

Standard curriculum for MSc in Strategic International Management with Specialisation in Human Resource Management

| Semester | Code | Module | Credits |
|-----------------------------|---------|--|-----------|
| 1 | BPSB303 | Business Strategy | 5 |
| 1 | SKIB310 | Fundamentals of Research - Academic Skills and Presentations | 5 |
| 1 | SKIB309 | Fundamentals of Research - Data Analysis | 5 |
| 1 | FINB310 | Principles and Practices of Business Finance | 5 |
| 1 | HRMB315 | Principles and Practices of HR Management and Leadership | 5 |
| 1 | MKTB313 | Principles and Practices of Marketing and Branding | 5 |
| Total for semester 1 | | | 30 |
| 2 | MKTB316 | Consumer Psychology and Behaviour | 5 |
| 2 | MKTB314 | Contemporary Marketing Communications | 5 |
| 2 | MKTB315 | Designing and Executing Campaigns in the Digital Space | 5 |
| 2 | SKIB311 | Fundamentals of Research - Research Methodology and Design | 5 |
| 2 | MKTB317 | Market Research | 5 |
| 2 | SMARKX | MSc Marketing Management Specialisation Electives | 5 |
| Total for semester 2 | | | 30 |
| 3 | DISB301 | Dissertation | 30 |
| Total for semester 3 | | | 30 |
| Grand Total | | | 90 |

Contents of module groups

MSc Marketing Management Specialisation Electives

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|---------|----------------------------------|---|
| MANB310 | Reputation and Crisis Management | 5 |
| MKTB318 | Marketing Services | 5 |
| MKTB319 | AI-Driven Insights in Marketing | 5 |

Prerequisites

| Module | Prerequisite module |
|-------------------------|---|
| DISB301 Dissertation | SKIB309 Fundamentals of Research - Data Analysis |