



MCAST

Malta College of Arts, Science & Technology

MQF Level 6

BC6-01-15

MCAST B.A.(Hons)Business Enterprise

Course Specification

Course Description

The degree programme provides undergraduates with specialist content which is constantly applied to real life business and management scenarios. It enhances competences in managing issues affecting modern business organisations. You will be expected to develop appropriate analytical, critical and research skills in issues pertaining to the changing dynamics of modern organisations. Emphasis will be made on creativity and innovation and on fostering entrepreneurship and intrapreneurship. You will acquire the knowledge and skills of how to manage yourself and others within an organisation and how to run and manage the organisation itself. The focus will not only be on local organisations but also on the EU and international scenarios.

Programme Learning Outcomes

At the end of the programme the learner will be able to:

- 1. Investigate different types of management and leadership skills*
- 2. Show entrepreneurial, creative and innovative skills in managing and running an organisation*
- 3. Demonstrate a good grasp of research tools and techniques*
- 4. Analyse and develop arguments on a range of subjects*

Entry Requirements

- MCAST-BTEC Extended Diploma in Business
- or MCAST Advanced Diploma in Marketing
- or MCAST Advanced Diploma in Administrative and Secretarial Studies
- or MCAST Certificate for Medical Secretaries
- or MCAST Advanced Diploma in Aviation Operations
- or MCAST Advanced Diploma in Financial Services
- or MCAST Advanced Diploma in Insurance
- or 2 A-Level passes and 2 I-Level passes Compulsory A-Level: Accounts or Marketing or Economics

Current Approved Programme Structure

Unit Code	Unit Title	ECTS
BCRSH-506-1504	Research Methods 1	6
BCORG-506-1502	Organisations and Behaviour	6
BCRSH-506-1505	Quantitative Techniques in Business	6
BCFIN-506-1516	Financial Services	6
BCHRM-506-1503	Human Resources Management	6
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BCICT-506-1510	IT Support in Management	6
BCMGT-506-1503	Quality Management	6
BCMGT-506-1504	Contemporary Issues in Management	6
BCRSH-506-1506	Research Methods 2	6
BCHRM-506-1504	Legal Aspects of Human Resources	6
BCACC-506-1517	Financial Accounting and Reporting	6
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BCFIN-506-1517	Managing Financial Resources and Decisions	6
BCPRF-506-1501	Personal and Professional Development	6
BCBST-506-1510	European Business	6
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BCPRO-506-1503	Purchasing	6
BCSTA-606-1503	Handling Business Data & statistics	6
BCMGT-606-1505	Operations and Service Management	6
BCMGT-606-1506	Project Management	6
BCMGT-606-1507	Strategic Management	6
BCHRM-606-1505	Effective Human Resource Management	6
BCMRK-606-1514	Consumer Behaviour	6
BCBST-606-1511	International Business	6
CDKSK-606-1615	Entrepreneurship	6
CDKSK-506-1605	English	6
BCWBL-506-1601	Further Work Based Learning	6
BCDIS-612-1501	Dissertation	12
Total ECVET/ECTS		180

Unit: BCRSH-506-1504-Research Methods 1

Unit level (MQF): 5
Credits : 6

Unit Description

Research is conducted in many ways in a wide variety of contexts and for different purposes. Research can have a considerable impact upon organisations and their employees.

The intricacy of organisational issues makes it difficult to understand them fully. Issues are complicated when they involve many interconnected causes and consequences. Researching an organisational issue or problem involves additional stakeholders who bring with them additional tensions and this unit is designed to highlight these tensions with an aim to develop learners' relationship skills with stakeholders.

Research is rarely straightforward and is undertaken by means of individual and self-contained stages; the research process is more integrated.

To avoid disorder Research Methods 1 is designed is designed to prepare learners to successfully undertake supervised research projects by working within an orderly framework. The unit aims to develop learners' understanding of research by identifying and developing appropriate techniques for the purposes of individual research. Research skills will be of value to learners' future career.

The unit is designed to provide learners with an awareness of the research stages required to complete the research process by considering research methodologies and types of research data that can be used and their appropriateness for particular types of research.

Learning Outcomes

On completion of this unit, learners will be able to:

1. Describe the basic research process model
2. Explain the importance of research
3. Identify stakeholders in research and ethical considerations
4. Produce a research proposal by applying data handling techniques and interpreting key data

Unit: BCORG-506-1502-Organisations and Behaviour

Unit level (MQF): 5
Credits : 6

Unit description

This unit will give learners an insight into the behavior of employees and teams of employees in an organisation. They will explore how the culture and also the structure of the organisation have a huge influence on the individuals employed.

They will look at different sizes of organisation, from large organisations employing thousands of people, how they operate and be able to explain how it differs from a small local business with less than 100 employees.

Learners should consider the way an organisation is structured, how this structure can develop over time and what influence this has on the culture of that organisation, namely how employees are affected. The culture of an organisation goes a long way in shaping the behavior of employees. They will come to understand how difference in size of companies affect culture and behavior.

