisal and Reflection on Practice
- Synthesis and Creativity
- Employability

## Mapping of Key Skills by Module

The key skills for postgraduate level have been mapped against the modules for the MSc/PG Diploma in International Business Management. The tables, which follow, highlight where students have the opportunity to provide evidence of competence in each skill.

Key Skills	Modules								
	Culture contexts of International Business Management	Methodology and technology of scientific research	International Marketing and International marketing strategy	International Finance & International business strategy and Business Development	Ethical and social responsibility & Organisational Change	Management of Information Technology	International Business Management	International Entrepreneurship	Dissertation
Operational			*		*				
Planning and management of learning	*	*	*	*		*	*	*	*
Interactive and group skills	*	*		*	*		*	*	*
Communication and presentation	*	*	*	*		*	*	*	*
Data collection and interpretation		*		*	*	*	*	*	*
Knowledge and understanding	*	*	*	*	*	*	*	*	*
Managing tasks and solving problems	*	*	*	*	*	*	*		*
Self-appraisal and reflection on practice	*	*		*	*	*	*		*
Synthesis and creativity	*	*	*	*	*	*	*	*	*
Employability	*		*		*		*		*

## C. Degree

Upon completion of the studies, the student receives the following degree:

### Master of Economics, study field: International business administration

Module Code	Module Title	Credit Value (ECTS)	Level	Term or Semester	Must Take	Must Pass	Pre-Requisite	Location
	Methodology and technology of scientific research (1)	7	7	1 <sup>st</sup> Semester	X	X	Yes	Online
	International Business Management	8	7	1 <sup>st</sup> Semester	X	X		Online
	Culture Contexts of International Business Management	7	7	1 <sup>st</sup> Semester	X	X		Online
	International Marketing	8	7	1 <sup>st</sup> Semester	X	X		Online
	International Marketing Strategy and Sales	7	7	2 <sup>nd</sup> Semester	X	X		Online
	International Finance	8	7	2 <sup>nd</sup> Semester	X	X	Yes	Online
	International Business Strategy and Business Development	8	7	2 <sup>nd</sup> Semester	X	X		Online
	Methodology and technology of scientific research 2	7	7	2 <sup>nd</sup> Semester	X	X		Online
	Ethics and Social Responsibility	7	7	3 <sup>rd</sup> Semester	X	X		Online
	International Entrepreneurship	8	7	3 <sup>rd</sup> Semester	X	X		Online
	Organisational Change	7	7	3 <sup>rd</sup> Semester	X	X		Online
	Management of Information Technology	8	7	3 <sup>rd</sup> Semester	X	X		Online
	Master's Dissertation thesis	30	7	4 <sup>th</sup> Semester	X	X		
<b>Total credits (ECTS)</b>		<b>120</b>	<b>7</b>					

Semester	Courses and Thesis	Credit points [ECTS]
<b>I</b>	Methodology and technology of scientific research 1 Prof.dr.sc. Alla Soliman	<b>7</b>
	International Business Management Prof.dr.sc. Michael Fass	<b>8</b>
<b>I</b>	Culture Contexts of International Business Management Prof.dr.sc. Jaganjac	<b>7</b>
	International Marketing Prof.dr.sc. Rudi Kaufman	<b>8</b>

<b>II</b>	International Marketing Strategy and Sales Prof.dr.sc. Claudio Vignali	<b>7</b>
	International Finance Prof.dr.sc. Razaq Raj	<b>8</b>
<b>II</b>	International Business Strategy and Business Development Prof.dr.sc. Michael Fass	<b>8</b>
	Methodology and technology of scientific research 2 Prof.dr.sc. Alla Soliman	<b>7</b>
<b>III</b>	Ethics and Social Responsibility Prof.dr.sc. Michael Fass	<b>7</b>
	International Entrepreneurship Prof.dr.sc. Jamila Jaganjac	<b>8</b>
<b>III</b>	Organisational Change Prof.dr.sc. Tanja Gavric	<b>7</b>
	Management of Information Technology Prof.dr.sc. Mitsunori Hirogaki	<b>8</b>
<b>IV</b>	Master's Dissertation thesis	<b>30</b>
	<b>Total ECTS</b>	<b>120</b>



# **SYLLABI**

## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b>
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b>
<b>D</b>	<b>Level:</b>
<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	The first part of this course prepares students with the theoretical foundations of business research. As part of this module, the students would be able to understand and apply the review of relevant literatures when undertaking their research. This includes the critical nature of literature review, the development of the methods for searching the literature, systematic approaches to data identification and collection. It is hoped that at the end, the students should be prepared with the pre-requisite skills which are core for the research and would see them be able to disseminate their research to academic and non-academic audiences.

