Bachelor of Business Administration and Digital Innovation

MQF/EQF Level 6

Course Outline

Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 6 of the Malta Qualification Framework as outlined in the Referencing Report 2016.

Knowledge:

- Understands professional theoretical and practical knowledge related to business administration, including both broad knowledge in the field of business administration and a considerable degree of specialised managerial knowledge in digital innovation;

- Possesses advanced professional knowledge of business administration and digital innovation in a specific industry or functional area chosen as an elective option in the undergraduate programme;

- Critically understands approaches to promoting the culture of digital innovation within an organisation by managing talent and knowledge and by incorporating the values of entrepreneurship, continuous learning and digital transformation

into organisational strategic objectives;

- Understands managerial methods and digital technologies that are in demand in the complex and challenging global business environment, innovation in terms of methods and technologies used, and implications of digital technologies for individuals and societies;

- Demonstrates professional understanding of issues of digital business and how it can be interpreted with different theoretical approaches;

- Critically understands the principles included in the Agenda for Sustainable Development defined by UNESCO that are associated with social welfare, business ethics, and corporate social responsibility;

Skills:

- Gathers and interprets relevant data on problems, obstacles and opportunities faced by international organisations to inform judgments that include reflection on relevant social, technological, scientific or ethical issues with the purpose to evaluate alternative approaches and strategies an organisation may adopt to meet stakeholder needs and minimise risk within changing internal and external environments;

- Conducts research into business and digital innovation issues, which may relate to general business and innovation processes or to a

specific business function or digital technology, which requires familiarity with a range of data, research sources and appropriate methodologies;

- Demonstrates innovative theoretical and practical responses to management of strategic, operational and transformational processes by which an organisation plans and coordinates the use of resources and innovation efforts with the general objective of securing or maintaining competitive advantage;

- Works effectively as a member of a team, continually reflecting on the group process to evaluate the management of projects and people;

- Demonstrates innovation in managing intra-entrepreneurial processes and strategies to design a digital product or service by assessing the commercial viability of digital technologies and business

Competencies:

- Engages in critical thinking in the area of business administration and digital innovation and demonstrates independent thought and problem solving underpinned by evidenced based arguments;

- Manages complex professional activities efficiently and professionally to put managerial decisions into practice taking into account the organisational context together with different constraints;

- Demonstrates administrative design and resource in elaborating social, ethical, innovative and international approaches to complex management and digital business situations, and takes responsibility for their consequences;

- Shows creativity and initiative in developing digital transformation

opportunities and by planning, organising, and executing a project or a new venture;

- Demonstrates mastery in using digital tools for business administration and innovation purposes in various media and different modes (autonomous, collaborative, exploratory, designing);

and digital intra-entrepreneurial projects by liaising and working with others to deliver high level of team performance;

- Has developed learning skills that are necessary to continue professional development in the area of business administration and digital innovation by critically evaluating personal strengths and weaknesses, keeping up to date with relevant management and digital business technologies, ideas and practices;

- Has developed proficiency and literacy in the use of digital technology needed to access learning opportunities and to pursue a managerial career in dynamic, innovative digital organisations.

Learning Outcomes for Communication Skills for the Whole Course

- Communicates ideas, problems, and solutions in the area of business administration and digital innovation to both specialist and non-specialist audiences using a range of techniques involving

qualitative and quantitative information to sustain arguments;

- Professionally argues for specific management and business proposals and recommendations by communicating relevant and appropriately detailed information,

coherently, articulately and confidently;

- Selects and uses effective communication media and digital technology to structure, present and disseminate information;

- Utilises effective interpersonal and team working skills, including effective listening and presentation and operates effectively in an online environment;

- Engages in debate in a professional manner, using communication to persuade and convince;

- Develops personal soft skills to ensure best practice in business administration articulated through varied and appropriate written and oral communications to a range of stakeholders.

Learning Outcomes for Learning to Learn Skills for the Whole Course

- Assesses own learning and learning needs in the area of business administration and digital innovation by critically evaluating personal strengths and weaknesses, keeping up to date with relevant management and digital business technologies, ideas and practices;

- Assesses own proficiency and literacy in the use of digital technology needed to access learning opportunities and to pursue a managerial career in dynamic, innovative digital organisations;
- Can specialise in business administration or digital innovation

for further learning within a specific industry or functional area chosen as an elective option in the undergraduate programme;

- Employs professional research skills in sourcing relevant information to support learning;

- Uses digital tools, resources and technologies for the advancement of learning;

- Develops independent learning strategies by adapting to changing environments and updating the knowledge received previously.

Assessment Methods

A range of assessment methods at module and programme level are used to best facilitate students' capabilities to evidence learning outcomes. Considering the innovative digital nature of the programme and in order to align both face-to-face and online modes of delivery, traditional examinations are not included within the assessment methods. For simplicity, different assessment methods used in the programme have been organised into the following categories:

Assessment Category	Assessment Type		Used for:	
	Definition (Face-to-Face)	**Definition (Online)**	**Formative Assessment**	**Summative Assessment**
A1: Coursework	**Written Assignment:** includes essays and other types of written work		YES	YES
	Report: a description, summary or other account of an experience or activity. May include report of data analysis, field work report (group or individual), research report, report on cause and effect, etc.		YES	YES
	Portfolio: a collection of work that relates to a given topic or theme, which has been produced over a period of time.		YES (only for MQF Level 6 modules)	YES (only for MQF Level 6 modules)
	Project Output: output from project work, often of a practical nature, other than a dissertation or written report.		YES (only for MQF Level 6 modules)	YES (only for MQF Level 6 modules)
	Set Exercise/Case Study: questions or tasks designed to assess the application of knowledge, analytical, problem-solving or evaluative skills.		YES	YES
	Posters: show, in words and pictures, views or research into a particular topic.		YES	YES
	Journal or Reflective Diary: assessment of self-reflection does not involve judging the contents of a completed assignment but rather evaluating a student's effort to complete such assignment according to given guidelines.		YES	NO
	Annotated Bibliography/Literature Review: An annotated bibliography assignment requires students to summarise the most relevant literature on a course topic, making it a good choice for learning one topic in depth.		YES (only for MQF Level 5 modules)	NO
	Dissertation: An extended piece of written work in the final year of studies.		YES	YES
A2: Quizzes and Tests	Quizzes are used for continuous assessment only and assess student understanding of the concepts taught.		YES	NO
A3: Practical	**Oral Assessment:** conversations, discussions,	N/A	YES	NO

	debates, and role plays			
	Oral Presentation: oral presentations as assessment items are used to assess student learning from student individual or group projects	**Presentation Handouts:** students are required to submit presentation handouts and/or video or audio recording of their presentation	YES	YES
	Practical Skills Assessment: practical skills assessment focuses on whether, and/or how well, a student performs a specific practical skill or technique (or competency). It is especially useful for assessing some digital skills.		YES	NO
A4: Assessment That Involves Use of Digital Technology	**Video/Podcast:** work well in classes where students are involved in longer projects and research or exploring a topic throughout a module.		YES	YES
	E-Portfolio: a collection of electronic evidence assembled and managed by a student that relates to a given topic or theme, which has been produced over a period of time.		YES (only for MQF Level 6 modules)	YES (only for MQF Level 6 modules)
	Blog: can be used for testing written communication skills and used as a reflective diary.		YES	YES
	Infographic: Infographics are perfect for highlighting the essentials of any concept through an easy-to-understand visual.		YES	NO
	Management of Accounts: professional management of social networks accounts, online advertising accounts, etc.		YES	NO
	Use of Digital Software Tools: students learn different software tools throughout the programme and are required to use outputs produced by different software in their coursework**.**		YES	NO