Learners will become familiar with the affect that the structure and culture of an organisation has on motivating the workforce and will look at how this affects the whole organisation. They will examine the different motivational theories that are used in organisations.

Learners will look at examples of developing a culture of teamwork in an organisation and how structure and culture contribute to patterns of behaviour in the workplace.

The learner will develop an understanding of how people behave within in an organisation and how this behavior is shaped by the structure and culture of the organisation.

Learning Outcomes

On completion of this unit the learners will be able to:

1. Develop an understanding of how organisational structure and culture
2. Explain management and leadership methods
3. Explain how motivational theories are used in organisations
4. Explain methods to allow effective teamwork to develop in organisations.

Unit: BCRSH-506-1505-Quantitative Techniques in Business

Unit level (MQF): 5
Credits : 6

Unit description

This unit will support the learner in understanding the wide range of statistical data and information that surrounds them in their everyday life. It will enable them to recognise and to analyse both quantitative and qualitative data. They will become competent in producing convincing graphical information to both make and win business cases. The learner will additionally be well placed to use statistics to help make improvements to organisational products, processes and services.

Through hands on data handling, analysis and interpretation the learner will become proficient in using some fundamental statistical tools and techniques. This will enable them to use the power of their statistical understanding to make significant improvements in the contexts or their choosing. Where relevant, the learner will gain the knowledge and confidence to constructively and critically challenge statistical reporting.

The learner will experience firsthand how simple data can be used to create information which in turn can be used to create new valuable knowledge. They will also experience the different approaches to data collection depending on the context e.g. products and processes may use quantitative continuous data whereas a Market Research Survey may look to collect and use categorical qualitative data.

The dilemma of sampling options is covered and the learner will experience the tradeoffs that often exist in this area.

Many of the tools and graphical representations are intended to help users make forecasts of future values in the area of interest. The learner will construct plots from their data for subsequent forecasting use. They will also be encouraged to think of the external factors that might impinge on theoretical forecasts e.g. social, technological, environmental, political issues.

The learner will have adequate hands on time with a statistical software system with the capability to cover the concepts in this unit

Learning Outcomes

On completion of this unit the student will be able to:

1. Plan for the collection of primary and secondary data
2. Use different survey methodologies for the collection of data
3. Use a variety of statistical techniques to analyse and interpret data
4. Produce forecasts using simple linear regression and time-series analysis

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Unit: BCFIN-506-1516-Financial Services

Unit level (MQF): 5
Credits: 6

Unit Description

The unit is designed to provide an understanding of the financial services environment within which the financial services providers and customers initiate and complete financial transactions.

The unit starts by covering the mechanics of how a country's financial system operates and the role it fulfils in the economy with a specific emphasis on the traditional role of financial intermediation. It gives a detailed analysis of the broad range of financial institutions, including a typical bank balance sheet structure and the types of financial services offered to customers.

The unit looks in detail at the definition of money and money supply, the fundamental area of interest rates, the definition and understanding of inflation, and it also looks at the international trade topic of foreign exchange rates. All the monetary topics are then tied together to explain the inter-linkages between money, interest rates, inflation and the exchange rate. The role of monetary policy makers, traditionally held by the central banks, is also discussed with a focus on the control of inflation.

The unit then presents the important concept of risk as it relates to financial institutions and their customers. This is done by defining risk, explaining the sources of risk, and identifying and measuring several risk exposures. It then explores different risk management techniques to manage identified risk exposures including hedging tools, risk limits, risk triggers and other concepts.

The unit covers the financial services regulatory environment in a local context and within an international perspective by covering aspects of Basel III and Solvency II. It covers the rationale for financial services regulation, types of regulation, the different financial services regulatory bodies, and the factors shaping regulation after the recent financial crisis.

The unit finally draws on the most recent issues in the financial industry. With reference to contemporary developments in the financial world, the unit explores the factors shaping the structure of financial institutions, financial markets, current regulatory reforms and the current ethical issues faced by the financial industry.

Learning Outcomes

On completion of this unit the learners will be able to

1. Describe the several types of financial institutions that make up a country's financial market, differentiate between their financial product offerings, and explain the main factors behind the changes in financial services;
2. Define and describe a range of monetary variables (including money, interest rates, exchange rates and inflation), explain the interplay between them and understand the tools at the disposal of monetary policy makers in managing changes in the price level;
3. Outline different types of risks faced by financial market participants and appraise different risk management techniques to mitigate and manage risk exposures;
4. Explain and discuss the rationale for regulating financial services, describe Maltese and international financial services regulatory frameworks, and analyse current factors shaping the financial services industry.

Unit: BCHRM-506-1503-Human Resources Management

Unit level (MQF): 5
Credits : 6

Unit Description

Organisations provide the backdrop within which the HR function takes place. Human Resource Management is an approach to the employment and development of people.

