

Global Online MSc Modules

All available Global Online MSc routes have a set of core modules required to be completed: Those modules are:

- Sustaining Organizational Performance. (P.4)
- Global Economic Environment & Marketing. (P.4)
- Organizational Change and Management. (P.4)
- Research Methods . (P.5)
- Leadership, Strategy & Innovation. (P.5)
- Dissertation. (P. 14)

On top of these core modules students have the choice of specialist modules depending on which route they go for.

The specialist modules for each specialized route are as follows:

- **MSc (general)** : Contemporary Issues in Strategic Management / Managing Innovation. (P. 7)
- **MSc Entrepreneurship** : Managing Innovation / New venture planning. (P. 7/8)
- **MSc Finance**: Finance for Management Decision Making / Global Finance. (P. 8/9)
- **MSc Banking**: Global Finance / Financial Markets, Institutions & Banking. (P.9)
- **MSc Marketing and Sales**: International Sales Management / Global Marketing. (P. 10)
- **MSc Human Resource Management**: Contemporary HRM / HRM in an International Context. (P.11)
- **MSc Events**: International Festival & Event Management / International Business Event Management. (P.12)



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MSc

COMMON MODULES

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Sustaining Organizational Performance

Exploring a variety of organization activities, this module highlights the ways in which businesses achieve or even surpass their desired performance level. Focus is placed on the integration of specialist functions through supply change management and how it facilitates in achieving the organizations overall aims and objectives and adding value for shareholders, stakeholders and society. Understanding the broad picture is what businesses do and that is what this module offers. You will learn how to appreciate detailed operational aspects of an organization using theoretical frameworks such as; value chain conceptual framework which allows managers to focus on the development of a successful and efficient organization which is promised a sustainable future.

Global Economic Environment & Marketing

This module leads you through a detailed analysis of economic policies and marketing strategies on a global scale and their relationship with global organizations. You will achieve the necessary skills and knowledge that should allow you to understand and assess both the national and international environments in which businesses operate. Marketing on a global scale requires organizations to deal with different economies, policies and cultures to devise a strategy which offers flexibility and adaptation for each targeted market. This module will prepare you with appropriate information and ability required to implement the correct strategy for an organization based on the differences within the global economic environment.

Organizational Change and Management

In the complex business environment of today, it is essential to understand how organizations behave. Organizational change and management emphasizes the evaluation and analysis of organizational change and implementing such as a leader and manager in order to ensure a smooth transition for the organization and its stakeholders. Completion of this module should result in the ability to determine the different types of change and the routes taken to implement successful changes within an organization. This module introduces academic research and theories that define this field and uses practical real situation case studies to present and assist your understanding of the types of change, their successful implementation within a variety of organizations and a range of industries.

Leadership, Strategy & Innovation

Leadership, strategy and innovation requires critical examination of leaders roles in developing and adopting strategies and achieving innovation and creativity within an organization. You will discover the key theoretical models which underpin the strategy and innovation development and evaluate the functionality of 'hard' and 'soft' leadership components. As a result you should develop a broad knowledge of the steps and measures leaders implement when developing the strategic direction of their organization. You will assess and critically analyze the fundamental principles of key leadership theories and explore the role which leaders play in influencing their organizations future, focusing specifically on the interaction between leaders and employees within a business and connecting this with how successful leaders adopt cultures of innovation. You will study the dynamics determining the relationship between the leader and follower and review and critique the strategic role of leaders within organizations.

Research Methods

[This module is not available unless you have successfully completed at least six modules] Research methods aims to support your development of the necessary skills including research, analysis and presentation required to successfully complete your master's level dissertation. You will explore essential areas and tools including; problem solving, critical thinking, effective writing and communication, project management and management research. This skill set achieved is transferable, assisting your future management and leadership career as well as your dissertation at the end of your programme. Research methods prepare you for the dissertation through opportunities to reflect on enhancing your research skills and critical thinking. You will investigate the meaning of qualitative and quantitative research and ways to analyze and evaluate both primary and secondary data collection. This module is essential, providing you with the foundation to support and assist the completion of your imperative project.



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SPECIALIST MODULES

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MSc General

Contemporary Issues in Strategic Management

The global commercial environment is extremely challenging today and firms are being put under increasing pressure by shareholders, investors and other stakeholders to deliver exceptional results during challenging times. Firms must operate on a global scale going up against a bigger amount of rivals higher number of competitors. Given that firms are under increasing pressure to perform and deliver results, their organizational strategies must be increasingly effective in terms of their formulation and intent as well being implemented in a highly effective manner. This module will address these challenges and examine how firms can compete in a global marketplace and how they can create successful strategies examining the framework and concepts for doing this as well as the process of strategic decision making within organizations. This module aims to explore in detail the various stages which organizations go through when formulating strategic plans including: analyzing the external environment and conducting industry and competitor analysis; evaluating internal resources, capabilities and core competencies; reviewing strategy across organizational levels e.g. the business level, corporate level etc.; looking at how strategy must be adapted when it is taken to the international level; considering how strategy can be developed/achieved through mergers & acquisitions, alliances and other joint ventures. Finally the module will examine how strategies can be successfully implemented and executed and the forces which can shape this process including: structure, culture and change.

