

Brief Description of MSc BA Modules

Compulsory Modules for all Specialisations

Advanced Statistical Analysis in Business Research	The main aim of this module is to provide students with different methods of inferential statistics. This is to ensure that students have knowledge and understanding of sampling, general theory of estimation and hypothesis testing, in addition to regression techniques. Emphasis will be put on different business application problems through utilizing statistical software such as STATA or R.
Business Economics	The aims of this module are to provide students with a comprehensive introduction to the fundamental concepts of Business Economics; and enable students to understand and analyze the microeconomic environment that surrounds any business activity. We develop the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.
Research Methods for Business Studies	The main aim of this module is to achieve a scientific upgrading to one's way of thinking, generally, and the appreciation of the research contribution, specifically. This is achieved through developing a robust literature review that critically evaluates prior research, and so that reaches existing research gaps.
Seminar on Management Research	The aim of the module is to introduce students to the recent advanced research tracks and advanced methodologies applied in the available MSc majors (Namely; Marketing and International Business, Human Resources Management and Organization Studies, Finance and Investment), and introducing the global research agendas and areas of scientific contributions through recent articles published in academic blind refereed high impact journals, case studies, conference proceedings and other scientific sources. This will help students to select their preferred area of specialization. Students will be evaluated through course work during the semester and a through literature review in their topic of choice.

Finance Specialisation

Finance Specialisation Modules	
Advanced Studies in Corporate Finance	The aim of this module is to provide a deep understanding of the tools and techniques needed to evaluate new projects and appraising the company's capital structure and dividend policy. This Module develops the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.
Investment and Portfolio Management	The aim of this module is to provide a deep understanding of the types of investment products, tools and techniques. The module also examines the theoretical basis and practical approach to managing portfolios of financial assets and introducing portfolio management theories. Through developing the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.
Advanced Studies in Financial Risk Management	The aim of this module is to have a deeper understanding of capital markets, risks associated, and risk measurement, and mitigation methods. This module focus on the derivatives market and the use of derivative instruments in hedging risks. This module develops the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.
Advanced Studies in Financial Markets and Institutions	The aim of this module is to provide an adequate understanding of financial markets and their role in the economy, in addition to the evaluation of institutions, instruments and participants involved in the industry. The module also provides a sufficient introduction of the tools and techniques to evaluate them. This module develops the

	<p>capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.</p>
<p>Advanced Studies in International Financial Management</p>	<p>The aim of the module is to provide students with a deep understanding of financial management issues in a global setting and help students develop analytical tools that incorporate key international considerations into fundamental financial decisions. This module develops the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.</p>
<p>Financial Derivatives</p>	<p>The aim of this module is to provide an understanding of the derivatives markets in terms of concepts, structure, instruments, trading strategies, and pricing methods. This module presents an in-depth analysis of derivatives securities traded in financial markets, while focusing on advanced techniques for pricing derivatives. This module develops the capabilities of the students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders.</p>
<p>Financial Statement Analysis</p>	<p>The aim of this module is to enable rigorous analysis of financial statements through providing a thorough grounding in the techniques available to companies for financial analysis. This module develops the capabilities of students to become responsible leaders and future generators of global sustainable development and social responsibility, while engaging them in conceptual and empirical research, dialogue, and extended partnerships with local and international stakeholders</p>

Financial Econometrics	The aim of this module is to understand key statistical methods that economists use to disentangle cause and effect: regression, instrumental variables, regression discontinuity designs and difference-in-differences. This module develops the capabilities of students to become leaders and future generators of global sustainable development and social responsibility.
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Human Resources Specialisation

Human Resources Specialisation Modules	
Human Resource Management and Development in Practice	The aims of this module are to provide an overview of the principles of Human Resource Management (HRM) & Human Resource Development (HRD) and its main practices. This module also aims to foster independence and self-direction, together with creative thinking, decision making and problem-solving ability in the field of HRM/HRD. The Module also provides opportunities for students to enhance employability and career development.
Strategic Human Resource Management	The aims of this module are to assess what strategic human resource management and development practices and policies prescribe and deliver, acknowledging the constraints under which organizations operate. It provides students with an in-depth appreciation of the strategic alignment between HR practices and business performance within an internal and external organizational context. Students are expected to be able to understand linkages between the business models adopted by a firm, and the associated strategic HR choices and activities. Moreover, it stresses the importance of the investment perspective of human capital aiming to achieve and maintain sustainable competitive advantage in cross-cultural work environment.
Human Resources Management in the Digital Era	The aims of this module are to provide the students with required information to identify diagnose and solve HR problems using digital information systems. This is in addition to how to plan and

