



## Ballsbridge University

### MBA in Strategic management Syllabus

#### What will I study?

- Advanced Professional Development 15 credits
- Managing Change in Organisations 15 credits
- Management Research-Project and Presentation 15 credits
- Management Research Methods 15 credits
- Managing Financial Principles and Techniques 15 credits
- Human Resources Planning and Development 15 credits
- Leadership of your Organisation 15credits
- Strategic Marketing Management 15 credits
- Qualityand Systems Management 15 credits
- Accounting 15 credits
- Dissertation 30 credits

#### Module 1: Advanced Professional Development

- Personal skills required to achieve strategic goals
- Skills audit
- Constructing a personal development plan

#### Module 2: Managing Change in Organisations

- Models of strategic change
- Factors driving the need for strategic change
- Role of stakeholders in planning for change
- Models for ensuring ongoing change

#### Module 3: Management Research -Project and Presentation

- Developing a project specification
- Planning for implementation of a project to implement a new product, service or process
- Analysing project outcomes

#### Module 4: Management Research Methods

- Understand how to select a research question
- Be able to conduct a literature Review
- Understand techniques used to interpret data in a research proposal

- Be able to choose the appropriate methodology to research the question
- Be able to present the findings of a research proposal

#### Module 5: Managing Financial Principles and Techniques

- Applying cost concepts to the decision-making process
- Forecasting techniques to obtain decision-making information
- Budgetary process in an organisation
- Cost reduction & management processes
- Financial appraisal techniques for strategic investment decisions
- Interpreting financial statements

#### Module 6: Human Resources Planning and Development

- How strategic management of human resources contributes to organisational objectives
- Developing human resource plans
- Human resource plans for organizations
- Human resources management and policies

#### Module 7: Leadership of your Organisation

- Relationship between strategic management and leadership
- Theories of management and leadership
- Leadership requirements
- Development of leadership skills

#### Module 8: Strategic Marketing Management

- Principles of strategic marketing management
- Tools used to develop a strategic marketing strategy
- Strategic marketing techniques
- Changes in the marketing environment

#### Module 9: Quality and Systems Management

- Understand total quality management
- Concept of quality management
- Quality system management
- Quality auditing

#### Module 10: Accounting

- An understanding of the concepts and language of accounting so it can be used as an effective tool for communication, monitoring, and resource allocation.
- Mastery of the vocabulary of financial statements and accounting reports.
- Familiarity with how modern accounting and control theory is used in evaluating economic conditions and making organizational decisions.

## Module 11 MBA Thesis

- Presentation of supervised work minimum 20000 words
- Preparation of defending supervised work