MSc General

MSc Entrepreneurship

Managing Innovation

This module presents the opportunity for those key issues facing managers in the fast paced technological environment of today's businesses to be examined and discussed. You will be prepared with the theoretical and practical knowledge required to assess and manage innovation. Your ability to critically analyze will be acquired through a variety of discussions, intense evaluation of management concepts in relation to fast changing environments and through assessing case studies of the most innovative corporations in the world. Through discussions, this module will explore the importance of innovation management for organizations around the globe. The introduction of theoretical frameworks and conceptual models will be the basis for these discussions, adding value with real business situations of innovation management. Specifically designed to prepare you for your future career, completion of this module should develop your broad skill set required for managing innovation

New Venture Planning

New venture planning explores the significance of new businesses to a thriving economy, promoting a comprehensive understanding of the key elements of the business planning process. This module takes you from entrepreneurial aspirations, ideas generation and evaluation through the business planning process to develop a potential business model for your idea. Through interactive learning, you will work towards the creation of a practical and realistic business plan. This module explores the significance of new businesses and encourages entrepreneurial thinking and aspirations to provide you with the tools to develop your future career. You will consider entrepreneurial role models and explore the business planning process with inputs from marketing, accounts and finance, enabling you to generate realistic ideas, develop them and reflect on your thoughts. Upon completion of this module you will possess the skills that should allow you to exercise appropriate knowledge in potentially creating your own business venture.

MSc Finance

Finance For Management Decision Making

“What products do we need to manufacture/ which services do we need to provide, to enable us to achieve our required profit levels?” “What future capital investment offers the best return for the business?” “How can the business manage its working capital?” “How is the business performing?” are the type of questions you should be able to answer upon completion of finance for management decision making. This module will give you insight into the fundamental role played by the finance function in organizations and its value in both long and short decision making processes. Through exploring subjects such as primary financial statements and their objectives, profit versus cash and budget and financial statement preparation you will be provided with a broad knowledge of the role finance plays in a business and the impact it can play on their success. Undertaking this module should enable you to discuss accounting objectives and examine the role various financial statements contribute to the objectives. You will gain tools that should facilitate you to analyze and assess accounting information from management viewpoints and establish how this information can assist the commercial management decision making process. This module will also enhance your skills in the consideration of financial alternatives to ensure the best decision is made for the organization. This module will also enhance your skills in the consideration of financial alternatives to ensure the best decision is made for the organization.

MSc Finance

MSc Banking

Global Finance

Introducing you to the concept of global capital markets, global finance defines such markets through the exploration of related strategies, participants and products. Leading you through the life cycle of the financial global marketplace, this module takes you from its establishment to its implications. You will create a toolkit that should allow you to explore, assess and comprehend functions including; foreign exchange, bond, money products, equity and derivative markets. Upon completion you should have the ability to identify all elements of the financial marketplace and analyze and assess its structure. Understanding the global capital markets function and their role is fundamental in today's changing economic environment. Global finance explores and examines the structure and function of the international monetary and financial system. It offers skills and knowledge building a toolkit of expertise that should allow you to study and comprehend the link between foreign exchange markets, international derivatives markets, the government and corporate bond markets and each of these markets roles in managing financial risk.

Financial Markets, Institutions & Banking

This module's core aim is to guide you through the economic principles and theories that drive the financial markets, institutions and banking and equip you with a critical understanding of how these affect the global economy overall. The key elements and concepts this module is built upon are those of the interest rates, modern banks and the financial markets, institutions and general system. At the end of this module you should be able to identify and analyze the financial markets roles and functions and also justify the need for diversification within the financial institutions industry. Given the serious changes the economic environment has undergone in recent years it is crucial to understand the functionality of the financial markets, institutions and the banking industry. Upon successful completion of this module you will create a toolkit that should allow you to critically discuss and analyze topics such as the interest rates level and how they are determined, the effect government regulations have upon the financial markets, how banks and other institutions manage risk and the globalization processes the financial system goes through and what implications that has to the banking industry.

MSc Marketing & Sales

International Sales Management

The complex and vast selling environment today hides a lot of challenging issues affecting sales organizations and their managers. This module aims to teach you how to act as a sales manager/leader, the competencies required by one and the importance of such a role for the organizational development. A wide range of topics will be covered such as the relationship between sales management and performance and recruitment, the importance of ethical selling but also the integration between marketing and sales in terms of strategies and procedures. As part of this module, you will be expected to critically examine sales managers role and how they utilize new technologies, the importance of ethical selling and managing customer relationships but also selling strategies within an international context. You will also consider the relevance between sales force recruitment and selection policies, sales force training and methods for improving and evaluating an organization sales performance.