<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• Contemporary issues in research.</li> <li>• Why review the literature.</li> <li>• Developing a research question/hypothesis from literature.</li> <li>• Reviewing literature and the critical analysis of existing research.</li> <li>• Preparing, using and presenting critical literature reviews for academic and non-academic audiences</li> <li>• Applying traditional and innovative forms of dissemination and publication of research.</li> <li>• Access to data.</li> <li>• Reflecting on practice</li> </ul>

<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Identify, conceptualise a research question(s) and investigate a problem through critical literature review building on existing knowledge.
<b>2</b>	Conduct a critical literature review of articles relevant to the topic of their choice in a relevant business and management area.
<b>3</b>	Select and justify a research methodology to meet the chosen research aims and objectives.

<b>K</b>	<b>Teaching and Learning Methods</b>														
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td>Total Hours</td> <td>21 hours</td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours							Independent Study	17 hours of self-study	Total Hours	21 hours
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Chandola, T., Booker, C., (2022) Archival and Secondary Data, Sage.
	Cotterell, S. (2017) Critical Thinking Skills, London: Palgrave Macmillan.
	Gray, D., (2020) Doing research in the business world (2 <sup>nd</sup> edition) Sage.
	Saunders, M., et al., (2023) Research methods for business students (8th edition), Pearson.
	Yin, R., (2018) Case study research: design and methods (6th Edition), Sage.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

**Version Control**

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## Module Descriptor

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<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with the critical appreciation of the philosophical, practical and ethical concepts of research within the field of business and management. This will see them develop knowledge of research philosophies, designs and methods which prepares them to critically examine a suitable topic of their choice. The students would be able to examine some of the methods used in academic research in depth. The students can be prepared to develop the pre-requisite skills which are core for the research they will undertake in a topic of their choice. This course will see the students develop a structured proposal which is centered upon a contemporary business and management related topic.</p>

<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• Generating a research idea and developing your research proposal.</li> <li>• Understanding research philosophies.</li> <li>• Research ethics.</li> <li>• Research Population and samples.</li> <li>• Obtaining and evaluating secondary data.</li> <li>• Collecting primary data using interviews and observation.</li> <li>• Collecting Primary Data using Questionnaires.</li> <li>• Analysing data quantitatively (Support for students – SPSS, AMOS).</li> <li>• Analysing data qualitatively (Support for students - NVIVO, ATLAS).</li> </ul>

<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Design research of choice, identify the relevant philosophical stance that aligns with the chosen research methodologies.
<b>2</b>	Formulate viable research questions and objectives into an authentic business issue which takes into consideration the ethical issues around the chosen topic.
<b>3</b>	Critically analyse varied empirical data in a critical manner and be able to draw conclusions from the data which demonstrates the student's ability to independently carry out research.

<b>K</b>	<b>Teaching and Learning Methods</b>														
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td><b>Total Hours</b></td> <td><b>21 hours</b></td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours							Independent Study	17 hours of self-study	<b>Total Hours</b>	<b>21 hours</b>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Clark, T., Foster, L., Sloan, L., Bryman, A., et al., (2021) Social Research Methods, (6th Edition) Oxford.
	De Vaus, D., (2014) Surveys in Social Research, 6th ed. Abingdon, Routledge.
	Easterby-Smith, M., Thorpe, R., Jackson, P., (2015) Management and Business Research, (5 <sup>th</sup> edition), Sage Publications, London.
	Flick, U., (2015) Introducing Research Methodology, (2nd edition), Sage Publications, London.
	Gray, D., (2020) Doing research in the business world, (2 <sup>nd</sup> edition), Sage
	Saunders, M., et al., (2023) Research methods for business students, (8 <sup>th</sup> edition), Pearson.
	Silverman, D., (2022) Doing qualitative research, (6 <sup>th</sup> edition), Sage.
	Yin, R., (2018) Case study research: design and methods (6 <sup>th</sup> Edition) Sage.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students No</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### **Version Control**

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## Module Descriptor

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<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with a critical understanding of some of the contemporary knowledge of international business. This includes relevant perspectives of the theoretical and practical developments in the field of international business (IB) practice. This course will see students' study some of the new trends on international markets, competition, opportunities as well as some of the challenges that influence and shape the business operations on a global level directly and indirectly. Students will be able to question and justify some of the rationale which supports the case of international businesses going beyond their frontiers especially how they incorporate national culture to adapt to business demands. The course would also identify some of the factors that determines the success and failure of businesses that operate in international business environment(s).</p>

<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• How do firms choose where to go?</li> <li>• Mode of entry in International Markets.</li> <li>• Strategy perspectives in international business including resource-based view and the industry-based view.</li> <li>• Developing a firm's strategy for international markets.</li> <li>• Success and failure of firms in international markets.</li> <li>• Operation and supply chain in international markets.</li> <li>• Innovation and Technology Management – a necessity for survival and prosperity in international markets.</li> </ul>

<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Develop a critical understanding of the main features and dynamics of the contemporary business environment, alongside the key ethical, operational, financial and marketing issues confronting businesses.
<b>2</b>	Demonstrate a critical awareness of globalisation and how this shapes the contemporary global business environment.
<b>3</b>	Select and justify identify high potential countries for a company's selected products or services, and to select the best target markets.
<b>4</b>	Critically analyse the importance of supply chain management in a global context.