HRM is therefore concerned with all aspects of the organisation and in particular how people are employed and managed. In most organisation HR is delivered by HR specialists working in partnership with line managers; the HR function is not a stand-alone function but one that supports the organisation in achieving its objectives by developing and implanting HRM strategies that are incorporated within the organisational strategy.

This is theory based unit for those wishing to study Human Resource Management and/or considering HRM as a career.

The aim of the unit is to introduce key areas of HRM in contemporary organisations. The unit is designed to consider issues and approaches previously deemed by many organisations as peripheral but have moved to centre stage as the HR agenda has shifted; taking into account developments in the business world.

Learning Outcomes

On completion of this unit, learners will be able to:

1. Recognise the different views of HRM
2. Understand employment procedures within contemporary business organisations
3. Identify and describe employee performance management systems
4. Understand flexible working methods and how they are applied within the industry

Unit: BCMRK-506-1512-Managing Marketing Planning

Unit level (MQF): 5
Credits : 6

Unit description

This unit provides the opportunity for learners to develop an in depth understanding of the importance of Managing Marketing Planning. It provides a sound basis for learners to recognise the importance of planning the marketing process in order to meet corporate objectives. Learners will investigate the role of different functions within an organisation and how they interact with each other and the marketing function to meet corporate objectives.

Marketing information and its use in the development of marketing plans is a key area of study in this unit. Individuals studying this unit will learn how to complete marketing audits with both internal and external factors. They will then analyse the information found using a variety of marketing analysis tools.

This unit should allow individuals to enhance a basic knowledge of marketing theory and the importance of the Marketing Planning Process. The unit is designed to help learners develop and learn how to search for information, identify and analyse relevant information to aid decision making. This will then allow learners to create a marketing plan and identify suitable evaluation methods for the plan.

Learning Outcomes

On completion of this unit the student will be able to

1. Explain the importance of Marketing Planning within Corporate Strategy.
2. Conduct a Marketing Audit for an organization.
3. Create a Marketing Plan for an organisation.
4. Evaluate a Marketing Plan for an organisation.

Unit: BCICT-506-1510-IT Support in Management

Unit level (MQF): 5
Credits : 6

Unit description

This unit will give learners an insight into the various IT systems and software which are available to support management in its role within organisations. The unit will help learners understand what is required from IT systems to assist in various management operations.

It will provide an overview to the IT systems and software that organisations use on a daily basis. They will be able to understand organisational needs and which IT system will best support it, being able to make judgements on whether to update existing IT systems or implement new software.

Learners will be given the opportunity to look at various IT systems which are available within effective business organisations as well as IT software available which assist management in its work.

Management Information Systems will be looked at with a view to providing learners with an overview of them. Learners will be introduced to Project Management as well as looking in more detail at Microsoft Excel and Microsoft Access. They will come to understand the importance of using these packages to support their future managerial role.

Learning Outcomes

On completion of this unit the learners will be able to

1. Explain how organisations use business information
2. Explain the features and functions of management information systems
3. Use Management information systems
4. Use IT tools to produce management information

Unit: BCMGT-506-1503-Quality Management

Unit level (MQF): 5
Credits : 6

Unit description

This unit takes the learner on a fascinating journey from the very early days of understanding Quality and Quality Management through to current best practice theory and implementation. It demonstrates to the learner the business critical role of Quality in the success of businesses today irrespective of their sector or type. It supports the learner in developing their own understanding of what Quality means to them and how it relates to their particular customers as well as approaches to improving Customer Satisfaction. The learner will use Quality Tools and Techniques to support them in making a positive and effective impact in their own role as well as on that of their wider organisation.

The learner will gain a firm understanding of the different approaches to Quality Management appropriate to commercial operations. This includes, the growth and changes in the concept of Quality, defining Quality, Customers needs, individual and organisational awareness of quality performance. The learner will cover the transition of methodology from 100% inspection to full Quality Assurance as well as the common Quality Systems and standards. The work of Quality Gurus is highlighted showing their invaluable impact to the subject. The Cost / Benefits of different Quality System approaches is considered to enable the learner to understand the financial implications and impacts of different approaches.

The unit is relevant to learners wishing to understand the benefits of Quality Management in a business and service context. The concept of Customer Satisfaction and its improvement is explored as a central theme as is the concept of Continuous Improvement to support the learners' broader subject knowledge. Adding value, reducing waste is introduced (Lean Enterprise). The learner will experience how a Quality Management approach is equally relevant in the Service Sector.

The learner will gain practical experience using a variety of Quality Tools and Techniques including Quality Systems, Organisational Performance KPI's, Benchmarking, Statistics, Six Sigma, Customer Complaints and Customer Surveys.

Finally learners will have the knowledge to apply the full range of Quality Management principles to significantly improve their own and their organisational performance.

Learning Outcomes

On completion of this unit the learners will be able to:

1. Explain the different approaches to Quality Management appropriate to commercial operations.
2. Explain the benefits of Quality Management in a business and service context.
3. Explain the range of Quality Controls and how service to customers can be improved.
4. Apply the principles of Quality Management to improve the performance of an organisation.