The Grading System

Grade	Description	Marks	Percentage	On 4.00 Scale	Result
A	*Exceptional*				
	Superior performance showing comprehensive understanding of the subject matter	A	95-100	4.00	Distinction
		A-	90-94	3.70	Excellent
B	*Good*				
	Clearly above average performance with knowledge of the subject and understanding of the subject matter	B+	87-89	3.33	Good
		B	84-86	3.00	Good
		B-	80-83	2.70	Good
C	*Fair*				
	Basic understanding of the subject matter	C+	77-79	2.30	Satisfactory
		C	74-76	2.00	Satisfactory
		C-	70-73	1.70	Satisfactory
D	*Poor*				
	Marginal performance – generally bad preparation for the module	D+	67-69	1.30	Below Average
		D	64-66	1.0	Below Average
		D-	60-63	0.70	Below Average
F	*Fail*	F	< 60	0	Make-up exam or Retake depending on performance
FA	*Fail due to absences*				**Repeat Module**
	Unsatisfactory performance & absenteeism: the student must repeat the module				

The Pass Rates

For a detailed overview of the evaluation system and pass rates, please see Section 8.4. of the Internal Quality Assurance Manual (Page 68): https://www.global-business-school.org/quality-assurance

COURSE OUTLINE

Global Business Environment

Level: EQF Level 5 | ECTS: 7 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit
This unit aims at exploring the causes, forces and drivers of globalisation and developing an understanding of the global business environment in which different businesses work. The unit provides a critical analysis of the consequences of globalisation for different economies, cultures, societies, and the natural environment and introduces students to the global economic dynamics between countries and the concepts such as international monetary system, international trade and various global factors impacting business decisions and operations. Students will develop the ability to evaluate the issues businesses face when working in a globalised world and the impact such issues have on business operations.	(see tables below)

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Essay (625 words) – 30%
- Set Exercise/Case Study (2000 words) – 70%

Competencies:

- Exercise management of business projects by evaluating the circumstances affecting a business in the global business environment and considering economic and financial frameworks, relationships with stakeholders, cultural and social conditions in different countries;

- Manage business projects assessing the impacts and consequences of globalisation, and developing an ability to think strategically about global business issues and to hypothesise on the future of globalisation;

- Solve problems related to global business operations in complex situations by transferring advanced knowledge about the globalisation and global business environment;

- Express a comprehensive personal world view on the complexity of the global business environment and the integration of local and global dimensions within the international business operations;

- Consider ethical issues confronting companies engaged in international business and contribute to the fact that the organisations assume corporate citizenship when conducting operations in the global business environment.

Business Communication

Level: EQF Level 5 | ECTS: 6 | Type: Compulsory

Description
This unit offers an introduction to the techniques and types of professional business writing and presenting, including correspondence and reports. The main objective is to help students to strengthen their skills of effective business communication in both oral and written modes. The unit is intended to help students think strategically about communication and aid them in improving the interpersonal communication skills as future managers. The unit is designed to study principles, elements, and practices underlying effective business communication and focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global marketplace. After successful completion of this unit, students will have the skills necessary to communicate effectively in a variety of professional situations.

Hours of Total Learning for This Module/Unit

Total Contact Hours	30	Supervised Placement and Practice Hours	8
Self-Study Hours	82	Assessment Hours	30

Assessment Methods

- Written Assignment (1500 words) – 80%
- Oral Presentation (5 min) – 20%

Competencies

- Exercise management and supervision by reviewing performance of communication efforts and actions within an organisation and whether they achieve an intended goal;

- Show creativity in applying different modes of communication (non-verbal, oral, written) for different purposes and promote effective interpersonal communication;

- Review and develop performance of self and others;

- Express a comprehensive internalised personal world view on differences in communication between different stakeholders and audiences, including oneself and people from other cultures.

Introduction to Digital Entrepreneurship and Innovation

Level: EQF Level 5 | ECTS: 7 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit

Description

This unit aims to provide students with an understanding of the nature of enterprise and entrepreneurship and introduces the role of the entrepreneur in digital innovation. The objective of the unit is to familiarise students with the field of practice of entrepreneurship and the concept of digital innovation and to inspire and motivate students to apply an entrepreneurial mind-set in their own work, either as self-employed entrepreneurs or as innovative employees, by acquainting them with successful examples from the world of entrepreneurship. This unit helps students to develop their identity as entrepreneurs, to explore their own motivation, personal confidence and resilience, personal ambition and goals. Students are asked to think critically and to assess their current understanding of entrepreneurial learning. At the same time students are introduced to the concept of knowledge economy, its interconnection with innovation and technologies.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Individual Oral Presentation (5 min) – 50 %
- Essay (1500 words) – 50%

Competencies

- Express a comprehensive personal worldview on the prospects of a professional career as an entrepreneur and the skills and qualities required to become a successful entrepreneur;

- Show creativity in discovering entrepreneurial opportunities related to the application of digital technology to existing business problems and in articulating new digital entrepreneurial ideas by evaluating the viability of these new ideas;

- Exercise management of entrepreneurial initiatives by testing a new digital entrepreneurial idea, pitching it to investors and focusing on achieving results as an entrepreneur;

- Review and develop performance of self as an entrepreneur and develop an ability to learn from another human by asking questions and engaging actively in teamwork.

Business Law in a Digital Context

Level: EQF Level 5 | ECTS: 7 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			

Description

This unit covers some of the main aspects of business and digital law that students may encounter as business managers by applying principles affecting the legal relationship between businesses and individuals. While many of business and digital law principles are standard in many countries, the focus is made on the business and digital law of the European Union. Students will be able to analyse legal rules related to property rights and consumer rights, issues and regulation of data protection and privacy matters which will enable them to practice business more efficiently.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Written Assignment (625 words) – 30%
- Set Exercise/Case Study (2000 words) – 70%

Competencies

- Critically engage with the knowledge in the area of business and digital law;

- Exercise management by applying main principles of business and digital law and taking legally correct decisions;

- Develop learning skills to review and understand changes in business and digital law over time;

- Express a comprehensive personal world view on how national business and digital law is related to international principles of business and digital law and how a company can be affected by changing legal environment;

- Be responsible for creating in the others a favourable willingness towards a particular proposal by explaining the principles of business and digital law;

- Negotiate and manage conflicts within the framework of business and digital law.

Fundamentals of Marketing in the Digital Era

Level: EQF Level 5 | ECTS: 13 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
This unit provides students with knowledge and understanding of marketing theory and sets out essential concepts and skills relating to the fundamentals of digital marketing. The students gain insight into the complex and interdependent variables involved in developing successful offline and digital marketing strategies. Upon completion of the unit, students will be able to prepare a marketing plan for different products and services by applying appropriate offline and digital marketing tools and techniques and approach target audiences using offline and digital channels.	Total Contact Hours	65	Supervised Placement and Practice Hours	18
	Self-Study Hours	177	Assessment Hours	65

Assessment Methods

- Set Exercise/Case Study (2000 words) – 40%
- Report (2800 words) – 60%

Competencies

- Critically engage with knowledge in the marketing and digital marketing area;

- Independently manage projects in marketing and digital marketing that require problem-solving techniques with the purpose to achieve organisational and marketing plan objectives;

- Express a comprehensive personal world view on the need for a consistent online presence in the digital age;

- Develop learning skills to undertake study of marketing related units in the future.

