

THE EEG - PART 3

MASTER OF BUSINESS MANAGEMENT – PROGRAMME CURRICULUM



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Master of Business Management in Digital Marketing & Communication

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ¹	Globalisation, Society & Culture	36	5	MO44
Sep / Feb (2) ²	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	The Future of Integrated Digital Marketing: Video, Mobile, & Artificial Intelligence	36	5	MA44
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	New Media, Marketing & Analytics	36	5	MA45

Year 1, Semester 2

Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	Business Intelligence & Data Mining	36	5	IM42
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	Strategic Communication & Branding	36	5	CM41
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester / Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

¹ (1) is Semester 1 for part-time students

² (2) is Semester 2 for part-time students

Master of Business Management in Logistics & Trade

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ³	Globalisation, Society & Culture	36	5	MO44
Sep / Feb (2) ⁴	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	Operations Management	36	5	MO42
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	Supply Chain – Operations & Strategy	36	5	ITL41

Year 1, Semester 2

Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	International Joint Ventures	36	5	SM43
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	International Trade, Law & Policy	36	5	BL41
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester /Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

³ (1) is Semester 1 for part-time students

⁴ (2) is Semester 2 for part-time students

Master of Business Management in Finance				
Year 1, Semester 1				
Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ⁵	Globalisation, Society & Culture	36	5	MO44
Sep / Feb (2) ⁶	Management Accounting & Finance	36	5	FIN41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	Financial and Monetary Economics	36	5	FIN43
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	Supply Chain – Operations & Strategy	36	5	ITL41
Year 1, Semester 2				
Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	Corporate Finance	36	5	FIN42
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	Venture Capital and Private Equity	36	5	FIN45
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41
Total Year 1			60 Credits	
Year 2 (1 Semester /Term)				
1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43
Total Year 2			30 Credits	
Total Credits MBM			90 Credits	

⁵ (1) is Semester 1 for part-time students

⁶ (2) is Semester 2 for part-time students

Master of Business Management in Human Resource Management

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ⁽¹⁾ ⁷	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ⁽²⁾ ⁸	Marketing Management	36	5	MA41
Sep / Feb ⁽²⁾	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr ⁽¹⁾	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr ⁽²⁾	Strategic Human Resource Management	36	5	MO41
Dec / May ⁽¹⁾	Professional Inquiry	36	5	WP41
Dec / May ⁽²⁾	High Performance Leadership	36	5	MO49

Year 1, Semester 2

Feb / Sep ⁽²⁾	Research Methods (Final Project)	36	5	GA41
Feb / Sep ⁽¹⁾	Organisation Development & Change Management	36	5	MO47
Apr / Oct ⁽¹⁾	The World Economy	36	5	EC42
May / Dec ⁽²⁾	International Talent Management	36	5	MO48
May / Dec ⁽¹⁾	Financial & Strategic Management	36	5	SM45
Semester 2 ^(1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester /Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

⁷ (1) is Semester 1 for part-time students

⁸ (2) is Semester 2 for part-time students

Master of Business Management in Entrepreneurship & Innovation				
Year 1, Semester 1				
Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ^{(1)⁹}	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ^{(2)¹⁰}	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	International Corporate Sustainability	36	5	SM42
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	Venture Capital & Private Equity	36	5	FIN45
Year 1, Semester 2				
Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	Innovation, Creativity & Entrepreneurship	36	5	EN43
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	Critical Perspectives on Entrepreneurship	36	5	EN44
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41
Total Year 1			60 Credits	
Year 2 (1 Semester / Term)				
1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43
Total Year 2			30 Credits	
Total Credits MBM			90 Credits	

⁹ (1) is Semester 1 for part-time students

¹⁰ (2) is Semester 2 for part-time students

Master of Business Management in Hospitality				
Year 1, Semester 1				
Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ¹¹	Globalisation, Society & Culture	36	5	MO44
Sep / Feb (2) ¹²	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	Hospitality Operational Excellence	36	5	HM40
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	Marketing Tourism Hospitality & Events	36	5	TM44
Year 1, Semester 2				
Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	Critical Perspectives in Hospitality Management	36	5	HM41
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	International Hospitality Development	36	5	HM42
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41
Total Year 1			60 Credits	
Year 2 (1 Semester / Term)				
1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43
Total Year 2			30 Credits	
Total Credits MBM			90 Credits	