Global Marketing

Marketing on a global scale can be exceptionally challenging given the vast differences which exist between countries, regions and markets. This module aims to take students through an in depth analysis of international marketing strategies, the impact they have on global firms and also how they are applied within the global business environment. At the same time it will supply you with the necessary tools required to understand the national and international economic environment in which businesses operate and the role in which global marketing plays in helping organizations successfully achieve their objectives. This module will explore the differences which exist between global marketplaces and the challenges firms face when trying to implement global marketing strategies. It will explore the issue of truly globalised marketing strategies where the process is truly standardized with minimum adaptation for local markets and the challenges this presents. It will also explore the concept of having a global marketing strategy whilst making small adaptations to it as necessary to ensure that it communicates effectively with the target market in the country or region in which it is being executed. The module will cover topics such as global marketing challenges, global distribution and logistics and how to manage, global market research and opportunity analysis, global markets pricing, global product and service marketing, global marketing entry strategies and global channels of communication

MSc Human Resource Management

Contemporary HRM

This module will provide an overview of the key role which Human Resource Management plays in contemporary organizations and will look at the changing role which it has played in firms past and present, with a particular focus on current themes and issues. It will equip you with a critical understanding of the contribution which HRM makes to enabling organizational objectives to be achieved and the role it plays in ensuring the overall success of the firm. This module introduces the developing theory and current models of HRM, providing a framework for more detailed consideration of key operational areas: resourcing, development, performance management and reward, and the management of the employment relationship to minimize conflict and encourage employee engagement. You will focus on current issues such as work life balance, the management of diversity and international HRM and will be equipped with the skills you need to evaluate the changing role of HRM within firms, show how HR activities integrate to ensure they help fulfill organizational objectives, and create an understanding of how HR strategies, policies and practices must be adapted to fit the appropriate needs of different organizations.

HRM in an International Context

The objective of this module is the coverage of all the main areas within international human resource management. The concepts and theories that stem from international human resource management will be illustrated via the use of various case studies and examples in order to ensure their best understanding from the receiving end. This module spreads into the models of national culture in to be able to deal with human resources practices and issues arising from being a national organization with a multi-cultural workforce. Operating in an international level can be challenging for any organization due to the differences they face from one location to the other especially when it comes to human resource management. After this module you should be able to establish how a better HRM function can contribute to the effectiveness the organization has globally and how to identify the international HRM strategy that must be used in different national contexts. In addition, another important outcome of this module will be the better understanding requirements and implications an HRM activity has upon an organization operating within an international context.

MSc Events

International Festival and Event Management

This module considers festival and events management, event development and processes as well as the implications on other organizations, regions and localities. It evaluates current issues and trends within the festival and events market and political economy with a forecast on future demands and the development of festivals and events across the globe. You will get the opportunity to utilize theories and strategies organizations use to assess the market conditions in which they operate and help them decide which festival or events they should attend. Focusing on a range of festivals and events within an international context, you will reflect on events such as the Edinburgh Festival, Olympic Games, Commonwealth Games or World Expos tying them to theory, allowing you to analyze the pressures and challenges faced by organizations. You will obtain skills to examine event lifecycles, international market conditions, current issues and trends international festival and events. Once you have completed this module you should be competent in the significance of various types of festivals and events and the implications on the macro-environment.

International Business Event Management

The global events industry plays a significant role in generating tourism revenue and contributing to the worldwide economic expansion. This module presents you with the key stakeholders in the global events industry and investigates their relationship through applied theoretical concepts and case studies examining the supply, demand and effect events have on a particular destination. This module asks you to critically evaluate the roles of stakeholders including; consumers, suppliers and intermediaries in the context of business events. You will give thought to supply trends nationally and internationally and identify the industry characteristics, exploring the demand for a range of business event facilities in addition to evaluating the macro environment and competitive elements which may influence the destination decision. You will also consider how to identify and determine the principle economic, social and environmental implications for business events and venues at any destination. Furthermore this module will assess the role that event planning and management play including the relevant application of management strategies to ensure effective planning implementation and business events management.



DISSERTATION

[This module is not available unless you have successfully completed ALL modules] The dissertation assesses all the skills and knowledge you have gained throughout your masters' programme and provides an opportunity to research and explore a topic of specific interest to you and your future career. You will use the tools and advice gained from the research methods module and witness first-hand how it all ties together to produce a successful thesis. Designed to specifically give you the opportunity to immerse yourself in a subject of your choice, this project allows you to use your analysis and evaluation skills as you review relevant research within academic and practitioner publications on the subject. You will pull all the knowledge and skills earned throughout the programme using them to develop and present your project ensuring collection, analysis and structure is in line with your research objectives. A comprehensive dissertation will be consistent and connect all critical evaluation and analysis of your findings to your literature review and apply the learning outcomes from research methods. You will have support and assistance available to you online throughout this module having a supervisor assigned who will possess expertise in the areas related to your chosen subject and have the ability to advise you on the execution of the research and writing.