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Unit: BCMGT-506-1504-Contemporary Issues in Management

Unit level (MQF): 5
Credits : 6

Unit description

This unit aims to provide the learner with a practical and contemporary perspective of the different areas of Management. The unit builds up as well as sets up the foundations for a number of units the learner will come across over the course of study of his/her B.A.(Hons) in Business Enterprise. One of the main aims is to bridge the gap between theory and practice as well as provide the student with the access to the latest trend and developments in the areas of management as they happen in industry.

The approach adopted for this unit will be alternative to the usual on lecturer approach to deliver a unit. Instead it will comprise of a number of guest speakers from different areas of industry who will tackle different aspects of Business Management. Attendance to these talks and seminars will be of paramount importance for this unit. The speaker will provide their own and their organisation's experience in relation to particular management areas and issue.

Four main pillars of Management, namely Market, Human Resources, Finance and Production will be tackled. Speaker will also relate to different sized organisations ranging from the small and micro organisations, to the Medium and Large corporations, as each would have its different challenges when tackling different concepts of management. Different issues will also be tackled ranging from Leadership, Ethics and Social Responsibility, Sustainability, Globalisation, Communication and Technology.

Learning Outcomes

On completion of this unit the learners will be able to:

1. Internalise the importance of Continuous Professional Development.
2. Garner Knowledge, Understanding and Analysis of different contemporary issues in the area of Management.
3. Reflect upon the information obtained from the different seminars and relate it to traditional management theories and models.
4. Choose more carefully the area of specialisation in Management that best suits his/her personality and interests.

Unit: BCRSH-506-1506-Research Methods 2

Unit level (MQF): 5
Credits : 6

Unit Description

This unit utilises and builds on the knowledge and understanding developed in Research Methods 1 and is designed for students who wish to develop their personal and professional research skills.

A key skill is an ability to analyse situations and use investigative techniques to underpin problem solving and decision making. Therefore, research training is fundamental to academic and professional development and this unit designed to help students develop the skills to undertake a supervised research project, relevant to their course and of their choice.

This unit is designed to be practical in nature and as such both the contents and processes are to be assessed to ensure that the learner can demonstrate both knowledge and application of that knowledge in the context of a research project. This unit is designed to encourage students to systematically gather and analyse relevant research literature to underpin a robust research question and to evaluate and research and methods suited to their chosen topic.

This unit is designed to encourage students to think critically and enhance the learners' critical thinking, analysis and interpretation of qualitative and quantitative data. This unit encourages the development of effective problem solving and decision making, communication and time management skills.

Learning Outcomes

On completion of this unit, learners are expected to be able to:

1. Demonstrate fundamental research skills
2. Plan & carry out a research project
3. Present findings of the research including the application of data handling techniques
4. Outline the implications of these findings for 'best practice'

Unit: BCHRM-506-1504-Legal Aspects of Human Resources

Unit level (MQF): 5
Credits : 6

Unit description

This unit provides learners with an understanding and appreciation of how the law applies to Human Resources and the knowledge and skills to develop an industry and sector based focus on their influence to everyday HR operations. This Unit will consider three main areas of law that have an operational control over HR functionality and also the main areas of legislation to which HR administrative procedures must adhere. This Unit will allow learners to develop an understanding of the core legislation and the application of that legislation through examples of common application in the HR function. The range of examples will include those undertaken on a daily basis and will reflect the core interaction that takes place between the HR officer, the employer and the employee. This Unit will focus on the function of the legal aspects of Human Resources and the application of law throughout the HR administrative function and the importance of HR officers adhering to the obligations and stipulations of the law of contract as it applies to the relationship between the employee and the employer.

An industry and sector focus lies at the heart of this Unit and learners are encouraged to appreciate common activities undertaken within a typical office HR environment and those activities students would expect to take part in. This unit is about achieving a working and practical awareness and understanding of how to undertake HR functions according to best practice and influenced by legal controls. Learners will also be encouraged to appreciate the need for those controls and the advantages that they bring both to the HR officer, the HR Department and to the employee.

Learning Outcomes

On completion of this unit the learners will be able to

1. Explain the law of Contract, the creation of Contracts and including what is meant by the breach and termination of such agreements
2. Explain the key features of Maltese Labour law including Discrimination and Equality and its practical influence upon daily Human Resource functions
3. Explain how the Data Protection Act applies and is implemented throughout common Human Resource functions

Unit: BCACC-506-1517-Financial Accounting and Reporting

Unit level (MQF): 5
Credits : 6

Unit description

This unit is intended to provide a thorough introduction to financial accounting and the reporting thereof. This will also include an insight into the basic international accounting standards, as well as the pertinent local legislations regulating the reporting of financial data.

At the initial stages learners are introduced to the basic accounting concepts, starting from the conceptual framework and the double entry. This makes the unit suitable to learners who are just starting to study accounting. The unit will then continue developing and students are introduced to several accounting standards, as well as briefly touch upon some obligations set out by the Maltese legislation, namely the Companies Act and the Value Added Tax Act.