Business Maths and Statistics

Level: EQF Level 5 | ECTS: 13 | Type: Compulsory

Description			
The unit provides a grounding in mathematical and statistical techniques used in business and enables students to efficiently apply the learned skills in daily duties and future learning. The purpose of this unit is to increase students' math and statistics knowledge and improve their numerical skills as it applies to many aspects of business and to prepare students to study such areas of management as finance and accounting or conduct quantitative research in business. Through a practical methodology, students will acquire the necessary skills to understand and use classic calculus and statistics techniques in real case business scenarios.			

Hours of Total Learning for This Module/Unit

Total Contact Hours	65	Supervised Placement and Practice Hours	18
Self-Study Hours	177	Assessment Hours	65

Assessment Methods

- Set Exercise/Case Study (2000 words) – 40%
- Report (2800 words) – 60%

Competencies

- Critically engage with the knowledge of math and calculus acquired in previous studies by using it in business situations and taking advantage of the potential this knowledge presents for the profession of management;

- Manage numerical information and statistical data and make decisions by undertaking deductive analysis;

- Demonstrate operational capacity for using statistical data and presenting results with technical accuracy;

- Develop learning skills to undertake further studies of business mathematics and related disciplines such as finance, accounting, and big data analysis;

- Manage projects independently that require problem-solving techniques by distinguishing between various quantitative techniques and selecting those which are best suited to solve a particular management problem or answer a particular research question.

Principles of Accounting

Level: EQF Level 5 I ECTS: 7 I Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			

Description

The purpose of this unit is to introduce students to the concepts of accounting and its underlying assumptions. This introductory accounting unit discusses how to prepare and use financial statements. The instruction consists of moderately technical expositions of the concepts and examples to illustrate applications of accounting principles. The main part of the unit focuses on understanding and the elaboration of an accounting cycle that starts from the book-keeping of basic transactions of the company to the final elaboration of a balance sheet and a profit and loss account in a given period of time. The contents and learning outcomes have been validated and meet the requirements of ACCA F1 and ACCA F3 Certification in accounting.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Set Exercise/Case Study (1350 words) – 50%
- Set Exercise/Case Study (1350 words) – 50%

Competencies

- Critically engage with the knowledge in the accounting profession;

- Manage projects independently that require problem-solving techniques by applying principles of accounting;

- Develop learning skills to undertake further studies of accounting and financial issues with a degree of autonomy;

- Exercise management and supervision by approaching organisational objectives strategically and systematically and by developing awareness of ethical issues in accounting and financial reporting.

Strategic Management of Enterprise and Digital Innovation

Level: EQF Level 5 | ECTS: 13 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
The focus of this unit is on strategic and innovation management in a modern digital and/or technology-based company. The unit includes lectures and case studies on real digital and technology enterprises, affecting trends, business ecosystems and markets, new product and process development, and human resource development, and examines successful strategies, business models, frameworks, and risks for managing digital innovation. Upon completion of the unit, students will be able to propose and execute strategies for sustaining a competitive advantage, growth and innovation within innovation-oriented and digital and tech organisations.	**Total Contact Hours**	65	Supervised Placement and Practice Hours	18
	Self-Study Hours	177	Assessment Hours	65

Assessment Methods

- Report (2800 words) – 60%
- Essay (2000 words) – 40%

Competencies

- Manage strategic and innovation projects independently within digital and tech organisations that require problem-solving techniques where there are many factors related to unpredictable digital technology arena;

- Show creativity in managing strategic innovation projects within digital and tech organisations, including business model innovation and creating and selling differentiated digital innovative products/services;

- Develop the necessary learning skills to undertake further studies of strategic management and digital innovation and technologies with a degree of autonomy;

- Develop team performance in projects associated with strategic and innovation processes.

Leadership and Organisational Behaviour

Level: EQF Level 5 | ECTS: 6 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit
This unit is about the people side of business and management and focuses on topics about individual, group, and organisational issues. It explores contemporary theories and models of leadership. Students will learn and analyse various perspectives, assumptions, strengths, and weaknesses of leadership theories and research the connection between theory and practice in actual leadership settings. Organisational behaviour topics include: personality and performance, managerial decision-making, motivating others, fairness in organisations, and the multicultural workplace.	*(see table below)*

Hours of Total Learning for This Module/Unit

Total Contact Hours	30	Supervised Placement and Practice Hours	8
Self-Study Hours	82	Assessment Hours	30

Assessment Methods

- Essay (650 words) – 30% Set
- Exercise/Case Study (1600 words) – 70%

Competencies

- Manage people and review performance of others by examining approaches to leading people in an organisation, practicing different leadership styles and leading teams;

- Show creativity in managing projects that require effective collaboration with different people;

- Express a comprehensive personal world view reflecting engagement with the evaluation of the impact of leadership style and organisation's ethical practices on the performance and motivation levels in that organisation;

- Manage projects independently that require problem-solving techniques by proactively dealing with differences in people's behaviours and mitigating conflict situations.

Business Research Methods

Level: EQF Level 5 | ECTS: 6 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
This unit equips students with the skills to develop and undertake business research and provides the theoretical and practical preparation. The unit covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and conducting a research project. The purpose of the unit is to prepare students to research different types of problems/issues in business and management as well as help students to get ready for writing an undergraduate Dissertation.	Total Contact Hours	30	Supervised Placement and Practice Hours	8
	Self-Study Hours	82	Assessment Hours	30

Assessment Methods

- Research Report (2000 words) – 80%
- Oral Presentation (5 min) – 20%

Competencies

- Critically engage with knowledge required to conduct professional research on various business issues and to analyse and structure the research findings in a logical manner;

- Develop learning skills to undertake business research with a degree of autonomy;

- Exercise management and apply business research methods adhering to ethical principles and standards;

- Demonstrate autonomy and independency in developing a research project and in achieving desired results.

Managerial Accounting

Level: EQF Level 5 I ECTS: 6 I Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
The aim of the unit is to introduce the students to the main issues in managerial accounting. Special emphasis will be put on decision making at different levels of management, and on data and reports to facilitate the decision-making process. Topics covered include: cost volume profit analysis, cost behaviour, costing systems, budgeting, unit cost calculations, pricing, variance analysis, responsibility accounting and performance evaluation. The contents and learning outcomes have been validated and meet the requirements of ACCA F2 Certification in accounting.	Total Contact Hours	30	Supervised Placement and Practice Hours	8
	Self-Study Hours	82	Assessment Hours	30
	Assessment Methods • Set Exercise/Case Study (2250 words) – 100%			

Competencies

- Critically engage with concepts in the field of managerial accounting;

- Manage projects independently that require problem-solving techniques by using financial and accounting information;

- Develop learning skills to undertake further studies of accounting and financial issues with a degree of autonomy;

- Exercise management in contexts of work activities where there is unpredictable change by approaching organisational objectives strategically and systematically;

- Express a comprehensive personal world view reflecting engagement with ethical standards in accounting.

