

MODULES OUTLINE – 4 FOUNDATION MODULES – 1 CAPSTONE MODULE

BUSM2563 UNDERSTANDING THE BUSINESS ENVIRONMENT

This module provides a thorough and practical understanding of this environment enabling students, as future business leaders, to make sustainable decisions and manage the complexity involved. Students will be shown how companies and workers operate and navigate the domestic and international business environment. Letting the students know how this environment is affected by domestic and international forces and help to understand the role that government and institutions play in facilitating and hindering business activity. Students will be introduced to practical decision tools and empirical approaches to manage each of the environmental forces that businesses face. The introduction to business environments and decision tools is applicable to all business disciplines (economics, finance, marketing, management, advertising, accounting, information systems) and useful for employment in any field.

BUSM2568 BUSINESS DECISION MAKING

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MODULES OUTLINE – ELECTIVE MODULES

BUSM4551