	<p>implement information in all functional areas of HRM. They learn also how to utilize data workhouses, artificial intelligence techniques in making decisions, how to use desktop or even palm computers to conduct employees' appraisals, training and development needs analysis evaluate labor costs, analyze turnover and absenteeism information, and applying promotion and other areas of HRM.</p>
<p>Knowledge and Intellectual Capital Management</p>	<p>The aims of this module are to explore learning and practice/understanding areas in Knowledge Management (KM) and Intellectual Capital (IC). The importance of KM is unanimously acknowledged by the organizations. Challenges due to rapid and intensive volatility in the international environment demand continues changes in KM such as systematic searching and creating new knowledge, providing its diffusion through the organization and hosting it in the firm's products and services, processes and structures, technologies and systems, and culture. IC is considered as one of the vital strategic assets for the success and sustainability of the organization in a competitive business environment. IC is also recognized as the most crucial asset for the survival of knowledge intensive organizations. Further, the aim of this module is also to explore the components of intellectual in order to comprehend the concept and applications of IC in-depth.</p>
<p>Organizational Theory and Development</p>	<p>The aims of this module are to provide students with concrete knowledge about organisation theory, how it has developed, and how its development has coincided with events and changes in other fields and introduce students to the core concepts and theories with relation to organisation interaction with both internal and external environments and the different human interactions inside the organisation. It also aims to equip students with solid background to enhance their research and professional competencies.</p>

<p>Organizational Behaviour & Leadership</p>	<p>The aims of this module are to develop effective leaders as well as effective HR professionals. To gain an overview of major concepts of leadership and organisation behaviour theories. Effective human interaction is the core of any successful business; hence it is important to understand how individuals and groups; followers and managers behave and lead in today's highly competitive, diversified, global environment. The module also aims to develop a wide range of important organisational and interpersonal competencies that are necessary for different managerial levels; that contribute to employee learning, personal effectiveness, career development, and organisational sustainability. As an HR professional, it is crucially important to be able to educate, train and develop leaders' competences and agility to cope with today's fast-evolving business, while maintaining ethical and responsible management culture.</p>
<p>Organization and Corporate Governance</p>	<p>The aims of this module are to develop a critical understanding of the theory, the conceptual framework of organization design and the different concepts of corporate governance. Hence, it will enhance the analytical ability of these concepts to the business world and how they operate in multinational companies. Additionally, it provides an opportunity to explore the different related conflicts in a wide range of organizations. This module is of interest for those who are willing to investigate the complex relationship between different stakeholders.</p>
<p>International Human Resource Management</p>	<p>The aims of this module are to provide students with significant insights into the role of human resource management practices within the multinational companies. The module assists in the students' critical exploration of the impact of globalization on contemporary organizations. In these terms, the main emphasis is positioned on the indispensable debates that are associated with the utilization of human resources in an international context and this necessitates the exposure to cultural differences, diversity and expatriation. Particularly, it analyses the HRM functions and how they are practiced differently in the international context and they include international staffing and</p>

	expatriation, reward and employee retention, international labor relations as well as corporate reputation.
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Marketing Specialisation

Marketing Specialisation Modules	
Advanced Studies in Consumer Behaviour	The aims of this module are to present the main concepts and theories needed to understand consumers. Also to build a detailed picture of the modern consumer that acknowledges all the complications and inconsistencies in the market, and provide the tools to tackle cutting-edge consumer research.
Marketing Strategy	The module combines academic rigor and practical relevance, and therefore, it aims to develop an advanced level of understanding and critical reflection of the significant strategic marketing schools, theories and frameworks across a diverse range of organizations and industrial sectors. And allows candidates to critically appraise multifaceted and convoluted situations and develop solutions through the application of theories and frameworks.
Advanced Topics in Integrated Marketing Communications (IMC)	The aim of this module to provide students with advanced academic theories and hands-on experience in the integrated marketing communications, which will enable them to design and implement marketing communications strategies involving both creative decisions and media solutions.
Marketing Channel and Logistic Management	The aims of this module are to provide students who intend to take this field as a career with a fundamental understanding of the key aspects of logistics and marketing channels with a focus on transport logistics, supply chain management, warehousing and inventory management. It also enables students to understand the importance of digitalization in logistics and marketing channels. In addition, makes students aware of the increasing sustainability imperatives affecting the logistics functions and the need to comply and adapt.

International Brand Management	<p>This module provides a comprehensive synthesis including emerging trends of brand management, the changes in international competition, consumer life styles, the governmental regulations and how to make relevant decisions in these areas based upon theoretical and practical learning background all over the module.</p> <p>This module aims to build on the knowledge gained in Marketing Management and Strategic Brand Management. In addition to examining the theory of international brand management and how this could be applied in the design of an international marketing programme.</p>
International and Cross-Cultural Management	<p>The aims of this module are to highlight culture as a major force in international management within the context of a global world; and to evaluate culture and its role in business theories using a variety of conceptual, methodological and practical views. This leads to the measurement and application of culture at various levels of analysis (national, industry, corporate, individual) and in complex cross-cultural situations and scenarios.</p>
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Global Entrepreneurship	<p>The aims of this module are to provide student an overview of the elements of global entrepreneurship. It develops the knowledge, skills and attitudes that are needed to successfully launch a global venture, or manage the internationalization of an early stage venture. In addition, it discusses the challenge of global entrepreneurship and the opportunities for it in a world in which the economic and cultural context is rapidly changing.</p>