Professional and Career Development

Level: EQF Level 6 | ECTS: 6 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit
This unit is designed to give students the opportunity to evaluate and plan their career and employment future and set professional goals so that each student could expand their job-related skills, start thinking about a business career pathway and plan their career preferences accordingly. Alternatively, and as opposed to attending class sessions, students are given an option to complete an internship related to the area of their undergraduate studies and develop competences contemplated in this unit via practical learning.	(see tables below)

Hours of Total Learning for This Module/Unit

Total Contact Hours	30	Supervised Placement and Practice Hours	8
Self-Study Hours	82	Assessment Hours	30

Assessment Methods

- Poster – 70%
- Portfolio – 30%

Competencies

- Develop learning skills that are necessary to explore lifelong professional and career development opportunities;

- Manage complex professional activities by setting goals and selecting learning options to enhance professional development;

- Take responsibility for directing own professional and career development by implementing a personal career plan and undertaking professional development initiatives.

Starting a New Digital Business

Level: EQF Level 6 I ECTS: 7 I Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
In this unit, students learn about digitally enabled entrepreneurship by designing and assessing approaches to launching their own digital business. This unit focuses on the development of a business plan for a new digital venture and deals with the competencies needed to become an innovative, opportunity-driven, market-ready entrepreneur.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Group Project Output (Business Plan) (4000 words) – 50%
- Individual Oral Presentation (10 min) – 50%

Competencies

- Take responsibility for developing a business idea into a comprehensive and highly scalable digital business model by applying new venture development principles;

- Demonstrate team management by efficiently working in a complex and dynamic environment comprised of entrepreneurial teams;

- Show creativity and initiative in developing entrepreneurial projects and in training people to develop sound start-up team performance;

- Manage complex entrepreneurial activities related to digital products and/or services

Business Economics

Level: EQF Level 6 | ECTS: 7 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
This unit provides students with an overview of relevant economic issues in a business context by outlining fundamental economic concepts and examining the functioning of the market system. Different market structures and their impact on organisations are examined and the role of government in the economy is reviewed. The unit introduces the relevant aspects of the macroeconomy with a focus on business impact and decision-making and prepares students to manage complex professional activities and projects, taking responsibility for decision-making in the context of economic uncertainty.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Essay (1500 words) – 40%
- Set Exercise/Case Study (2000 words) – 60%

Competencies

- Manage complex professional activities and projects, taking responsibility for decision-making in the context of economic uncertainty;

- Develop learning skills that are necessary to undertake further studies of economics and the broader social consequences of economic decision-making;

- Take responsibility for appropriate courses of action to deal with micro and macroeconomic challenges;

- Critically engage with mechanisms by which national and global economic systems work.

Innovative and Creative Thinking

Level: EQF Level 6 | ECTS: 4 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
Several authors have recognised that innovation is best encouraged through creativity. The generation of ideas is a crucial part of the innovation process and creativity is the thinking process that helps generate these ideas. This unit aims at improving students' creative abilities. The unit explains the relationship of creativity and business innovation. The students are focusing on practicing creativity rather than engaging intellectually with creativity by using creativity tools to generate initial ideas such as process of divergence, crossed brainstorming and Moodboards. Upon completion of the unit, students will be able to stimulate and improve individual, team, and organisational creativity and show creativity in developing projects in management processes.				

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Poster and Presentation – 100%

Competencies

- Take responsibility for promoting the culture of innovation and creativity within organisations;

- Show creativity in developing projects in management processes;

- Take responsibility for decision-making in unpredictable work or study contexts by applying creativity tools to generate ideas;

- Manage and train people to develop team performance by stimulating creativity and brainstorming.

Corporate Finance

Level: EQF Level 6 | ECTS: 7 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
This unit is an introduction to the study of the principles of corporate finance and their application to the usual financial issues and decision-making of business enterprises. By the end of the unit, students will be familiar with financial vocabulary, understand aspects of financial theory, and appreciate the underlying financial mindset as well as incentives involved when solving problems of finance. Students will learn how to determine risk and make financial decisions, and how to value an investment as a potential financial opportunity.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Set Exercise/Case Study (1500 words) – 50%
- Report (2000 words) – 50%

Competencies

- Take responsibility for identifying, analysing and solving unpredictable problems in diverse areas of business finance;

- Develop a critical awareness of the time value of money, risk, future returns and the capital investment decisions;

- Make informed, reasoned and sustainable decisions on capital investment projects;

- Demonstrate administrative design by using analytical techniques related to financing operations and valuation of organisations and investment opportunities.

Disruptive Technologies for Innovation and Change

Level: EQF Level 6 | ECTS: 13 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			

Description

This unit examines how innovation driven by emerging technologies is transforming the way we do business and disrupting well established industries. Students will see how creative innovators are able to appropriate these new technologies and adapt them to relevant use cases that could potentially innovate traditional lines of business or deliver previously unthought of business models. The students will review some of the most disruptive technologies of nowadays such as Big Data, Machine Learning, Artificial Intelligence, Blockchain, Digital Fabrication, Industry 4.0, and Internet of Things. On the other side, the unit is designed to provide students with conceptual framework addressing the strategic importance of managing change and correlating change processes with the growth objectives of an organisation.

Hours of Total Learning for This Module/Unit

Total Contact Hours	65	Supervised Placement and Practice Hours	18
Self-Study Hours	177	Assessment Hours	65

Assessment Methods

- Essay (1500 words) – 25%
- Group Project Output (3000 words) – 25%
- Individual Oral Presentation (10 min) – 50%

Competencies

- Develop learning skills that are necessary to undertake further studies on disruptive and emerging technologies;

- Manage complex technical and professional activities associated with emerging and disruptive technologies by taking responsibility for decision-making in change and transformation processes and by having a vision to detect technologies that are yet at an early maturity stage but have a potential to become disruptive;

- Show creativity, initiative and proactivity in leading change and transformation processes to achieve growth in organisations;

- Demonstrate resource, flexibility and openness to adopt changes in organisations.

Undergraduate Graduation

Level: EQF Level 6 | ECTS: 15 | Type: Compulsory

Description	Hours of Total Learning for This Module/Unit			
This unit requires each student to complete a piece of independent/ supervised study (8.000 to 10,000 words (not including abstract, appendices and references). Each student should select a topic of interest (relevant to his/her area of concentration), and then research relevant academic models and literature and apply to a chosen area of study. The student will need to present and defend his/her work before a panel of three faculty members.	Total Contact Hours	20	Supervised Placement and Practice Hours	55
	Self-Study Hours	225	Assessment Hours	75

Assessment Methods

- Dissertation: 70%
- Presentation and Defence: 30%

Competencies

- Take responsibility for reviewing and adapting the research project development by proactively managing uncertainty in shifting circumstances;

- Show creativity and initiative in developing a professional research project;

- Take responsibility for the value and role of undergraduate dissertation in pursuing further studies or in choosing a professional career path;

- Develop those learning skills that are necessary to continue to undertake further studies at higher academic level with a high degree of autonomy.

E-Commerce Development

Level: EQF Level 6 I ECTS: 7 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
The growth of the Internet continues to have a tremendous influence on business. This unit challenges students to explore the realities and implications of e-commerce. This unit focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Project Output (2500 words) – 70%
- Oral Presentation (5 min) – 30%

Competencies

- Critically engage with the concepts, theories and business models underlying e-commerce;

- Develop learning skills that are necessary to begin a lifelong study of e-commerce field by following trends and tendencies in e-commerce;

- Manage complex activities in the field of e-commerce, taking responsibility for decision-making in unpredictable context;

- Take responsibility for developing projects in the field e-commerce considering ethical, social, legal and political contexts;

- Take responsibility for solving complex problems in e-commerce by assessing the impact on business models and organisational strategy;

- Take responsibility for team performance by accurately portraying issues related to e-commerce within teams both orally and in writing and by augmenting decisions taken.