<b>K</b>	<b>Teaching and Learning Methods</b>														
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td><b>Total Hours</b></td> <td><b>21 hours</b></td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours							Independent Study	17 hours of self-study	<b>Total Hours</b>	<b>21 hours</b>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Cramer, J., (2006) Corporate social responsibility and globalisation: an action plan for business. Sheffield, South Yorkshire, England: Greenleaf Pub.
	Daniels, J., Radebaugh, L., Sullivan, D., (2021) International Business: Environments and Operations, (16th edition) Pearson.
	Hill, C., (2011) International business: competing in the global marketplace. 8th ed., international student ed. New York: McGraw-Hill Irwin.
	Whittington, R., Angwin, D., Regnér, P., Scholes, K., Johnson, G., (2023) Exploring strategy: text and cases, (13th Edition), Pearson.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

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<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	This course prepares students to critically explore the unique opportunities that globalization affords businesses as well as the challenges that this poses to them. Students would have the chance to critically analyse the management and leadership approaches in an international business context to develop the strategic management skills that would see them make sense of the global connectedness that the dominates the world of business and management. The role of the digital revolution as well as the innovative sustainable practices would be critically explored to ascertain how the significantly shape operations in international business environment(s).
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• The international business environment</li> <li>• The role of business in society – issues and challenges.</li> <li>• Leadership, strategy and innovation.</li> <li>• Intercultural Business communication.</li> <li>• Leveraging knowledge across country borders</li> <li>• Managing across cultures.</li> <li>• Business economics and Finance.</li> <li>• Corporate Social Responsibility on a global scale.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	To provide an advanced appreciation of the concept and practice of businesses and organisations that operate across country borders.
<b>2</b>	Critical understanding of alternative strategic views and ways of thinking about and ‘doing’ International Business.
<b>3</b>	Critical awareness of the range of leadership approaches that influence the formulation and implementation of international business management strategies.
<b>4</b>	Critically analyse and evaluate contemporary international business problems and to recommend appropriate solutions.

<b>K</b>	<b>Teaching and Learning Methods</b>														
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th><b>Scheduled Activities</b></th> <th><b>Hours per week</b></th> </tr> </thead> <tbody> <tr> <td><i>Lectures</i></td> <td><i>2 to 4 hours</i></td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td><b>Independent Study</b></td> <td><i>17 hours of self-study</i></td> </tr> <tr> <td><b>Total Hours</b></td> <td><i>21 hours</i></td> </tr> </tbody> </table>	<b>Scheduled Activities</b>	<b>Hours per week</b>	<i>Lectures</i>	<i>2 to 4 hours</i>							<b>Independent Study</b>	<i>17 hours of self-study</i>	<b>Total Hours</b>	<i>21 hours</i>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.



<b>M</b>	<b>Reading List</b>
	Bartlett, C., Beamish, P., (2018) Transnational management: text and cases in cross-border management, (8th edition), Cambridge University Press.
	Gooderham, P., Nordhaug, O., (2003) International management: cross-boundary challenges, Publisher: Blackwell Pub.
	Henriques, A., Richardson, J., (2004) The triple bottom line: does it all add up? Earthscan, London.
	Rasche, A., Morsing, M., Moon, J., (2017) Corporate social responsibility: strategy, communication, governance, Cambridge University Press
	Schneider, S., Barsoux, J.L., (2014) Managing across cultures, (3rd edition), Pearson
	Whittington, R., Angwin, D., Regnér, P., Scholes, K., Johnson, G., (2023) Exploring strategy: text and cases, (13th Edition), Pearson.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

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<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	This course prepares students with a critical understanding of international marketing. Students would be able to develop the knowledge and marketing skills that would enhance their ability to strategically think about contemporary and critical marketing issues which confront businesses. The module would allow students through case studies, lectures and in-class activities link marketing theory to the practice of international marketing. This would see students recognize the role of the increasingly digital, global, and competitive environment in developing an international marketing plan. It affords our students an opportunity to demonstrate an understanding of the need for businesses to rethink traditional marketing concepts and take action to implement a more comprehensive and responsible approaches to international marketing.
<b>I</b>	<b>Module Content</b>
	The main areas of study will include: <ul style="list-style-type: none"> <li>• Introduction to international marketing.</li> <li>• International Markets and the decision to go into new markets beyond your borders.</li> <li>• Selecting country markets.</li> <li>• Developing an organisation's for international markets.</li> <li>• Business models for entering selected international markets.</li> <li>• Formulation of international marketing strategy.</li> <li>• Corporate responsibility and sustainability in international marketing.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	To develop a critical understanding of the theory and practice of International Marketing.
<b>2</b>	To apply this understanding of theory to practical challenges in International Marketing.
<b>3</b>	To develop and justify strategies and tactics for successful international marketing of a chosen organisation.