Next, the preparation of Financial Statements for various types of businesses and group structures will be covered. This will enable learners to produce financial information in accepted formats for publication. Learners should at this point have the necessary knowledge and skills to prepare an array of financial statements for different structures, from both complete and incomplete records.

Towards the end of the unit a selection of different accounting ratios will be covered, amongst which ratios that are used by the management, investors, bankers and financial analysts.

By the end of the unit, the learners should have the underpinning knowledge and understanding to prepare, evaluate, interpret and compare financial data presented in financial statements.

Learning Outcomes

On completion of this unit the student will be able to

1. recognise the importance of the entities' financial reporting for the different users
2. compute basic double entries for an array of transactions
3. produce financial statements for a range of entities, whom are different by nature
4. explain and compare financial data through the use of ratios

Unit: BCSLN-506-1503-Sales Planning and Operations

Unit level (MQF): 5
Credits : 6

Unit description

This unit provides a solid foundation for individuals wishing to learn the concepts of Sales Planning and Operations within a Business. Sales Planning gives companies a competitive advantage and sales skills are used by most people at some point in their career. Should individuals wish to pursue sales as a career, it is important that they have a sound understanding of the basics of selling and planning sales operations. This unit covers the theory of selling and provides learners with knowledge and understanding of the sales planning process. It aims to develop the selling skills of individuals and provide the skills required to produce sales forecasts and sales plans.

The unit is designed to help learners develop an understanding of the role of personal selling within the marketing strategy of an organisation. It also aims to develop an understanding of the considerations of the structure of a sales function within an organisation.

Learners must know the stages of the selling process and be able to put them into practice. Following on from the selling process, learners will then study the role and objectives of sales management and how the sales function can be monitored and evaluated.

Learning Outcomes

On completion of this unit the learners will be able to

1. Explain the role of personal selling within the marketing strategy of an organisation
2. Use the stages of personal selling in the selling process for a product or service
3. Explain the role of Sales Management within an organisation
4. Produce a Sales Plan for a product or Service

Unit: BCFIN-506-1517-Managing Financial Resources and Decisions

Unit level (MQF): 5
Credits : 6

Unit description

WHAT IS FINANCIAL RESOURCES?

“The money available to a business for spending in the form of cash, liquid securities and credit lines. Before going into business, an entrepreneur needs to secure sufficient financial resources in order to be able to operate efficiently and sufficiently well to promote success.”

This is a knowledge based unit which will allow learners to develop a detailed understanding of the various financial resources currently being used in the business environment. Learners will use the knowledge derived from the various financial instruments described in this unit to analyse and interpret financial data and extract meaningful information. The Unit will also define what criteria is required to make business decisions based on the financial information gathered and ultimately to help the learner evaluate the financial performance of a business entity.

The Unit is relevant to learners wishing to further develop their knowledge on financial resource management as a tool to help business decision makers. This Unit will provide the Learner with the ability to use various financial tools to assess a business’s strengths and weaknesses as well as understand its current economic activity through the interpretation of the financial statements. The learner will also understand the International Accounting Standards (IAS) role and importance in the preparation of financial information.

Learners will also interpret the budgeting processes required by business and its importance in today’s volatile economic environment. The unit also describes why cash flow planning and investments analysis can be critical for business entities.

Learning Outcomes

On completion of this unit the student will be able to

1. Explain the sources of finance available to a business
2. Recognise the implications of finance as a resource within a business
3. Make financial decisions based on financial information
4. Evaluate the financial performance of a business

Unit: BCPRF-506-1501-Personal and Professional Development

Unit level (MQF): 5
Credits : 6

Unit description

This unit will give learners the opportunity to take responsibility of their own academic, personal and employment progression and development.

PDP will ensure Learners become an effective and confident individual who can identify what skills and qualities are required within education, life or employment. They will use methods to reflect on their own personal skills and abilities which employers seek in the workplace and which are increasingly recognised as underpinning success in their personal and academic life.

The unit will utilise the contexts of progression to employment and or from college to university. Learners will identify their individual skills, abilities and development needs and review these in relation to their own personal, academic and employability aims. Learners will devise a personal action plan setting achievable goals, then undertake and review the plan at regular stages. They will generate and showcase evidence of each stage of the plan in their portfolio of evidence.

Learning Outcomes

On completion of this unit, the learners will be able to

1. Explain how independent learning can enrich personal development
2. Design and maintain PDP portfolio and action plan
3. Implement and review action plan
4. Demonstrate acquired and transferable skills

Unit: BCBST-506-1510-European Business

Unit level (MQF): 5
Credits : 6

Unit description

This unit provides a solid foundation for learners to understand the principles of international trade with a particular focus on doing business with the European Union.

International trade is the backbone of our modern, commercial world, as producers try to profit from an expanded market rather than be limited to selling within their own borders. At a country level in an open economy, a nation's very survival also depends on it, requiring the import of food to feed a growing population and the import of raw materials, skills and services to maintain our economic well being.

