Postgraduate Certificate in International Business

MQF/EQF Level 7

Course Outline

Duration: 6 months

Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 7 of the Malta Qualification Framework.

Knowledge:

- Has a comprehensive and critical understanding of the principal current research issues in the specialisation area;
- Possesses multi-disciplinary theoretical and practical knowledge of management within the domain of the specialisation area.

Skills:

- Demonstrates capability in using knowledge and skills of the specialisation area to adapt to the fast-changing business environment and to efficiently manage people and projects within the specialisation area;
- Possesses specialised problem-solving skills in the specialisation area required to develop new knowledge and procedures to solve practical problems;
- Develops new skills in response to emerging knowledge and techniques in the domain of the specialisation area including digital skills and use of modern technologies;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function.

Competencies:

- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Manages and transforms work or study contexts in the field of specialisation that are complex and unpredictable and require new strategic approaches;
- Has the learning skills to allow continuation to study the specialisation area in a manner that may be largely self-directed or autonomous.

COURSE OUTLINE

International Business and Global Business Challenges

This unit focuses on key global business environmental factors and issues that affect organisations that do business internationally. The aim of this unit is to provide students with the theoretical understanding of the relationship between two major themes in International Business: the existence of differences in national business systems, and the present-day character of processes of internationalisation and globalisation of economic and business activities. Upon completion of the unit students will have developed the ability to evaluate the impact of key business environmental factors on multinational organisations which will allow them to manage international business more effectively.

Competencies

- Take responsibility for initiating strategic actions grounded on the global market opportunities assessment and for leading a multinational organisation into a new direction on the global business arena;
- Have the learning skills to allow continuation to study main causes, forces and drivers of the processes of internationalisation and globalisation of economic and business activities and to evaluate their impact on a multinational organisation in a manner that may be largely self-directed or autonomous;
- Manage and transform work or study contexts that are complex and unpredictable that require new strategic approaches by using knowledge and understanding of global markets and international business environment.

Global Financial Markets and Instruments

This unit looks at the competitive dynamics and performance of global financial markets and highlights the risks and opportunities of doing business in today's financial markets and the challenges presented by both regulators and market participants. Students learn about the role of financial markets in the global and local economy, in financing infrastructure development, large enterprises, and Small and Medium Enterprises (SMEs), and examine a wide range of financial instruments, their features and valuations. Upon completion of the unit, students will be able to use knowledge and skills of global financial markets to lead actions related to sourcing funding from the capital markets and/or engage with investment opportunities.

Competencies

- Assess and evaluate problems associated with investment alternatives and risks of investing in different types of financial instruments;
- Demonstrate the ability to respond to the fast-changing global financial markets environment by assessing performance of global financial markets in different economic and political contexts and on a global scale;
- Take responsibility for leading projects associated with looking for financing opportunities on global financial markets;
- Implement an ability for managing investment risks and for adapting investment initiatives to changing circumstances on global capital markets.

Strategic Marketing

This module examines major forces impacting marketing strategy, such as external environment, consumer behaviour, changing target markets and digital developments, and provides students with knowledge, skills and competencies in a range of techniques required to direct the strategic marketing planning process such as strategic analysis, implementation and marketing control. Topics include diagnosing marketing challenges, identifying opportunities and developing a marketing strategy. Upon completion of the module students will demonstrate capability in using knowledge and skills of strategic marketing to evaluate market opportunities and propose appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts.

Competencies

- Demonstrate the ability to respond to the fast-changing business environment by designing appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts;
- Create a research-based diagnosis to problems in strategic marketing by using evidence-based data mining techniques and making judgements about organisational external environment with incomplete or limited information;
- Take responsibility for contributing to professional practice by proposing creative marketing programmes and comprehensively exploring the emerging practices in digital marketing and in using technology to conduct marketing research.

Diversity Management and Global Workplace Inclusion

This unit provides a comprehensive overview of diversity and inclusion (D&I) in the workplace, through the discussion of the many dimensions of diversity and the introduction of a consistent and effective framework that could be used to foster inclusion in the business environment. The unit also helps to understand that people belong to different age groups, races and ethnicities, are of different genders and have different sexual orientation, besides leading, managing, thinking, and learning in diverse ways. Upon completion of the unit, students will demonstrate specialised knowledge of diversity & inclusion that includes reflecting on social and ethical responsibilities linked to the application of that knowledge in managing human resources in multinational organisations and an ability to develop work environments that appropriately value, support and engage all employees.

Competencies

- Manage people appraising current perspectives on the relationships among diversity and inclusion in global organisations and demonstrate the ability to respond to the multiple types of diversity affecting organisations, including racial, gender, cultural, socio-economic, and generational diversity;
- Manage and transform work or study contexts that require solutions to organisational problems associated with ensuring full participation of many diverse participants;
- Take responsibility for reviewing the strategic performance of diverse teams by applying various strategies for building bridges between diverse groups within the workforce for more productive working relationships.

International Logistics and Transport

This unit provides an understanding of the key transportation concepts and the issues affecting the freight logistics industry and focuses on international transport and logistics management in the context of the global economy by covering operational, technological, economic and regulatory issues relevant to contemporary transport and logistics practice. Particular emphasis is placed on freight movements, intermodal transportation, modal characteristics, transportation regulation, pricing and costing, and the changes occurring in the industry such as security, environmental issues, and use of technology. Upon completion of the unit, students will be able to demonstrate specialised problem-solving skills required to evaluate various domestic and international transportation modes/alternatives and to provide strategic solutions for a series of freight logistics situations.

Competencies

- Create a research-based diagnosis to problems in international logistics and transportation by integrating knowledge from interdisciplinary fields such as operations management, policy and regulations, sustainability and climate change, and make judgements with incomplete or limited information;
- Manage projects in the field of international logistics and transportation by providing strategic solutions for a series of freight logistics situations;
- Demonstrate autonomy in the direction of learning about international logistics and transportation and global issues affecting freight logistics industry and a high level of understanding of learning processes.