<b>K</b>	<b>Teaching and Learning Methods</b>														
	Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.														
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Armstrong, G., Kotler, P., Opresnik, M., (2019) Marketing: An Introduction, Global Edition, (14th edition), Pearson.
	Czinkota, M., Ronkainen, I., Cui, A., (2023) International marketing, (11th edition), Cengage.
	Hollensen, S., (2016) Global marketing, (7th edition), Pearson.
	Opresnik, M., Hollensen, S., (2024) Marketing: Principles and Practice: A management-oriented approach, (5th edition).

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

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<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

H Content Synopsis- Web version	
	This course prepares students with a with the necessary skills to critically examine the macro and micro factors that shape the international marketing strategy of businesses who operate beyond the borders. Students undertaking this module will not only develop a grounded understanding of who the customer is but also through research demonstrate the application of the knowledge of key marketing concepts such as Segmentation, Targeting and Positioning (STP), the marketing mix, just to mention a few which informs those tasked with the responsibility of Marketing in their organisation There is a need to equip our students with the skills to make ethically and socially responsible marketing decisions in a context of the nature of our global world. It is hoped that our students will be able to critical make sense of how marketing fits into the wider business scope.
I Module Content	
	The main areas of study will include: <ul style="list-style-type: none"> <li>• Strategic marketing process.</li> <li>• Social and cultural environment.</li> <li>• International market research and opportunity analysis.</li> <li>• International product marketing, service marketing, and marketing mix.</li> <li>• International channels of communication</li> <li>• International strategies for both Small and Medium Size (SME) organisations and larger corporates.</li> <li>• Brand meaning and Cultural construction.</li> </ul>
J Module Learning Outcomes	
	By the end of this module successful students will be able to do the following:
<b>1</b>	Identify emerging themes in international marketing strategy.
<b>2</b>	Critically examine key theories against the backdrop of international marketing strategy and the crucial role it plays in supporting the sales strategy of an organization.

K Teaching and Learning Methods	
Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.	
<b>Scheduled Activities</b>	<b>Hours per week</b>
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L Assessment Methods	
	According to the Article 80 of Study rules.

M Reading List	
	Armstrong, G., Kotler, P., Opresnik, M., (2019) Marketing: An Introduction, Global Edition, (14th edition), Pearson.

	Chaffey, D., Ellis-Chadwick, F., (2019) Digital Marketing, (7th edition), Pearson.
	Kotler P., Keller, K., (2016) Marketing Management. 15th edition), Pearson.
	Kotler, P., Kartajaya, H., Setiawan, I., (2017) Marketing 4.0: Moving from Traditional to Digital. New Jersey: Wiley & Sons.
	Solomon, M., Marshall, G., Stuart, E., (2019) Marketing: Real People, Real Choices, (9th edition), Pearson.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

**Version Control**

**Module Descriptors are checked annually and updated when changes are made to the Module.**

## Module Descriptor

Module Summary Information		
<b>A</b>	<b>Module Title</b>	International Finance
<b>B</b>	<b>Module Code:</b>	
<b>C</b>	<b>ECTS Credits:</b>	8
<b>D</b>	<b>Level:</b>	7
<b>E</b>	<b>Faculty:</b>	Faculty of Business Economics - University Vitez
<b>F</b>	<b>Module Leader:</b>	Prof.dr.sc.Razaq Raj
<b>G</b>	<b>Other Teaching Staff:</b>	

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with an opportunity to gain valuable knowledge and understanding of International Finance. This module would offer students a chance to make sense of the principles of financial management which is vital for current managers, aspiring managers and professionals for improved organisational and personal performance. Students undertaking this module would be develop a grounded understanding of the financial tools and techniques that support management decisions. Students will develop relevant analytical skills to interpret current developments in the fast-changing landscape of international finance. There would be an emphasis on relevant case studies, that touch on topics such as the dominance of the US dollar in the international monetary order, the rise of China's Yuan and exchange alternative, increase in the use of cryptocurrencies, to the oil market or the Eurozone. These engaging cases gives students an opportunity to draw upon valuable skills of the tutors in class, which will see them appreciate the multi-facets of International Finance.</p>

<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• The Open economy macroeconomics and policy.</li> <li>• The Central Bank.</li> <li>• Real Exchange Rate and Purchasing Power Parity</li> <li>• Exchange rates determination theory and empirics.</li> <li>• International financial flows.</li> <li>• International indebtedness.</li> <li>• International financial crises.</li> <li>• Capital Controls.</li> <li>• International monetary arrangements.</li> <li>• International Capital Market Integration.</li> </ul>

<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Demonstrate a grounded understanding of the fundamental concepts such as interest rates, capital movements, economic shocks, principles, and analytical theories of international finance.
<b>2</b>	Critically apply economic and finance concepts in the evaluation of international business problems and to recommend appropriate solutions.
<b>3</b>	Critically assess and examine the main debates on international finance problems drawing on cases in the media and specialised professional magazines.
<b>4</b>	Critically analyse and interpret the structure, role of the central bank in the local economies, forex trading and international finance.