The unit introduces learners to the significance of international trade, import and export, at a macro-environmental level, providing understanding of the importance of the balance of payments to open economies such as the UK and Malta.

As a Member of the European Union (EU), Malta benefits from the common market that the European Union represents to business, and the free movement of persons, goods, services and capital. The unit therefore explains the economic rationale underpinning the EU, the Euro and the operation of the Euro Zone. It also explores managing the euro currency risk as well as VAT on the movement of goods and services within the EU.

Learners will also develop a base understanding of the roles of the major European Institutions together with some of the Policies and European Funding Programmes that drive economic growth in the Union.

Engaging in international trade demands careful consideration as to which markets offer greatest potential and the most suitable market entry methods. European marketing information and its use in international market segmentation and the development of European business and marketing plans is a key area of study in this unit. Individuals studying this unit will learn how to conduct an international marketing audit with both internal and external factors. They will also develop an understanding of the different types of market entry methods e.g. response to tender, export (direct and indirect), license, joint venture and the implications of engaging each method.

Learners will then demonstrate their understanding of European business by developing an action plan for a company based in one country of the European Union wishing to trade wider within the European Union.

This unit should therefore allow individuals to enhance their knowledge of marketing theory, planning and implementation and apply this in an international context within the European Union.

Learning Outcomes

On completion of this unit the student will be able to:

1. Explain the significance of international trade, the balance of payments and the economic rationale underpinning the European Union.
2. Explain the roles of the major European Institutions together with some of the Policies and European Funding Programmes that drive economic growth in the Union.
3. Gather and analyse European market information, explain international market segmentation and the different types of market entry methods.
4. Create a Pan-European Marketing Strategy focused on the expansion of a domestic company into Europe

Unit: BCMRK-506-1513-Internet Marketing in Business

Unit level (MQF): 5
Credits : 6

Unit description

This unit provides a framework for students to develop their knowledge of the role of internet marketing within an organisation and in the context of modern marketing. The unit will develop candidate's knowledge and understanding of internet marketing and the benefits of internet marketing to customers. The unit will also focus on the opportunities for business in engaging in and using Internet Marketing.

Outcome 1 focuses on the role of the Internet within modern marketing. The outcome will consider the marketing concept, the marketing planning process and the range of internet marketing tools available to a business to support the achievement of business objectives.

Outcome 2 will focus on the importance of using modern information and communications to develop new products and new market opportunities. Outcome 2 also considers the role of business information in the decision making process and how to gather and manage marketing information.

Outcome 3 will consider the opportunities that Internet marketing offers customers and businesses, specifically in improving; access to products and services, the availability of products/services and the efficiency of operating a business. Outcome 3 gives candidates an understanding of the changing behaviour of customers. Candidates will consider the segmentation, targeting and positioning process and how internet marketing is changing the way customers buy products and services. Outcome 3 will also consider how internet marketing communications and offline marketing communications should be integrated to improve marketing and sales channels that can increase sales and turnover. Finally, outcome 3 will discuss how internet marketing can be used to improve business performance and productivity.

Overall, candidates will understand the important role internet marketing plays in running a successful business, how they can take advantage of these technologies to win and retain customers and how to use these tools to improve business performance.

Learning Outcomes

On completion of this unit the student will be able to:

1. Explain the role of internet marketing within a modern marketing context
2. Analyse marketing information using ICT systems to support internet marketing strategy development
3. Design Internet marketing strategies to improve business performance - Customers
4. Design Internet marketing strategies to improve business performance - Organisational

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Unit: BCPRO-506-1503-Purchasing

Unit level (MQF): 5
Credits : 6

Unit description

In recent years there has been a major increase in demand across all industry sectors for those with high level skills in Purchasing and this unit will support learners to advance in this area, with demand continuing to increase globally or this knowledge.

The role of Purchasing and its application are a fundamental requirement for today's Supply Chain Professional and is the core of the Procurement Sector. The effective Purchasing of products and services are vital for all organisations. The decision to purchase and the processes required to do so will be a key focus for this unit.

This unit has been designed to give learners an understanding of how Purchasing is integrated to the successful management of the supply chain. Learners should also be able to demonstrate the role played by the organisation in designing Purchasing methods to meet customer needs, as well as the importance of the supply chain organisation to ensure quality and value are delivered as part of the Purchasing Process.

This material is primarily intended for learners who intend to take up a management position in a business sector where the supply chain will play a key role in their development.

It would also be appropriate for those involved in the various functions associated with service, retail, public, not-for-profit and manufacturing organisations. This unit is also relevant for learners who are working within inventory, stores, production, distribution planning, demand management and purchasing to provide an understanding of supply chain purchasing.

Learning Outcomes

On completion of this unit the learners will be able to

1. 1 Explain the role of the purchasing function within different business organisations
2. Explain the procedures used in purchasing activities;
3. Evaluate techniques used in the selection and on-going monitoring of external sources of supply
4. Explain the scope and objectives of a system of Quality Assurance within a Purchasing environment.

