

A photograph of three young women, likely students, smiling and posing together outdoors. They are wearing backpacks, suggesting they are on campus. The woman on the left has long dark hair and is wearing a pink top. The woman in the middle has dark curly hair and is wearing a pink top. The woman on the right has long blonde hair and is wearing a green top. The background is a blurred outdoor setting with trees and a path.

## MBA IN GLOBAL CORPORATE STRATEGIES

The MBA in Global Corporate Strategies has been designed for those wishing to undertake intensive academic studies in Global Business and Management. The programme's content reflects the increasing globalisation of both the knowledge and practice of business and management education.

It will provide you with the knowledge and skills necessary for entry into the global business environment, making sure you are equipped deal with the demands of the complex and rapidly changing global environments.

### Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. GLOBAL MARKETING RESEARCH
3. PRACTICE OF MARKETING
4. GLOBAL MARKETING COMMUNICATIONS
5. INFORMATION TECHNOLOGY
6. INTERNATIONAL FINANCIAL MANAGEMENT
7. EUROPEAN BUSINESS ENVIRONMENT