<b>K</b>	<b>Teaching and Learning Methods</b>								
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td><b>Total Hours</b></td> <td><b>21 hours</b></td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours	Independent Study	17 hours of self-study	<b>Total Hours</b>	<b>21 hours</b>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Bekaert, G., Hodrick, R., (2017) International Financial Management (3rd ed.). Cambridge University Press.
	Brealey, R., Myers, S., Allen, F., Edmans, A., (2022) Principles of corporate finance (14th edition) International student edition, McGraw Hill.
	Copeland, L., (2014) Exchange rates and international finance, (6th edition), Pearson.
	Hillier, D., Ross, S., Westerfield, R., Jaffe, J., Jordan, B., (2016) Corporate finance, (3rd edition), McGraw-Hill Education.
	Pilbeam, K., (2023) International Finance, (5th edition), Palgrave.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### **Version Control**

**Module Descriptors are checked annually and updated when changes are made to the Module.**

## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b>
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b>
<b>D</b>	<b>Level:</b>
<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with a holistic introduction to international business strategy and business development. It touches on some of the core development theories and provides students with insights on the role multinational enterprises (MNEs) can play in development. This module gives students greater depth on how governments and able to influence the outcomes of this interaction positively or negatively. Students would critically examine development theories, and how they have been applied in economic, social as well as political development. Within this course, students would have an opportunity to critically analyse potential policies that governments across the world can deploy to make the most of the international businesses whose impact the host countries at the national and in some cases regional level. Case studies would be discussed to review how international businesses and MNEs play a crucial role in the process of industrialization and economic development. Students will critically review the theory and evidence drawn from cases which relates to how foreign direct investment impacts the economic structure as well as the industrial development in receiving/host countries.</p>
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• History of the firm and theory of international development.</li> <li>• Economics of international development.</li> <li>• Resource-based theories of Internationalisation.</li> <li>• The relationship between environment, firm competencies.</li> <li>• Nature of international competitive advantage.</li> <li>• Role of culture in shaping corporate goals.</li> <li>• Management of international development.</li> <li>• Global political economy.</li> <li>• The politics and practice of sustainability.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Demonstrate knowledge of the essential features of firms' internationalisation strategies and critically apply theories international firm and global development to practical scenarios.
<b>2</b>	Critically apply their understanding of capabilities, resource-based theories of internationalization in the crucial role it plays in a nation's development.
<b>3</b>	Evaluate foreign direct investment (FDI), its practicalities, and the role of international firms in host countries in their broader socio-political and historical contexts.
<b>4</b>	Critically analyse and interpret economic problems in their broader socio-political and historical contexts.

<b>K</b>	<b>Teaching and Learning Methods</b>								
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p>								
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<b>L</b>	<b>Assessment Methods</b> According to the Article 80 of Study rules.
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<b>M</b>	<b>Reading List</b>
	Barclay, L., (2015) Managing FDI for Development in Resource-Rich States: The Caribbean Experience, Basingstoke, Palgrave Macmillan.
	Collier, P., (2007) The bottom billion: Why the Poorest countries are failing and what can be done about it. Oxford: Oxford University Press.
	Dicken, P., (2011) Global shift: Mapping the changing contours of the world economy. London: SAGE Publications Ltd.
	Gibbs, Richard; Humphries, Andrew (2009) Strategic alliances & marketing partnerships: gaining competitive advantage through collaboration and partnering. London: Kogan Page
	Gomes, E., (2011) Mergers, acquisitions, and strategic alliances: understanding the process. Red Globe Press.
	Maude, B., (2020) International business negotiation: principles and practice, (2nd edition). Bloomsbury Publishing.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### Version Control

Module Descriptors are checked annually and updated when changes are made to the Module.

## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b> Ethics and Social Responsibility
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b> 7
<b>D</b>	<b>Level:</b> 7
<b>E</b>	<b>Faculty:</b> Faculty of Business Economics - University Vitez
<b>F</b>	<b>Module Leader:</b> Prof.dr.sc. Michael Fass
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with the critical understanding of business ethics and social responsibility. This would include the philosophical and theoretical a perspective that have shaped the development of corporate governance. With the need to ensure that stakeholder interests which can be conflicting are taken into consideration, students will be able to apply their understanding of the stakeholder theories of corporate governance which guide organisations in taking local responsibility within their environment of operations. The stakeholder approach sees managers of organisations morally bound to balance a range of stakeholder interests which are competing in their decision-making which should support the mission, vision and values which depending on the nature of the organisation can be shareholder value maximisation approach. Theoretical concepts such as ethical leadership which has a critical role in how organisations in contemporary times aspire to be led, will be see students demonstrate grounded knowledge to apply them through case studies, in order to develop and prepare them for future leadership roles.</p>
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• Business Ethics and Corporate Social Responsibility.</li> <li>• Ethical theory - Utilitarian Ethical theory, Deontology and Kantian Ethics.</li> <li>• Feminist Ethics, Discourse Ethics.</li> <li>• Stakeholder Theory - What obligations do business leaders owe to shareholders, employees, customers and other stakeholders?</li> <li>• Corporate governance and organisational management.</li> <li>• Organisational management and business leadership?</li> <li>• Narcissistic leadership.</li> <li>• Ethical Leadership.</li> <li>• Ethical decision-making.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Demonstrate an understanding of the nature of the ethics and contemporary social responsibility issues and how they impact on practice.
<b>2</b>	Critically evaluate corporate governance and the role of business leadership in organisational management.
<b>3</b>	Apply their understanding of ethics and social responsibility to some of the issues confronting businesses and put forward creative solutions to formulate appropriate responses to them.

<b>K</b>	<b>Teaching and Learning Methods</b>								
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as week as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td>Total Hours</td> <td>21 hours</td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours	Independent Study	17 hours of self-study	Total Hours	21 hours
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Collins, D., Kanashiro, P., (2021) Business Ethics: Best Practices for Designing and Managing Ethical Organizations, (3rd edition), Sage Publications.
	Heath, J. (2014) Morality, Competition, and the Firm: The Market Failures Approach to Business Ethics. Oxford: Oxford University Press.
	Louche, E., Idowu, S., Filho, W., (2010) Innovative CSR: From Risk Management to Value Creation, Routledge.
	Mayer, C., (2018) Prosperity: Better Business Makes Greater Good, Oxford University Press.
	Moore, G. (2016) Virtue at Work – Ethics for Individuals, Managers, and Organisations, Oxford University Press.
	Tricker, B., (2019) Corporate Governance: Principles, Policies and Practices, (4th edition), Oxford University Press.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### **Version Control**

**Module Descriptors are checked annually and updated when changes are made to the Module.**

## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b>
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b>
<b>D</b>	<b>Level:</b>
<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	This course prepares students with an understanding of entrepreneurship, the theories and practices in an international context. Students will get a chance to evaluate the opportunities that globalisation affords entrepreneurs drawing on insights grounded in theory as well as practice that underpins the global mobility of entrepreneurship. Students on this course will get a chance to holistically apply their knowledge of entrepreneurial theory, frameworks to the development of entrepreneurial venture that can be classed as international in nature. Students would be able to critically evaluate the factors that influence the growth, development, of international entrepreneurship and some of the exit strategies for international entrepreneurs.
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• The entrepreneurial process and business models.</li> <li>• Theories of international entrepreneurship.</li> <li>• Small Firm Internationalisation strategies: stages theory, network perspective and born global phenomenon.</li> <li>• Entrepreneur's global expansion path.</li> <li>• Born-global firms.</li> <li>• High-impact/ high-growth entrepreneurship.</li> <li>• Entrepreneurial mobility/ transnational entrepreneurs.</li> <li>• Regional entrepreneurship and innovation clusters.</li> <li>• Institutional environment and exit strategy.</li> <li>• Case studies and international evidence on entrepreneurship and small businesses.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	To demonstrate a holistic and comprehensive understanding of entrepreneurship, the understanding of who an entrepreneur is, and critically understand what the entrepreneurial process entails.
<b>2</b>	To enable students, understand the strategic frameworks that can be used in the entrepreneurial process.
<b>3</b>	Demonstrate the ability to critically comprehend key concepts and theories in understanding contemporary issues in international entrepreneurship and apply them to practice.
<b>4</b>	To provide students with the practical skills, tools and entrepreneurial mind-sets that would enable the development of opportunities which can promote entrepreneurial ventures in the form of start-ups or in established firms.

<b>K</b>	<b>Teaching and Learning Methods</b>								
	Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.								
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Etemad, H., Madsen, T., Rasmussen, E., Servais, P., (2013) Current Issues in International Entrepreneurship, Cheltenham, UK: Edward Elgar.
	Gabrielsson, M., Kirpalani, V., (2012) Handbook of Research on Born Globals, Cheltenham, UK: Edward Elgar.
	Hisrich, R., (2016) International Entrepreneurship: Starting, Developing, and Managing a Global Venture, 3rd Edition, London: Sage.
	Mullins, J., (2013) The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up. Pearson UK.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### **Version Control**

