Postgraduate Diploma in International Business

MQF/EQF Level 7

Course Outline

Duration: 9 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 comprehensive specialised knowledge and understanding of how cultural, economic, political, and technological frameworks affect management practices and how they can be managed effectively;
- Identifies and evaluates theoretical approaches necessary for planning and decision-making in business. These include ideas that support the modelling and management of the decisions across the broad range of functional areas;
- Has relevant knowledge of organisations, and their role in pursuing sustainable business in the context in which they operate and how they are managed in compliance with codes of ethics and Corporate Social Responsibility;
- Has a comprehensive and critical understanding of the principal current research issues in management.

Skills:

- Performs critical evaluation and analysis of business environment and of the main concepts, structures and approaches of strategic business management with incomplete or limited information;
- Demonstrates capability in using specialised skills to make decisions and create global strategies in different business operations, digital transformation, and finance in order to adapt to fast-changing business environment;
- Demonstrates leadership skills necessary to empower, inspire and manage teams, innovation and creative problem-solving while managing a business;
- Develops new skills in response to emerging knowledge and techniques in the domain of business management including digital skills and use of modern technologies;
- Demonstrates capability in using knowledge and skills of management to conduct research, taking into account the need for synthesis, setting objectives, methodological process and application of strategies;
- Develops an ability to identify and assess risks relating to the business, digital and financial environment and to design strategies to mitigate specific managerial risks;
- Monitors and maintains compliance with appropriate business regulations and formulates practical responses to the legal and external environment challenges associated with operating a business;
- Demonstrates capability in using data referring to business analytics to better forecast and execute business strategies and operations;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function;
- Demonstrates capability in using knowledge and skills of management to conduct research within a specific industry or functional area of a personal professional interest, taking into account the need for synthesis, setting objectives, methodological process and application of strategies.

Competencies:

- Demonstrates the ability to respond to the main political, economic, social, and technological variables and to formulate the priorities and strategies necessary for an organisation to succeed considering the global outlook and trends;
- Manages business projects by establishing a global vision that incorporates every facet of business development and constructs innovation and cultural diversity as an advantage in business contexts that are complex and unpredictable and require new strategic approaches;
- Is accountable for managing people and practicing management with commitment to democratic values and sustainability adopting the practices based on learning, service and social inclusion;
- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Engages in critical analysis in the area of management and demonstrates independent thought, evaluation and problem-solving underpinned by evidence-based arguments;
- Takes responsibility for contributing to professional knowledge in management or a specific industry/functional area of a personal professional interest by identifying an existing business problem and by conducting original research.

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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.

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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.

Economics and Geopolitics

This unit aims at developing skills and competencies to prepare students to apply and criticise economic theories and data and their impact on the operation of markets, and to envision their role on making economic predictions about market outcomes. The unit also offers a comprehensive treatment of economic theory and analysis, using both qualitative and quantitative tools and techniques associated with the theory, and teaches the participants how to use geopolitical categories in order to understand the international economic and political environment, how to analyse reasons and consequences of international political and economic decisions, how to use geopolitical and geo-economic knowledge in order to understand the global market.

Competencies

- Create a research-based diagnosis to problems in economics and geoeconomics by integrating knowledge from an interdisciplinary field of geopolitics and make judgements with incomplete or limited information;
- Demonstrate the ability to respond to the fast-changing business environment by analysing and interpreting diverse forms of economic information from both the environment and the organisation;
- Demonstrate autonomy in the direction of learning of economics and geoeconomics by conducting independent research and analysis of economic data, articles, news, and expert opinions.

Digital Transformation, Innovation and Technology

This unit will equip students with a fundamental knowledge of the new digital economy and will provide an understanding of how the digital economy is shaping strategic options for managers, including the new technological driving forces, digitalisation, and the new challenges. Students will analyse the impact of digital transformation on society and businesses and assess to what extent technology can be used to create meaningful and positive innovative solutions to different issues. Upon completion of the unit, students will have knowledge and skills of digital transformation, innovation and technology and will be able to find solutions to the challenges of leading and managing innovative and transformational processes in modern organisations.

Competencies

- Manage and transform work contexts that are complex and unpredictable and require new strategic approaches based on innovation and digital transformation, understanding of technology, and analysis of internal and external environment;
- Demonstrate the ability to respond to the fast-changing business environment by analysing emerging and disrupting technologies and by having a vision to detect technologies that are yet in an early maturity stage but have a potential to become disruptive;
- Demonstrate autonomy in the direction of learning of digitalisation and innovation processes by conducting independent research and analysis of economic data, articles, news, and expert opinions.

Final Project (Capstone)

A Final Project (Capstone) is a multifaceted assignment that serves as a culminating academic and intellectual experience for Master students. Students take what they have learned throughout the course of their Master's programme and apply it to examine a specific idea/problem within their area of specialisation. A Final Project involves the identification of an existing problem in a real-world setting and the application of learned skills and methods to develop a solution that addresses the problem directly. There are several options among which students can choose for developing their Final Project: either it may be geared toward research or may be more oriented toward problem-solving. Solutions offered by students are usually interactive and realistic, meaning they can be implemented and used either in professional life or in further research and study.

Competencies

- Create a research-based diagnosis to problems by integrating knowledge from new or interdisciplinary fields and make judgements with incomplete or limited information;
- Take responsibility for contributing to professional knowledge in a specific industry or functional area of a personal professional interest by identifying an existing business management problem and by developing theoretical approaches to possible solutions;
- Demonstrate autonomy in the direction of learning and a high level of understanding of learning processes in a specific industry or functional area of a personal professional interest;
- Have the business research skills to allow continuation to study a specific business management problem in a manner that may be largely self-directed or autonomous.