¹¹ (1) is Semester 1 for part-time students

¹² (2) is Semester 2 for part-time students

Master of Business Management in Tourism & Travel

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ⁽¹⁾ ¹³	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ⁽²⁾ ¹⁴	Marketing Management	36	5	MA41
Sep / Feb ⁽²⁾	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr ⁽¹⁾	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr ⁽²⁾	Critical Perspectives in Tourism Management	36	5	TM43
Dec / May ⁽¹⁾	Professional Inquiry	36	5	WP41
Dec / May ⁽²⁾	New Media, Marketing and Analytics	36	5	MA45

Year 1, Semester 2

Feb / Sep ⁽²⁾	Research Methods (Final Project)	36	5	GA41
Feb / Sep ⁽¹⁾	Destination Management & Planning	36	5	TM45
Apr / Oct ⁽¹⁾	The World Economy	36	5	EC42
May / Dec ⁽²⁾	Consultancy - Tourism, Travel & Sustainability	36	5	TM46
May / Dec ⁽¹⁾	Financial & Strategic Management	36	5	SM45
Semester 2 ^(1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester /Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

¹³ (1) is Semester 1 for part-time students

¹⁴ (2) is Semester 2 for part-time students

Master of Business Management in Events				
Year 1, Semester 1				
Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ^{(1)¹⁵}	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ^{(2)¹⁶}	Marketing Management	36	5	MA41
Sep / Feb ⁽²⁾	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr ⁽¹⁾	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr ⁽²⁾	Event Theory & Practice	36	5	EV44
Dec / May ⁽¹⁾	Professional Inquiry	36	5	WP41
Dec / May ⁽²⁾	New Media, Marketing and Analytics	36	5	MA45
Year 1, Semester 2				
Feb / Sep ⁽²⁾	Research Methods (Final Project)	36	5	GA41
Feb / Sep ⁽¹⁾	Event Design & Management	36	5	EV45
Apr / Oct ⁽¹⁾	The World Economy	36	5	EC42
May / Dec ⁽²⁾	International Hospitality Development	36	5	HM42
May / Dec ⁽¹⁾	Financial & Strategic Management	36	5	SM45
Semester 2 ^(1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41
Total Year 1			60 Credits	
Year 2 (1 Semester /Term)				
1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43
Total Year 2			30 Credits	
Total Credits MBM			90 Credits	

¹⁵ (1) is Semester 1 for part-time students

¹⁶ (2) is Semester 2 for part-time students

Master of Business Management in Sports Business

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ⁽¹⁾ ¹⁷	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ⁽²⁾ ¹⁸	Marketing Management	36	5	MA41
Sep / Feb ⁽²⁾	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr ⁽¹⁾	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr ⁽²⁾	Ethics & Social Responsibility in Sports	36	5	SP44
Dec / May ⁽¹⁾	Professional Inquiry	36	5	WP41
Dec / May ⁽²⁾	Critical Perspectives in Sports & Leisure	36	5	SP42

Year 1, Semester 2

Feb / Sep ⁽²⁾	Research Methods (Final Project)	36	5	GA41
Feb / Sep ⁽¹⁾	Sports in the Global Marketplace	36	5	SP41
Apr / Oct ⁽¹⁾	The World Economy	36	5	EC42
May / Dec ⁽²⁾	Strategic Sports Business Management	36	5	SP43
May / Dec ⁽¹⁾	Financial & Strategic Management	36	5	SM45
Semester 2 ^(1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester /Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

¹⁷ (1) is Semester 1 for part-time students

¹⁸ (2) is Semester 2 for part-time students

Master of Business Management in Applied Artificial Intelligence

Year 1, Semester 1

Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb ⁽¹⁾ ¹⁹	Globalisation, Society & Culture	36	5	MO44
Sep / Feb ⁽²⁾ ²⁰	Marketing Management	36	5	MA41
Sep / Feb ⁽²⁾	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr ⁽¹⁾	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr ⁽²⁾	Operations Management	36	5	MO42
Dec / May ⁽¹⁾	Professional Inquiry	36	5	WP41
Dec / May ⁽²⁾	Supply Chain – Operations & Strategy	36	5	ITL41

Year 1, Semester 2

Feb / Sep ