



Postgraduate Certificate in Management

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

Operations Management

This unit aims at developing skills and competencies to prepare business students to successfully manage business operations to assess standard and innovative practices in manufacturing and service sectors in the global marketplace. The unit provides conceptual and practical application frameworks of management as well as analytical tools for the management of operations. Students will assess and apply strategies focused on improving operational efficiency through cost reductions, increased capital efficiencies, and integration of modern technologies in business operations. In short, they will learn how to bridge the gap between theory and practice by using technologically advanced resources for operating within a global business environment.

Competencies

- Create a research-based diagnosis to problems in operations management by applying critical thinking to decision-making, supported by operations management principles and best practices in business;
- Demonstrate the ability to respond to the fast-changing global production and operation environment and to assess the management of operations within an organisation by integrating knowledge about appropriate frameworks, analytical tools, and decision-making strategies in operations management;
- Be accountable and responsible for the original research aimed at evaluating the impact of trends and practices in operations management on key performance indicators and at recommending strategies to improve operational efficiencies and to support organisational change.

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.

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.

Business Intelligence in the Era of Big Data and AI

Capturing value from data is the new normal and transformational lever towards more digital and sustainable societies. Big data and Artificial Intelligence arise as the newest foundational elements: the former enables the possibility to manage unprecedented volume of data, variety of data sources, and velocity of data update ingested by new technologies while the latter facilitates the intelligent processing of information (without human intervention in most cases) to capture value added information to streamline processes and enhance current services or products. This unit will equip students with a fundamental understanding of the approaches to Business Intelligence and to the new data-driven business models. Upon completion of the unit students will demonstrate capability in using knowledge and skills of Big Data and Artificial Intelligence in implementing a Business Intelligence strategy in the fast-changing data-driven business ecosystem.

Competencies

- Take responsibility for contributing to professional knowledge by being a driver of adoption and implementation of Big Data and Artificial Intelligence technologies in organisations;
- Take responsibility for initiating strategic actions grounded on Business Intelligence diagnosis and for leading an organisation into a new direction;
- Has the learning skills to allow continuation to study new technological trends in Big Data and Artificial Intelligence and to evaluate their impact 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 data analytics techniques and artificial intelligence solutions for business.