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Unit: BCSTA-606-1503-Handling Business Statistics

Unit Level (MQF): 6

Credits: 6

Unit Description

This module emphasises the student's ability to make sense of data-sets and the statistical processes used to analyze them since this involves a dynamic rather than a static numerical exercise. Statistics is the science of collecting and interpreting data, and then using this data to draw inferences. This module will discuss the collection, summarization and interpretation of data using appropriate sampling techniques, as well as the techniques that can be used to make predictions and derive estimates about a large body of data. The ability to construct confidence intervals and to assess the level of reliability of inferences, which perhaps is the most important aspect of handling business data and statistics, will be analysed in detail. The content should integrate with the other modules. The ability to handle business data and statistical results should serve as a springboard for sound business decision-making; the former feeds the latter in real-time business terminology applying economic indicators to reflect the increasing dynamism of a business enterprise.

Learning Outcomes

On completion of this unit the learners will be able to

1. Summarise, present and interpret data appropriately by using adequate descriptive techniques
2. Describe, evaluate and justify the use of sampling methods and techniques
3. Make inferences related to a business scenario by using confidence intervals and hypothesis testing
4. Analyse and generalise the relationship between two variables

Unit: BCMGT-606-1505-Operations and Service Management

Unit Level (MQF): 6

Credits: 6

Unit Description

The course starts with the introduction to some basic concepts of operations management and its links to other business functions, in order to prepare common ground for the students. After that, it covers operations topics in progressive order from strategic to tactical. Initially the course discusses the operations strategy as a part of business strategy. Following the strategy, it discusses product design and process selection as a core around which the operations are developed. The course then goes on to address topics that require strategic perspective and cultural change within the organization, such as supply chain management, total quality management and just-in time systems. Continuing with forecasting, capacity planning and facility layout, the course ends with the tactical topics of work system design, inventory and resource planning as well as operations scheduling.

Learning Outcomes

On completion of this unit the learners will be able to

1. Provide students with some fundamentals and basic concepts of operations and service management; building students' awareness of the importance of OSM for all other business functions.
2. Introduce concepts of supply chain management, total quality management and just-in-time systems and how they influence business operations.
3. Emphasize the importance of forecasting, capacity and facility planning and work system design for effectiveness of business operations.
4. Explain some of the tools and methods for inventory and resource planning as well as scheduling in OSM

Unit: BCMGT-606-1506-Project Management

Unit Level (MQF): 6

Credits: 6

Unit Description

Project management refers to the definition and planning, and then the subsequent management, control, and conclusion of a project. It is important to recognize that all projects need some level of project management. The larger and more complex the project, the more there is a need for a formal, standard, structured process. Smaller projects still need a structured process, but it does not need to be as elaborate or as complex. Obviously there is a cost to the effort associated with project management, but there are many benefits that are obtained as well. These benefits far outweigh the costs.

Learning Outcomes

On completion of this unit the learners will be able to:

1. Understand concepts of Project and Programme Management.
2. Understand the processes of Project Management.
3. Use tools and methods for Project Management and Programme Management implementation.
4. Explain the management of a project-oriented organization.

Unit: BCMGT-606-1507-Strategic Management

Unit Level (MQF): 6

Credits: 6

Unit Description

The aim of this module is to develop learners' abilities to think strategically. The unit will support the learner in analysing the business environment of an organisation. The tools that will be learnt throughout the module will help the learner to analyse the impact of the business environment on an organisation.

The unit will enable learners to gain an understanding of the different types of strategies that are available for management in order to pursue so that corporate objectives will be reached. The learner will be able not only to distinguish between the various strategies but also to make the most appropriate strategic choice that will bring an organisation in line to its business environment.

The learner will learn procedures that enable the smooth implementation of a chosen strategy within an organisation. Emphasis will be put on the role of culture and leadership. Reference will be made on the corporate social responsibility of an organisation and the importance of business ethics to ensure an effective strategic performance of a business. **Module**

The learner will be provided with opportunities to analyse organisations and their business environment. They will be provided with hands on experience in producing

Learning Outcomes

On completion of this unit the learners will be able to:

1. Understand the basic principles of strategic management and its importance in a business environment
2. Understand the business environment and its effects on strategy formulation
3. Analyse the different types of strategies and their implementation
4. Understand the role of corporate culture and leadership in strategy execution

Unit: BCHRM-606-1505-Effective Human Resources Management

Unit Level (MQF): 6

Credits: 6

Unit Description

The aim of this unit is to provide students with a thorough understanding of Human Resources Management practices and relates these concepts to recent phenomenon.

Within the business environment, Human Resources management has evolved beyond the traditional tasks of recruiting, qualifying and maintaining appropriate staffing levels. Organizations leverage their human resources in order to distinguish themselves in the marketplace and gain a competitive advantage.