Sustainable Fashion & Luxury

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
The unit is an introduction to fashion and luxury markets looked at from a systemic perspective that takes in consideration opportunities as well as limitations to growth of the luxury and fashion sector. The unit intends to paint a comprehensive and realistic description of how the fashion and luxury industry really works and aims at increasing awareness and equip students with a set of sustainability principles that will be used as a guidance to navigate risks and opportunities of fashion and luxury brands in this ever-changing world.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20
	Assessment Methods • Written Assignment (2000 words) – 100%			

Competencies

- Critically engage with practices in fashion and luxury industries from a sustainability perspective;

- Take responsibility for developing strategic sustainability initiatives in the field of fashion and luxury and assessing the conditions needed to implement such initiatives from a business and economic perspective, as well as from design, purchasing and production perspective;

- Demonstrate administrative design in applying different business models in fashion and luxury industries, considering their short-term benefits and long-term challenges, and a sustainability impact such business models produce;

- Take responsibility for applying sustainability principles to the fashion and luxury garments production process and assessing environmental and social impacts and implications of producing;

- Show innovation and creativity in proposing sustainable approaches to fashion and luxury companies.

Valuating and Fundraising a Digital Start-Up

Level: EQF Level 6 I ECTS: 7 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			

Description

This unit introduces students to different options available when fundraising a digital start-up and reviews implications, advantages, and disadvantages of each of them. It also explores the most used start-up valuation methods to defend and prove investment value of a start-up. Specifically, the two most used fundraising options (Venture Capital and Crowdfunding) are explored in terms of success factors, terms and conditions and/or regulatory aspects to be considered. Upon completion of the unit, students will be able to demonstrate mastery and innovation in creating a fundraising strategy for their start-up and gather information to implement relevant valuation methods for any digital start-up.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Group Presentation Handouts (15-20 min) – 50%
- Set Exercise/Case Study (2000 words) – 50%

Competencies

- Manage complex professional activities within the start-up ecosystem by assessing potential funding strategies and their requirements, implications, advantages, and disadvantages;

- Take responsibility for digital start-up funding requirements, valuation calculations and negotiation of terms and conditions with potential investors;

- Show creativity in developing new funding scenarios considering investor requirements that conduct to a win/win negotiation with Venture Capital stakeholders or crowdfunding platforms.

Knowledge Management and Learning Organisations

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a learning organisation. The objective of this unit is to give students a solid foundation covering the major problems, challenges, concepts, and techniques associated with knowledge management. Upon completion of the unit students will be able to apply knowledge and understanding of knowledge creation, knowledge transfer, knowledge sharing, and knowledge leadership roles and skills to manage knowledge management processes in learning organisations and take responsibility for the strategic use of knowledge, the technologies, people and cultural issues involved in knowledge transfer.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20
	Assessment Methods • Report (2000 words) – 100%			

Competencies

- Show creativity and initiative in developing knowledge management projects by assessing the resources that affect the development of knowledge management processes in a learning organisation;

- Take responsibility for the strategic use of knowledge, the technologies, people and cultural issues involved in knowledge transfer within learning organisations;

- Take responsibility for the ethical issues and problems inherent in knowledge management and knowledge sharing;

- Demonstrate administrative design in developing knowledge management processes within learning organisations and resource in managing people in a knowledge-sharing culture.

Talent Management in the Digital Era

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit				
The unit explores the main elements of talent management from developing core competencies and the design and implementation of performance management systems to identifying, evaluating and developing talent and to delivering performance coaching for individuals and teams in order to drive engagement and retention. Furthermore, the unit highlights talent management in the era of digitalisation, emphasises the role of talent management in contemporary organisations and discusses the impact of technological changes on talent management practices followed by the approaches, methods and practices to acquire, engage, and develop talent and developing leaders within an organisation.	Total Contact Hours	20	Supervised Placement and Practice Hours	6	
	Self-Study Hours	54	Assessment Hours	20	
	Assessment Methods				
	• Report (2000 words) – 100%				

Competencies

- Critically engage with practices used by organisations to attract, motivate, develop, and retain talent in the digital era;

- Take responsibility for developing talent within an organisation including use of digital HR practices;

- Show creativity and initiative in devising talent development activities taking into account strategic organisational goals and the context of digital transformation and innovation;

- Take responsibility for ethical leadership practices pertaining to talent management;

- Appraise the benefits of diversity within an organisation and show initiative in developing projects for attracting diverse talent;

- Take responsibility for team performance working on talent management projects.

Sport and eSports Management

Level: EQF Level 6 I ECTS: 7 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit introduces students to sports and eSports industries and to fundamental management principles as they apply to management of sports and eSports organisations. Students will critically engage with approaches, practices and strategies used in today's sports and eSports industries by assessing key industry players, stakeholders and professional organisations and will debate key ethical and legal issues encountered in the sports and eSports field today. Overall, this unit provides students with the knowledge and skills to become globally competent sport and eSports managers and function effectively within a global sports industry.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35
	Assessment Methods • Essay (1500 words) – 40% • Set Exercise/Case Study (2000 words) – 60%			

Competencies

- Critically engage with approaches, practices and strategies used in today's sports and eSports industries by assessing key industry players, stakeholders and professional organisations;

- Demonstrate administrative design and resource in solving problems associated with operational, financial, and legal issues in sports and eSports management;

- Take responsibility for ethical and legal issues in sport and eSport management;

- Show creativity and innovative thinking in developing projects in the sports and eSports industry;

- Develop the learning skills, including main digital skills, that are necessary to undertake further study of sports and eSports management.

Business Models and Entrepreneurship in eEsports

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit		

Description

The unit introduces students to a variety of business models and entrepreneurial opportunities encountered within the eSports ecosystem by examining unique characteristics, strengths and weakness of exiting business models within the eSports industry and by drawing upon understanding of challenges and opportunities within the global eSports market. Upon completion of the unit, students will be able to analyse to existing gaps within eSports industry offerings, search for entrepreneurial opportunities, develop monetisation strategies for new eSports organisations, and build on strengths of a particular business model within the eSports industry.

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Written Assignment (2000 words) – 100%

Competencies

- Show creativity in discovering entrepreneurial opportunities and developing viable business models and start-ups within the eSports entrepreneurial ecosystem;

- Take responsibility for assessing commercial viability of existing business models within the eSports industry by analysing their monetisation approach;

- Manage complex professional activities by building on strengths of a particular business model within the eSports industry and by mitigating its weaknesses;

- Take responsibility for solving unpredictable problems arising within the eSports industry in view of increasing global competition, changing trends, technological advancements, and regulation.

