



MASTER OF ARTS IN INTERNATIONAL RELATIONS (MA-IR) - BUSINESS COURSES OFFERED BY UBIS

MGT 605

Project Management

"Project Management. Achieving competitive advantage", Pinto Jeffrey K., Pearson Int. Edition, 2nd edition, 2010

A study of Project Management initiatives and its life cycle: resources, cost, time and risks; work and product breakdown structures; tendering and contracting processes; and planning, building, and leading the team and execution.

Programme elements:

- Manage projects of various types of industrial sectors.
- How to design projects.
- Write proposals.
- Present their proposals.
- Set goals and targets.
- Control the process and the output.
- Assess own performance.

MGT 603

Entrepreneurship

Kuratko D.F. Entrepreneurship : Introduction to Entrepreneurship, International Edition, 9th Edition, Cengage, ISBN : 978-1-285-05175-8

Entrepreneurship is defined as the assumption of risk and responsibility in designing and implementing a business strategy. The word "entrepreneur" originates from the French word "entreprendre" which means "to undertake". In the business sense, this means to start a business. An integral part of entrepreneurship is the ability to develop and implement a business strategy. This course will teach the important factors leading to the creation of new business ventures and the characteristics of the successful entrepreneur.

Students will participate to an on-line business simulation, either individually or in teams. The Marketplace is a realistic strategic planning and management simulation that lets students build an entrepreneurial firm, experiment with strategies, and compete with other firms in a virtual business world. Designed to mimic the competitive, ever changing marketplace, the simulation lets students gain experience in market analysis, strategy formulation, and the management of a new venture.

In the Marketplace, students will start up and run their own company, struggling with business fundamentals and the interplay between marketing, distribution, manufacturing, human resources, finance, and accounting. They are given control of a simulated business and must manage its operations through several decision cycles. Repeatedly, students must analyze the situation, plan a strategy to improve it and then execute that strategy out into the future. They will face great uncertainty from the outside environment and from their own decisions. Incrementally, they will learn to skillfully adjust their strategy as they discover the nature of real-life decisions, including the available options, linkages to other parts of the business, conflicts, tradeoffs and potential outcomes.



Programme elements:

- Understand and explain the importance of leadership for the entrepreneur.
- Develop and implement business strategy.
- Formulate and execute an effective marketing strategy.
- Create business plans.
- Understand and manage the company's financial assets.
- Maintain corporate governance strategy as a key of corporate success.

MGT 606

Corporate Social Responsibility

"Business and Society. A strategic approach to social responsibility and ethics", Thorne, Ferrell, Ferrell, Cengal, 4th edition, 2011

The course examines the increasingly important role of corporate social responsibility, recognizing the basic principles of ethical and responsible treatment for stakeholders, within the organization, the community and the environment. The rapid development of CSR as a concept – i.e., a better quality of life for everyone – has made it an essential element of today's curriculum as it cuts across academic disciplines.

Students will look at the decision making processes in industry with regard to the need to balance business profits and returns on investments with the growing awareness in favour of more sustainable practices. The impact of businesses on communities in both the developed and less-developed countries will be examined, as will the responsibility and governance of issues affecting the stakeholders. In addition, the importance of companies in developing socially responsible strategies will be examined. This will include case studies involving specific industries (e.g., oil & gas) and their ethical role in the integrated, globalized market.

Programme elements

From this course, students can expect to learn what corporate social responsibility is today, how it is carried out and why, and how it is perceived by its initiators (usually for-profit companies), its actors (members of the business community or of non-profit organizations), and recipients (the communities or target audience to whom the CSR work is addressed).

Furthermore, students will acquire the analytical skills to recognize and differentiate among different and sometimes controversial approaches to CSR in light of high praises and strong criticisms. Students will come to recognize the effects and potential of CSR in the context of for-profit business interests, marketing, philanthropy, charity, international human and environmental development, business ethics and stakeholder involvement. In addition, no analytical examination would be complete without critical assessments of CSR for which students will learn about various models of evaluations.

MCO 607

Web Strategies

"Internet Marketing: Strategy, Implementation and Practice", Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, Richard Mayer, Pearson, 4th edition, 2009

The Internet has revolutionised marketing practice, connecting potential customers to businesses in a way never before possible. Today, with online audiences spending more time using price



comparison sites, search engines and social networks, this text explains how marketers can find new and engaging ways of getting their message across.

This course provides comprehensive, practical guidance on how companies can get the most out of the web to meet their marketing goals. The course links marketing theory with case studies on cutting edge companies such as Dell, eBay and Facebook, to help students to understand digital marketing in the real world.

Students will learn best practice in applying digital media channels such as affiliate marketing, online PR and search engine marketing.

MKT 601

Marketing in a Global Environment

"International Marketing", Philippe R. Cateora, Gilly, John Graham, McGraw-Hill, 15th edition, 2014

This course applies an understanding of the competitive global environment, and the creation and implementation of high added-value product and service theories to achieve high marketing management expectations. Additionally, we will examine the planning, pricing, promotion, and directing the flow of a company's products and services to foreign markets. Marketing in a global environment should be viewed through a series of lenses: the cultural environment of global markets, assessment of global market opportunities, development of global marketing strategies, and implementation of global marketing strategies.

Global marketing in this course will be viewed as an integrated discipline combining elements of economics, anthropology, history, demographics, linguistics, law, statistics, politics, geography, and international trade. The challenge of the course (and the excitement of this field of Global Marketing) is the integration of these international and intercultural disciplines in such a way as to promote and maximize marketing mixes and opportunities. We will not expect you to become an expert in this mix of disciplines, but rather to stimulate your interest in contemporary events and critical issues worldwide and how they relate to marketing. From a practical viewpoint, you will learn to put together an International Marketing Portfolio & Business Plan aimed at a certain country.

It is important to point out that this is a graduate course and extremely concentrated: There is a lot of work, and it is important that students keep up with the work schedule that is laid out in the Course Schedule.

Programme elements

- To provide students with an understanding of the global business environment in terms of economic, cultural and political factors, and how to apply this understanding to marketing strategies.
- To provide participants with insights of current issues and practices in Global Marketing through assignments, class room discussions and through oral and written analysis of cases.
- To familiarize students with an understanding of the different techniques, strategic options and possibilities in the competitive global environment with the exploration of marketing.
- To give students a basic knowledge in how to balance global and local marketing consideration, and to understand strategic options in entering and organizing marketing campaigns in foreign markets.
- To foster critical thinking relating to specific main issues of International Marketing to research excellence activities and encourage creativity in problem solving in very pragmatic context