This essential HR concept is established and maintained by objectively determining the capabilities and quality of an organisation's personnel at all levels, measuring the effectiveness of its strategies for attracting, selecting and retaining key talent and how these can be affected by organizational structure, time sensitivity and available skill sets, as well as assimilating the latest methods for measuring employee performance and human performance improvement. HR measures the effectiveness of its own efforts by studying various methods for maintaining the organization's intellectual wealth, identifying and overcoming the obstacles to effecting positive change by ascertaining both the worth of an organization's "intangible" human assets as well as the value of its strategic HR efforts.

Learning Outcomes

On completion of this unit the learners will be able to:

1. review the theoretical frameworks which explain the HRM mechanism by looking at the HR delivery mechanisms.
2. Understand the recruitment and selection process, training and appraisal system, and reviewing the bundling of practices (selection, development, appraisal, reward) by applying the case study method approach to strategy interventions
3. Know how HRM can contribute to the achievement of strategic objectives and appreciating how the application of HRM can manage specific categories of employees
4. Show an understanding of how the models and frameworks relate to practice in the context of Human Resources strategy

Unit: BCMRK-606-1514-Consumer Behaviour

Unit Level (MQF): 6

Credits: 6

Unit Description

The aim of this unit is to provide students with a thorough understanding of consumer behaviour and relates these same concepts to marketing theory and practice.

Consumer behaviour and buying motives represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the processes used in selecting, securing, and using products or services when the benefits received from those processes meet or exceed consumers' expectations. In other words, when an individual realizes that he has a need, the psychological process starts the consumer decision process. Through this process, the individual sets out to find ways to fulfil the need he has identified. That process includes the individual's thoughts, feelings, and behaviour. When the process is complete, the consumer is faced with the task of analysing and digesting all the information, which determines the actions he will take to fulfil the need.

Consumer behaviour provides a wealth of information about the individuals that purchase any products and services. If we understand a consumer, we could address directly to him/her and his/her needs. This special communication not only increases the consumer's ability to understand the value of the product, but it also increases sales.

Consumers buy what they understand and what they see value in. Consumer behaviour also provides with insight on how to create an effective marketing strategy. If we do not understand our consumers, how can we possible market to them and serve them?

Companies often fail to gain an understanding of what their consumers want and need before they actually create their marketing strategies. They lack knowledge of what influences their consumers. Therefore that evaluation and understanding of consumer behaviour should always come before the development of a marketing strategy or plan.

Today consumers are faced with an array of product selection, and competition is fierce among companies. This is why your understanding of consumer behaviour is vital to the success of your business. Understanding potential consumers better than the competition is a precondition of both winning and survival on the market place.

Learning Outcomes

On completion of this unit the learners will be able to:

1. Understand the role of consumers in the marketplace with an integrated overview of the market segments and consumer perception.
2. Recognize and assess consumers learning and attitude aspects. Furthermore, to choose applicable and relevant attitude change strategy.
3. Understand consumer behaviour and buying motives as a mirror of cultural, social and environmental determinants and the complexity of consumer preferences
4. Awareness of consumer decision making process in creating marketing/sales strategy-plans.

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Unit: BCBST-606-1511-International Business

Unit Level (MQF): 6

Credits: 6

Unit Description

The module will introduce students to the pros and cons of complexities in International Business through critical approach and arguments for and against various economic theories including the trade theory, economic development, relationships between international trade and economic growth, core competencies, global competition and transactional cost economies.

Through integrated advancement, the students will become familiar with differences in various world economies, the role and function of global monetary system, review strategies and structures of international business as well as important global organizations that monitor and regulate global trade such as World Trade Organization, International Monetary Fund (and World Bank) as well as United Nations.

In the second part of the module, the students will have an opportunity to learn how the theories of macroeconomic environment, political issues as well foreign direct investments - just to name a few, have actual implications in real life international business.

Specific emphasis will be placed on managerial implications drawn from subject matter through real life case studies tying the theory with practice and allowing the students to identify the various issues, approaches to solutions and play the role of the future manager. The student will also learn the importance of communication and leadership skills as well as decision making, legal and ethical issues and acceptance of other cultures.

As we are irreversibly moving toward a borderless economic world, the complexities of conducting international business are ever increasing. The strategic decisions made by the organizations can easily mean prosperity or demise based upon clear view of the future.

Globalization has brought many advantages as well as threats as it is transforming the spectrum of industries creating winners and losers at a rapid pace. Technological advances have shrunk the world and continuously exert the pressure on managers for ever demanding and fast decisions.

To this effect, this module will provide students with strong bases to navigate the maze of international business through practical and multi angled approach and prepare them to become managers of tomorrow.

Learning Outcomes

On completion of this unit the learners will be able to:

1. The role of Globalisation and its impact on the macroeconomic climate of Local Economies.
2. The International business environment in relation to PEST Analysis and various trade theories in Global Economies.
3. Different market-entry strategies for international organisations and the use of Global Capital Markets and FX Markets.
4. The organisational structure and strategy of a Global organisation including social responsibility and ethics involved in International Business.

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