Digital Branding

Level: EQF Level 6 | ECTS: 7 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
Traditional brand management approaches are dramatically losing effectiveness and companies use digital branding as a technique to develop a brand over a range of digital venues with the purpose of establishing brand recognition in the digital world. This unit provides an understanding of fundamentals of brand management and takes a detailed look at the approaches used in digital branding. The unit helps students to gain a better appreciation of best practices and developing trends in digital branding by exploring such techniques as digital storytelling, interaction with owned, paid and earned media and brand entertainment strategies in the digital space.	Total Contact Hours	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35
	Assessment Methods • E-Portfolio – 50% • Essay (2000 words) – 50%			

Competencies

- Critically engage with the key issues in building and maintaining brands in the digital space;

- Propose strategic recommendations to improve brand digital strategies by using online data analytics and social listening tools;

- Make decisions related to brands, digital branding and brand storytelling development practices in the digital space;

- Take responsibility for employing contemporary digital media approaches (Owned, Earned & Paid Media) in designing brand digital communications;

- Show creativity and initiative in developing brand positioning statements and stories in the digital space;

- Take responsibility for developing team performance in projects related to brand digital storytelling strategies.

Management of Retail and Electronic Distribution Channels

Level: EQF Level 6 ǀ ECTS: 4 ǀ Type: Elective

Description	Hours of Total Learning for This Module/Unit			
The unit introduces key theoretical concepts and best practices in retail management and explores such areas as retail operations, retail strategy, and emerging challenges in retailing related with increased e-commerce competition and raise of electronic distribution channels. Particularly, the unit explores how retail managers can meet the consumers' increasing expectations for speed and rethink their strategies designed for a single channel world by starting to use electronic marketplaces to offer their products. The unit addresses such issues as direct access to end customers, the need to deliver quick and affordable orders, and designing a multichannel distribution strategy for making a retail business profitable and for maximising customer satisfaction.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Report (2000 words) – 100%

Competencies

- Critically engage with the processes and purpose of strategic retail management as it relates to planning, implementation, and control within an organisation;

- Take responsibility for managing complex issues affecting retailers, such as merchandising, site location, customer service, and specifically the raise of electronic marketplaces and increased e-commerce competition;

- Show creativity and initiative in developing solutions in retailing, specifically related to the development of electronic distribution channels;

- Take responsibility for developing team performance in projects related to analysis of multichannel distribution strategies and retail management.

Digital Communication Strategies & Digital Media

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
The unit covers the main approaches to digital communications management and its application in developing an effective digital communication strategy and building relationships with digital media. Students who successfully complete the unit will be able to plan digital communications strategies and manage and coordinate communication projects in fast paced digital communication environment. The students will also acquire a range of practical digital skills required for developing digital communication projects.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- E-Portfolio – 100%

Competencies

- Critically engage with the digital communication principles of organisations to determine best practices;

- Take responsibility for planning effective digital communication strategies and to develop and frame powerful messages in the digital space;

- Demonstrate administrative design in approaching digital media relations and delivering organisational messages in the digital communication environment;

- Show creativity and initiative in developing digital communication plans, framing digital messages and engaging with stakeholders;

- Influence opinions by using digital persuasion strategies and developing powerful messages and by effectively collaborating with various digital media.

Principles of Public Relations

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit provides students with a detailed introduction to public relations, including its historical origins, and its distinction from advertising and marketing. Students who successfully complete the unit will be able to manage creative and innovative projects in the area of public relations, including planning of effective PR strategies and development of PR materials, and critically appraise strategic public relations as a core organisational function using relevant theories and models in public relations.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Set Exercise/Case Study (2000 words) – 100%

Competencies

- Critically engage with theories, principles, concepts and practices relevant to public relations and appraise strategic public relations as a core organisational function;

- Take responsibility for identifying organisational stakeholders and developing appropriate communication strategies to deliver key, audience specific messages;

- Take responsibility for ethical principles, models and codes of practice within PR profession;

- Show creativity in solving problems in public relations;

- Take responsibility for the management of creative and innovative projects in the area of public relations, including planning of effective PR strategies and development of PR materials;

- Take responsibility for solving complex problems by applying PR crisis management techniques.

Pricing Strategies and Digital Products

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit				
Pricing strategies and tactics are essential determinants of the competitive position, success and ultimately profitability of an organisation. This unit provides examination and discussion of relevant theories, models, concepts, and mechanisms in pricing and focuses on how to make effective pricing decisions. Students will develop knowledge and skills for developing pricing strategies, using analytics to determine prices, and for working with innovative pricing models and pricing strategies for digital products and companies.	Total Contact Hours	20	Supervised Placement and Practice Hours	6	
	Self-Study Hours	54	Assessment Hours	20	
	Assessment Methods • Report (2000 words) – 100%				

Competencies

- Critically engage with terms, concepts, approaches and problems of pricing decisions;

- Take responsibility for decisions related to pricing strategies;

- Demonstrate administrative design in applying pricing tactics as means to achieve sales objectives;

- Take responsibility for ethical and social consequences of applying certain pricing tactics;

- Develop leaning skills that are necessary to study pricing decisions based on concepts drawn from psychology, economics and industrial organisation;

- Manage and execute complex pricing strategies that require use of digital technologies.

Investments

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit provides an overview of the core concepts of investments for those students interested in finance. It covers various types of financial instruments and their uses and characteristics within an investment portfolio. The main objective of this unit is to introduce students to fundamental concepts related to investments in various financial markets such as equities and bonds, forwards, options, swaps and derivatives markets and to prepare students to deal with a variety of challenging investment issues that require to identify acceptable alternatives, assess opportunities and risks, and make and defend investment decisions.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Set Exercise/Case Study (2000 words) – 100%

Competencies

- Critically engage with concepts and techniques used to value different types of investments;

- Take responsibility for a variety of challenging investment issues that require to identify acceptable alternatives, assess the opportunities and the risks, and make and defend decisions;

- Manage professional investment activities by analysing investment data and assessing how investments get their value;

- Develop those learning skills that are necessary to study sophisticated issues in business finance.

Portfolio Management and Wealth Planning

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit examines the essentials of managing different types of portfolios successfully and gives students an understanding of modern investment management techniques and in particular how to construct portfolios with specific characteristics, how to assess the performance of these portfolios and how to protect their value from adverse market conditions. Successful completion of the unit will allow students to make use of available information on financial markets, at both the macro and micro levels. It will also give students the ability to construct an investment portfolio that is sound in terms of investment principles and portfolio performance.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Report (2000 words) – 100%

Competencies

- Demonstrate administrative design in planning modern portfolio management strategies and analysing, synthesising, and evaluating personal financial situations;

- Take responsibility for incorporating risk management techniques to protect assets, standard of living and wealth;

- Manage complex professional activities related to strategic management of wealth by matching goals, risk tolerance and other client characteristics with an investment portfolio strategy;

- Take responsibility for the ethical conduct as a requirement for managing investment portfolio;

- Show initiative in implementing portfolio management projects by prioritising goals and determining the feasibility of achieving these goals.

Advanced Issues in Accounting

Level: EQF Level 6 I ECTS: 7 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			

Description

This unit builds upon previously acquired knowledge in the fields of financial and managerial accounting to examine in detail cost accounting as a systematic process that generates data which is further used to prepare the financial statements required to make a decision (financial reporting). The first part of the unit focuses on cost accounting with emphasis on its use for planning and control, while in the second part of the unit students examine current practices in corporate financial reporting and fundamental issues related to asset valuation and income determination by interpreting financial disclosures that help improve risk assessment, forecasting and decision-making. The contents and learning outcomes of the unit have been validated and meet the requirements of ACCA F2-F3 Certification in accounting.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Report (2000 words) – 60%
- Set Exercise/Case Study (1500 words) – 40%

Competencies

- Manage complex professional activities in managerial and financial accounting by engaging with the advanced concepts from the field of cost accounting and financial reporting and analysis;

- Take responsibility for strategic decisions by using costing as a means of control in business and by interpreting the financial position and performance of an organisation and comparing it with its competitors;

- Develop those learning skills that are necessary to undertake further study of sophisticated issues in accounting;

- Demonstrate administrative design when dealing with issues from international accounting and reporting;

- Take responsibility of financial reporting as an important element in successful corporate governance.