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## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b>
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b>
<b>D</b>	<b>Level:</b>
<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	<p>This course prepares students with an understanding of organisational change which is at the heart of how organisations succeed and compete in the face unprecedented levels of ambiguity in the world of business. In the environment of business, there are uncertainties driven by not only the emergence of new technologies, but also the consequences of globalisation, economic recession and political upheavals. It is to be said that whether an organisation operates a for-profit, not for-profit or in the public sector, they have to navigate the turbulence in the immediate environment they operate in while focusing on the services they offer to the market or users. In undertaking this, course, our students would get a chance to holistically understand what organisational change means, the theories and skills that support change management which is a skill needed by aspiring managers and practitioners. Our students would get a chance to critically evaluate organisational change case studies and apply the knowledge gained from the lectures, sessions to practice.</p>
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• The nature of change; theoretical and critical perspectives of organizational change.</li> <li>• Recognising and diagnosing the need for change.</li> <li>• Types and causes of change.</li> <li>• The psychology of change.</li> <li>• Managing the people issues: power, politics and stakeholder management and engagement.</li> <li>• The role of leadership in change management.</li> <li>• Communicating change.</li> <li>• Sustaining change: organisational, team and individual influences for ensuring benefits are realised.</li> <li>• Impact of change on wellbeing.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Demonstrate a grounded understanding of principles, concepts, and methods of change management in organisations.
<b>2</b>	Critically apply analytical frameworks to unpredictable situations and environments.
<b>3</b>	Demonstrate an ability to work pro-actively with others to formulate solutions that underpinned by the change management process.

<b>K</b>	<b>Teaching and Learning Methods</b>								
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>2 to 4 hours</td> </tr> <tr> <td>Independent Study</td> <td>17 hours of self-study</td> </tr> <tr> <td><b>Total Hours</b></td> <td><b>21 hours</b></td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	Lectures	2 to 4 hours	Independent Study	17 hours of self-study	<b>Total Hours</b>	<b>21 hours</b>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Burnes, B., (2020) Managing change, (7th edition), Pearson
	David, N., Shaw, R., Walton, E., (1995) Discontinuous change: leading organisational transformation, (1st edition), Jossey-Bass.
	Senior, B., Swailes, S., Carnall, C., (2020) Organisational change, (6th edition), Pearson.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

**Version Control**

**Module Descriptors are checked annually and updated when changes are made to the Module.**

## Module Descriptor

<b>Module Summary Information</b>		
<b>A</b>	<b>Module Title</b>	Management of Information Technology
<b>B</b>	<b>Module Code:</b>	
<b>C</b>	<b>ECTS Credits:</b>	8
<b>D</b>	<b>Level:</b>	7
<b>E</b>	<b>Faculty:</b>	Faculty of Business Economics - University Vitez
<b>F</b>	<b>Module Leader:</b>	Prof dr.sc. Mitsunori Hirogaki
<b>G</b>	<b>Other Teaching Staff:</b>	

<b>H</b>	<b>Content Synopsis- Web version</b>
	This course prepares students with an understanding of the management of information systems. Students in undertaking this course would have the opportunity to develop the knowledge of the conceptual frameworks that support the role of management of information, information technology and of information systems in organisations. For managers and aspiring managers, this course will challenge you and offer insights into some of the issues around management information systems strategy, critical insights on some of the emerging domains of digital innovation, such as social networking, crowdsourcing platform and ecosystems, big data analytics and AI. Students at the end of this module should be able to understand some of the risks associated with management information systems in an organisation and how organisations can not only plan for it but also resource management information systems.
<b>I</b>	<b>Module Content</b>
	<p>The main areas of study will include:</p> <ul style="list-style-type: none"> <li>• Overview and introduction of Information Systems</li> <li>• Basic Models of Information and Information Systems</li> <li>• Understanding Information Technology and Information System</li> <li>• Mode of entry in International Markets.</li> <li>• Strategy perspectives in international business including resource-based view and the industry-based view.</li> <li>• Developing a firm's strategy for international markets.</li> <li>• Success and failure of firms in international markets.</li> <li>• Operation and supply chain in international markets.</li> <li>• Innovation and Technology Management – a necessity for survival and prosperity in international markets.</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Evaluate critically the role of Information Systems in business organisations, as well as its relationship with the business strategy.
<b>2</b>	Develop a grounded understanding of the conceptual frameworks that supports the application and management of information technology/systems in organisations.
<b>3</b>	Critical understanding of the challenges facing IS project management in developing and transitional economies
<b>4</b>	Critically analyse and interpret primary/secondary research data (quantitative and/ or qualitative), testing for validity and reliability of the results.

<b>K</b>	<b>Teaching and Learning Methods</b>	
	<p>Within this course, you are expected to take part in scheduled learning and teaching activities which may include, lectures, presentations, seminars as well as small group sessions with your lecturer. You are expected to dedicate some time for independent study which is not supervised by your lecturer. This will support your revisions, preparation for classes as well as personal study.</p>	
	<b>Scheduled Activities</b>	<b>Hours per week</b>
	<i>Lectures</i>	<i>2 to 4 hours</i>
	<b>Independent Study</b>	<i>17 hours of self-study</i>
	<b>Total Hours</b>	<i>21 hours</i>

<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.



