

POSTGRADUATE DIPLOMA IN INTERNATIONAL BUSINESS

SPRING SEMESTER

Module name	ECTS	Component courses
International Business Management	5,5	<p>>>International human resource management IHRM deals with the complex world of managing expatriate assignments, and working with systems of reward, incentive, job design, recruitment and selection across a myriad of cultural complexities; both national and organisational. This module looks at what they key issues are involved.</p> <p>>>Cross cultural management As culture is a complex area, this module does not seek to be all things to all people. Instead, it examines the influence of cultural factors on the organization and its management, and helps students to develop, through a reflective and interactional process, their intercultural communicative competence.</p> <p>>>Production and operations Production and operations management are of strategic importance to an organization. Modern business organisations must be on point in terms of mass customization, lean production, agile manufacturing and customer-centric provision, and this module looks at how these processes work and how they facilitate an agile and efficient business strategy.</p>
Global Business	5	<p>>>Legal environment of international Business The objective of this module is not to become a lawyer, but to understand when you need to call one. We examine the principles of international law that those working in international business will frequently come into contact with, and learn when and how we need to consult with a legal professional.</p> <p>>>Industrial services; outsourcing We are all aware of the increasing interconnections in today's world, but to what extent are we equipped to deal with it? Students entering the business world will invariably come into contact with off shoring and outsourcing situations, which are some of the key drivers in today's globalized world. This module helps to equip students on what is involved in handling such situations.</p> <p>>>Imports and Exports A key module in the international business programme, which looks at the Guiding principles of International Trade. Starting broad by examining the setting up, developing and managing of an efficient Export Department within the context of global trade agreements, and zooming in to the essentials of Incoterms, payment terms and the contract of sale.</p>
Financial management	6	<p>>>Budgeting and controlling This module looks at budget forecasting and detailed financial analysis for effective budget management.</p> <p>>>International financial statement analysis This module acquaints you with the essentials of International Financial Reporting Standards and looks at how to understand key aspects of financial statements, such as balance sheets and cash flow Statements and to evaluate their quality for decision-making purposes.</p> <p>>>Evaluation financial sources When the research is done, the plan complete and the pitch perfected, where does the entrepreneur turn for investment? In the current climate, banks are less likely to provide the answer, but new models are emerging from cooperatives to crowdfunding. How do we choose the right source of capital for our project and how do we assess its suitability in both the short and long term? This module investigates and illuminates the options available to startups when they need to get off the ground.</p> <p>>> International risk management Risk management is a critical part of the planning process, not only to identify risk but to enable organizations to both assess and prioritize them. If risks are not clearly visible to the organisation, operational readiness is hampered and management must become reactive as opposed to proactive. this module looks at how one might identify, assess and prioritize risks in case-based examples.</p>
PR and communication	2,5	<p>>>Business ethics and corporate communications This module will evaluate the strategic role of PR in both the creation and management of organisational reputation and image.It will pay particular attention to the impact of new media technologies on the world of spin, image and relationships.</p> <p>>>Public relations This module will evaluate the strategic role of PR in both the creation and management of organisational reputation and image. It will pay particular attention to the impact of new media technologies on the world of spin, image and relationships.</p>
Innovation	2	<p>>>Innovation & design thinking Being entrepreneurial is not limited to starting out in your own. Even a small department can push innovation from within the company with the people. But how to spot them and give them space to develop? If you aspire to be an intrapreneur, how to reconcile your instincts and your drive with the business context around you?</p>
Career development	1,5	<p>>>Careers skills This module focuses on you and your path ahead. After reflecting on the things we really want from a career and where our passion lies, we take time to hone your personal brand both online and offline; looking at interview and networking techniques to carve out that path for yourself.</p>