Design Thinking & Agile Methodology for Innovation

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
Agile methodologies and design thinking are becoming a must for managers as an approach to successfully launch new projects and reduce time in implementing new initiatives. This unit aims to introduce the key concepts and philosophy behind these two methodologies and help students incorporate the associated with these methodologies' way of thinking in their future jobs and responsibilities.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Essay (2000 words) – 100%

Competencies

- Critically engage with the concepts of design thinking and agile methodologies by examining their advantages over traditional methods;

- Demonstrate administrative design by applying the principles of design thinking and agile methodologies in implementing new ideas to solve complex and unpredictable problems;

- Show creativity in conceiving radically innovative solutions by applying a design-cantered approach;

- Take responsibility for recognising the cultural and mindset challenges of being fully successful with design thinking and agile methodologies.

Event Management & Sponsoring

Level: EQF Level 6 | ECTS: 7 | Type: Elective

Description	Hours of Total Learning for This Module/Unit

Description

The purpose of this unit is to enable students to acquire knowledge about the event coordination and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of international events. Additionally, the unit covers main principles of sponsorship and differences between various types of sponsorship by reviewing events as a sponsorship investment. Upon completion of the unit, students will be able to professionally perform functions related to the planning and implementation of an event and to evaluate different promotion and sponsorship proposals.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Written Assignment (2000 words) – 50%
- Group Project Output (2500 words) – 50%

Competencies

- Critically engage with the process of conceptualising and developing an event, by involving various stakeholders and sponsors;

- Demonstrate administrative design in planning and articulating an international event, including the management of resources, budgets and time;

- Take responsibility for decision-making in the environment of complexity, wide-ranging scope of tasks, and tough deadlines surrounding the event planning process;

- Take responsibility for ethical and sustainability implications in event management;

- Show creativity and initiative in managing complex event projects and in collaborating with the key players and sponsors involved in event organisation;

- Take responsibility for team performance working on an event planning and organisation.

Fashion and Luxury Marketing

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit				

Description

The unit develops a framework for understanding the essential elements of effective marketing of luxury fashion and luxury goods in general. The unit allows students to develop the perspective and skills necessary to pursue careers in the fashion and luxury sector. Marketing fashion and luxury products and services presents a number of unique challenges including the nature of the target market, importance of establishing a strong relationship with customers, the critical role of brand image, and the nature of retailing. Upon completion of the unit, students will demonstrate innovative theoretical and practical responses to marketing projects within the fashion and luxury industries by applying marketing principles specific to fashion and luxury products.

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Written Assignment (2000 words) – 100%

Competencies

- Take responsibility for solving complex problems in fashion and luxury marketing by assessing its relationship with the global marketing environment, changing trends in lifestyles, cultural traits and habits of global consumers;

- Show creativity in developing proposals related to fashion and luxury marketing;

- Demonstrate strategic-decision making in managing the fashion and luxury marketing process in view of its importance to fashion and luxury organisations;

- Demonstrate administrative design and resource in applying various marketing and communication tools, tailored specifically to the purposes of fashion and luxury marketing, to reach the luxury consumers.

Sports and eSports Marketing

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit		

Description

This unit explores how to apply marketing principles to sports and eSports businesses. The purpose of this unit is to provide students with the principles and concepts identified within sports and eSports marketing, both B2C and B2B, and to develop critical thinking and decision-making skills through the application of marketing principles in sports and eSports industries. This unit helps students gain a professional understanding of sports and eSports marketing by examining in-depth the marketing mix of product, price, place, and promotion as well as by reflecting on the unique marketing opportunities for eSports and how eSports marketing differs from traditional sports marketing.

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Report (2000 words) – 100%

Competencies

- Demonstrate administrative design and resource in applying various marketing and communication tools, tailored specifically to the purposes of sports and eSports marketing, including B2B marketing, to reach fans, companies, and sponsors;

- Take responsibility for solving complex problems in sports and eSports marketing by assessing its relationship with the global marketing environment, changing trends, technological advancements, and proliferation of digital media;

- Show creativity in developing proposals related to sports and eSports B2C and B2B marketing;

- Demonstrate strategic decision-making in managing the sports and eSports marketing process in view of its importance to sports and eSports organisations.

Recreation, Leisure, and Wellness Business

Level: EQF Level 6 ǀ ECTS: 4 ǀ Type: Elective

Description	Hours of Total Learning for This Module/Unit				

Description

The unit traces the historical evolution of recreation, leisure and wellness industry and examines key sectors of the fitness and wellness leisure and sport recreation field as well as current, emerging trends, and career options in the field of recreation, leisure and wellness. The unit provides students with business planning and development principles as applied to commercial recreation sector and encourages to critically examine changes, challenges and opportunities within the commercial recreation industry. The unit also presents a variety of leaning opportunities directly related to identifying commercial and entrepreneurial concepts in the area of recreation.

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Project Output (2000 words) – 100%

Competencies

- Critically engage with concepts, theories and issues in the field of recreation business management and administration;

- Demonstrate administrative design and resource in applying key concepts, theories and knowledge to professional activities within commercial recreation;

- Develop learning skills that are necessary to undertake an entrepreneurial project or build a career in the field of commercial recreation;

- Show creativity and initiative in developing projects in the field of commercial recreation by keeping current with local and global trends in the recreation and wellness industry and by responding to changing client needs, industry standards and regulations;

- Take responsibility for ecological and social impacts of conducted recreation and leisure business activities;

- Take responsibility for team performance working on projects within the field of commercial recreation.

Social Entrepreneurship

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit is designed to introduce students to the area of social entrepreneurship and present social entrepreneurship as an emerging and rapidly changing business field that examines the practice of identifying, starting and growing successful mission-driven for-profit and non-profit ventures and organisations that strive to advance social change through innovative solutions. Upon completion of the unit students will be able to apply principles of social entrepreneurship to developing new socially valuable products within an existing enterprise as well as demonstrate mastery and innovation required to develop a business plan for new social ventures.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Project Output (2000 words) – 100%

Competencies

- Critically engage with social entrepreneurship as a way to achieve social goals and socially valuable results of a business venture;

- Demonstrate administrative design in developing an entrepreneurial strategy that can contribute to social advantages;

- Take responsibility for streamlining organisational processes in a socially responsible way without compromising profitability objectives of an organisation;

- Show creativity and initiative in developing social entrepreneurial projects that consider local culture and values;

- Take responsibility for managing and training people when working on the development of a social enterprise and/or initiative.