<b>M</b>	<b>Reading List</b>
	Alter, S., (2002) Information Systems. Benjamin/Cummings, Menlo Park, CA.
	Bocij, P., Chaffey, D., Greasley, A., Hickie, S., (2019) Business Information Systems, 6th edn, Pearson, Harlow, UK
	Herbert, L., (2017) Digital Transformation: Build Your Organization's Future for the Innovation Age. Bloomsbury Publishing.
	Laudon, K., Laudon, J., (2018) Management Information Systems, (15th edition) Prentice Hall, Upper Saddle River, NJ.
	Robson, W., (1997) Strategic Management and Information Systems (2nd Edition), London, Financial Times.
	Yeates, D., Cadle, J., (2001) Project Management for Information Systems (5 <sup>th</sup> Edition), Pearson.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

#### **Version Control**

**Module Descriptors are checked annually and updated when changes are made to the Module.**

## Module Descriptor

<b>Module Summary Information</b>	
<b>A</b>	<b>Module Title</b>
<b>B</b>	<b>Module Code:</b>
<b>C</b>	<b>ECTS Credits:</b>
<b>D</b>	<b>Level:</b>
<b>E</b>	<b>Faculty:</b>
<b>F</b>	<b>Module Leader:</b>
<b>G</b>	<b>Other Teaching Staff:</b>

<b>H</b>	<b>Content Synopsis- Web version</b>
	This module would see the student supported by a designated supervisor, the module enables students to undertake a substantial written research project investigating a complex business and management topic relevant to their own interest. Students are expected in this module to draw insights from the world of business and management as well as interdisciplinary areas as they apply the learning from the previous modules to undertake an independent research project.
<b>I</b>	<b>Module Content</b>
	The main areas of study will include: <ul style="list-style-type: none"> <li>• Dissertation writing</li> </ul>
<b>J</b>	<b>Module Learning Outcomes</b>
	By the end of this module successful students will be able to do the following:
<b>1</b>	Apply the learning from the previous modules to undertake an independent research project which contributes to existing knowledge and practice.
<b>2</b>	Conduct a relevant written project investigating a complex business and management topic relevant to their own interest with the support of a designated supervisor.

<b>K</b>	<b>Teaching and Learning Methods</b>										
	Within this course, you are expected to take part in scheduled supervision meetings and support which can be done face to face or using virtual platforms. This may include presentations or small group sessions with your designated supervisor. You are expected to dedicate some time for independent study which is not supervised by your supervisor, and it is a requirement to attend all supervision allocated for this module.										
	<table border="1" style="width: 100%;"> <thead> <tr> <th>Scheduled Activities</th> <th>Hours per week</th> </tr> </thead> <tbody> <tr> <td><i>Supervision</i></td> <td><i>9 hours</i></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Independent Study</b></td> <td><i>16 hours</i></td> </tr> <tr> <td><b>Total Hours</b></td> <td><i>25 hours</i></td> </tr> </tbody> </table>	Scheduled Activities	Hours per week	<i>Supervision</i>	<i>9 hours</i>			<b>Independent Study</b>	<i>16 hours</i>	<b>Total Hours</b>	<i>25 hours</i>
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<b>L</b>	<b>Assessment Methods</b>
	According to the Article 80 of Study rules.

<b>M</b>	<b>Reading List</b>
	Agresti, A. and Finlay, B. (2009) Statistical Methods for the Social Sciences, (4th edition), Prentice Hall.
	Easterby-Smith, M., Thorpe, R., Jackson, P., (2015) Management and Business Research, (5th edition), Sage Publications, London.
	Flick, U., (2015) Introducing Research Methodology, (2nd edition), Sage Publications, London.
	Gray, D., (2020) Doing research in the business world, (2 <sup>nd</sup> edition) Sage

	Saunders, M., et al., (2019) Research methods for business students (8 <sup>th</sup> edition) Pearson.
	Silverman, D., (2022) Doing qualitative research, (6 <sup>th</sup> edition), Sage.
	Yin, R.K. (2018) Case study research: design and methods, (6 <sup>th</sup> Edition), Sage.

<b>N</b>	<b>Programmes using the module as Core/Option:</b>
<b>i</b>	Master of Business Administration (including routes) (core)

<b>O</b>	<b>Module Delivery</b>
<b>i</b>	<b>On-Campus Yes</b>
<b>ii</b>	<b>Off-Campus Yes</b>
<b>iii</b>	<b>Distance Learning Yes</b>
<b>iv</b>	<b>Apprenticeship No</b>
<b>v</b>	<b>Available for incoming Study Abroad students Yes</b>
<b>vi</b>	<b>Professional Accreditation: No</b> <i>(If yes, by whom and what conditions if any are specific to the module?)</i>

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