



GBSB GLOBAL
BUSINESS SCHOOL



**Bachelor of Business Administration and Digital
Innovation
with
Digital Communication and Public Relations**
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

<p>Description</p> <p>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.</p>	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
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	30	Supervised Placement and Practice Hours	8							
Self-Study Hours	82	Assessment Hours	30								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	36	Supervised Placement and Practice Hours	10							
Self-Study Hours	94	Assessment Hours	35								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>36</p>	<p>Supervised Placement and Practice Hours</p>	<p>10</p>
	<p>Self-Study Hours</p>	<p>94</p>	<p>Assessment Hours</p>	<p>35</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	65	Supervised Placement and Practice Hours	18							
Self-Study Hours	177	Assessment Hours	65								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>											
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	Total Contact Hours	65	Supervised Placement and Practice Hours	18								
Self-Study Hours	177	Assessment Hours	65									

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 | ECTS: 7 | Type: Compulsory

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	36	Supervised Placement and Practice Hours	10							
Self-Study Hours	94	Assessment Hours	35								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>65</p>	<p>Supervised Placement and Practice Hours</p>	<p>18</p>
	<p>Self-Study Hours</p>	<p>177</p>	<p>Assessment Hours</p>	<p>65</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>30</p>	<p>Supervised Placement and Practice Hours</p>	<p>8</p>
	<p>Self-Study Hours</p>	<p>82</p>	<p>Assessment Hours</p>	<p>30</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	30	Supervised Placement and Practice Hours	8							
Self-Study Hours	82	Assessment Hours	30								

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 | ECTS: 6 | Type: Compulsory

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	30	Supervised Placement and Practice Hours	8							
Self-Study Hours	82	Assessment Hours	30								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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	Total Contact Hours	30	Supervised Placement and Practice Hours	8							
Self-Study Hours	82	Assessment Hours	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 | ECTS: 7 | Type: Compulsory

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
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Self-Study Hours	94	Assessment Hours	35								
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>										
	<table border="1"> <tr> <td>Total Contact Hours</td> <td>36</td> <td>Supervised Placement and Practice Hours</td> <td>10</td> </tr> <tr> <td>Self-Study Hours</td> <td>94</td> <td>Assessment Hours</td> <td>35</td> </tr> </table>	Total Contact Hours	36	Supervised Placement and Practice Hours	10	Self-Study Hours	94	Assessment Hours	35	<p>Assessment Methods</p> <ul style="list-style-type: none"> • Essay (1500 words) – 40% • Set Exercise/Case Study (2000 words) – 60% 	
	Total Contact Hours	36	Supervised Placement and Practice Hours	10							
Self-Study Hours	94	Assessment Hours	35								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>20</p>	<p>Supervised Placement and Practice Hours</p>	<p>6</p>
	<p>Self-Study Hours</p>	<p>54</p>	<p>Assessment Hours</p>	<p>20</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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 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.	Hours of Total Learning for This Module/Unit										
	<table border="1"> <tr> <td>Total Contact Hours</td> <td>36</td> <td>Supervised Placement and Practice Hours</td> <td>10</td> </tr> <tr> <td>Self-Study Hours</td> <td>94</td> <td>Assessment Hours</td> <td>35</td> </tr> </table>	Total Contact Hours	36	Supervised Placement and Practice Hours	10	Self-Study Hours	94	Assessment Hours	35	Assessment Methods <ul style="list-style-type: none"> • Set Exercise/Case Study (1500 words) – 50% • Report (2000 words) – 50% 	
	Total Contact Hours	36	Supervised Placement and Practice Hours	10							
Self-Study Hours	94	Assessment Hours	35								

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>											
	<table border="1"> <tr> <td>Total Contact Hours</td> <td>65</td> <td>Supervised Placement and Practice Hours</td> <td>18</td> </tr> <tr> <td>Self-Study Hours</td> <td>177</td> <td>Assessment Hours</td> <td>65</td> </tr> </table>	Total Contact Hours	65	Supervised Placement and Practice Hours	18	Self-Study Hours	177	Assessment Hours	65	<p>Assessment Methods</p> <ul style="list-style-type: none"> • Essay (1500 words) – 25% • Group Project Output (3000 words) – 25% • Individual Oral Presentation (10 min) – 50% 		
	Total Contact Hours	65	Supervised Placement and Practice Hours	18								
Self-Study Hours	177	Assessment Hours	65									

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>20</p>	<p>Supervised Placement and Practice Hours</p>	<p>55</p>
	<p>Self-Study Hours</p>	<p>225</p>	<p>Assessment Hours</p>	<p>75</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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.

Digital Branding

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>36</p>	<p>Supervised Placement and Practice Hours</p>	<p>10</p>
	<p>Self-Study Hours</p>	<p>94</p>	<p>Assessment Hours</p>	<p>35</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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.

Digital Communication Strategies & Digital Media

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>20</p>	<p>Supervised Placement and Practice Hours</p>	<p>6</p>
	<p>Self-Study Hours</p>	<p>54</p>	<p>Assessment Hours</p>	<p>20</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> 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: Compulsory

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>20</p>	<p>Supervised Placement and Practice Hours</p>	<p>6</p>
	<p>Self-Study Hours</p>	<p>54</p>	<p>Assessment Hours</p>	<p>20</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> 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.

Reputation and Relationship Management in the Digital Era

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

Description <p>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.</p>	Hours of Total Learning for This Module/Unit										
	<table border="1"> <tr> <td>Total Contact Hours</td> <td>20</td> <td>Supervised Placement and Practice Hours</td> <td>6</td> </tr> <tr> <td>Self-Study Hours</td> <td>54</td> <td>Assessment Hours</td> <td>20</td> </tr> </table>	Total Contact Hours	20	Supervised Placement and Practice Hours	6	Self-Study Hours	54	Assessment Hours	20	Assessment Methods <ul style="list-style-type: none"> Set Exercise/Case Study (2000 words) – 100% 	
	Total Contact Hours	20	Supervised Placement and Practice Hours	6							
Self-Study Hours	54	Assessment Hours	20								

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.

Visual Communication for Digital and Offline Channels

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

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>36</p>	<p>Supervised Placement and Practice Hours</p>	<p>10</p>
	<p>Self-Study Hours</p>	<p>94</p>	<p>Assessment Hours</p>	<p>35</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> • 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: Compulsory

<p>Description</p> <p>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.</p>	<p>Hours of Total Learning for This Module/Unit</p>			
	<p>Total Contact Hours</p>	<p>20</p>	<p>Supervised Placement and Practice Hours</p>	<p>6</p>
	<p>Self-Study Hours</p>	<p>54</p>	<p>Assessment Hours</p>	<p>20</p>
<p>Assessment Methods</p> <ul style="list-style-type: none"> 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.