Sales Management

Level: EQF Level 6 ǀ ECTS: 4 ǀ Type: Elective

Description	Hours of Total Learning for This Module/Unit			
Modern business environment forces companies to change their mindset in approaching the sales process. In this unit students will learn the latest trends in sales management as well as core fundamentals of sales principles which will give students an up-to-date perspective of the sales skills that they can use to enhance effectiveness in sales and other related functions like marketing, finance, and operations. Upon completion of the unit, students will be able to develop and implement sales strategies, show creativity and initiative in convincing people to make purchasing decisions, and act as a team player within a sales team.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20
	Assessment Methods • Set Exercise/Case Study (2000 words) – 100%			

Competencies

- Critically engage with the principles and fundamentals of the sales process;

- Develop those learning skills that are necessary to continue to autonomously undertake further studies in sales management and advance in a general management career;

- Take responsibility for complying with the code of professional ethics as part of the sales function;

- Demonstrate resource in approaching sales objectives by collaborating with different departments within an organisation and taking into account specific financial and market circumstances;

- Show creativity and initiative in convincing people to make purchasing decisions;

- Take responsibility for managing the professional development of a sales team by allocating different roles within the team, setting sales objectives and using CRM for remote team supervision.

Reputation and Relationship Management in the Digital Era

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
The purpose of this unit is to outline the importance of managing relationships and reputation of an organisation and to provide students with rationale and examples of how reputation influences general performance of an organisation. Upon completion of this unit, students will be able to identify internal and external stakeholders, map them to different communication channels, define and formalise reputation KPIs, assess the key elements contributing to company's reputation in both physical and digital domains and take responsibility for managing cross-functional projects related to reputation analysis and enhancement within organisations.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Set Exercise/Case Study (2000 words) – 100%

Competencies

- Take responsibility for managing cross-functional projects related to reputation analysis and enhancement;

- Take responsibility for unpredictable responses of different stakeholders throughout different channels and solve problems that may harm corporate reputation;

- Show creativity and initiative in developing diverse communication channels that influence reputation of an organisation and in engaging with different stakeholders who impact the reputation-building process;

- Develop learning skills that are necessary to undertake further study of corporate reputation management.

Foundations of FinTech

Level: EQF Level 6 | ECTS: 7 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
In this unit students explore the emergence of new business models in various areas of finance, banking, insurance and wealth management and focus on how the technological advance in data and analytics are enabling the financial sector innovations, collectively called as FinTech. Upon completion of the unit, students will be able to interpret financial innovation and to assess critical technology strategies and foundational technologies in FinTech and demonstrate innovative theoretical and practical responses to projects associated with development of FinTech innovation strategies for a business idea or for implementation within an existing organisation.	**Total Contact Hours**	36	Supervised Placement and Practice Hours	10
	Self-Study Hours	94	Assessment Hours	35
	Assessment Methods • Blog (2000 words) – 50% • Essay (1500 words) – 50%			

Competencies

- Take responsibility for managing projects related to the development of FinTech innovation strategies for a business idea or for implementation within an existing organisation;

- Take responsibility for assessing critically and strategically the impact and consequences, including of legal and regulatory nature, of using a particular FinTech technology within organisations or for personal purposes;

- Show creativity and initiative in applying FinTech to solve problems in various business situations;

- Develop digital skills that are necessary to undertake further study of FinTech and related technologies.

Visual Communication for Digital and Offline Channels

Level: EQF Level 6 | ECTS: 7 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			

Description

This unit introduces students to communication in a creative and innovative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, visualisation of ideas, and uses of visual communication in digital and offline channels. Emphasis is placed on the ability to conceive new and innovative solutions for specified communication issues by developing a visual strategy and planning, executing and evaluating a digital visual communication campaign.

Hours of Total Learning for This Module/Unit

Total Contact Hours	36	Supervised Placement and Practice Hours	10
Self-Study Hours	94	Assessment Hours	35

Assessment Methods

- Poster – 40%
- Report (2000 words) – 60%

Competencies

- Critically engage with the theories and principles in the field of visual communication;

- Contextualise visual communication theories and models in a broader media, marketing and communication perspective;

- Take responsibility for ethical and social consequences of visual communication;

- Develop creative solutions in the area of visual communication;

- Manage complex projects in the visual communication field that require use of digital technologies;

- Take responsibility for team performance working on visual communication projects.

Investor Relations

Level: EQF Level 6 | ECTS: 4 | Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit presents the theory and practice of investor relations: the process of communicating with investors to allow them to make an informed investment decision regarding a corporation's stock. Investor relations will be examined as it relates to marketing, capital markets, the legal and regulatory framework, finance and communications. The unit also provides a critical understanding of the special nature of digital financial communications and examines how digital channels provide an opportunity to communicate directly with investors. Upon completion of the unit, students will be able to apply knowledge and understanding of investor relations to professionally plan financial communications strategies and develop and frame messages for investors and other relevant stakeholders.				

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Set Exercise/Case Study (2000 words) – 100%

Competencies

- Critically engage with investor relations as a specialised, strategic area of corporate communication and corporate finance;

- Take responsibility for issues related to ethics and accountability in the area of communication with investors;

- Take responsibility for identifying buy and sell side stakeholders and for managing the relationship between them and an organisation by developing appropriate financial communication strategies to deliver key, audience specific messages, both within traditional and digital media channels;

- Demonstrate administrative design in solving complex unpredictable problems in the area of investor relations by applying appropriate financial communication techniques.

FinTech in Banking: Challenges and Opportunities

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			
This unit explores the challenges and opportunities created by FinTech for digital transformation in the banking sector and is intended to provide students a foundation in the digital banking products and to make them familiar with relevant aspects related with improved customer experience in the banking sector. Upon completion of the unit, students will be able to solve complex problems caused by the conversion of banking products and services into digital goods and demonstrate innovative theoretical and practical responses to the emerging FinTech landscape within the banking industry.	Total Contact Hours	20	Supervised Placement and Practice Hours	6
	Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Report (2000 words) – 100%

Competencies

- Take responsibility for managing the transformational forces of digitalisation within the banking industry and the new competitive dynamics it gives rise to;

- Demonstrate administrative design in managing complex activities in the digital banking landscape along with key strategies, business models and approaches to innovation;

- Show creativity in applying key concepts of FinTech innovation to digital banking initiatives.

Consumer Behaviour and Emerging Technologies

Level: EQF Level 6 I ECTS: 4 I Type: Elective

Description	Hours of Total Learning for This Module/Unit			

Description

The objective of this unit is to familiarise students with the principles of consumer behaviour and analyse its use in marketing strategies by assessing the link of consumer behaviour with emerging field of neurosciences and the associated technologies. Upon completion of this unit students will demonstrate innovative theoretical and practical responses to designing and evaluating marketing strategies applying consumer behaviour principles and will critically evaluate how emerging technologies and the area of neuroscience are fundamentally changing the way companies influence consumer behaviour.

Hours of Total Learning for This Module/Unit

Total Contact Hours	20	Supervised Placement and Practice Hours	6
Self-Study Hours	54	Assessment Hours	20

Assessment Methods

- Report (2000 words) – 100%

Competencies

- Critically engage with core concepts, theories and issues of consumer behaviour and the emerging technologies that impact the field of consumer behaviour;

- Show creativity and initiative in applying consumer behaviour knowledge and skills as a brick of entire marketing strategy and in promoting the importance of having consumer behaviour vision within an organisation;

- Take responsibility for ethical considerations and consequences of applying principles of neuroscience or of using modern technologies in the field of consumer behaviour;

- Take responsibility for executing marketing strategies that are based on research of the behaviour of consumers and make decisions to solve complex problems associated with execution of such marketing strategies.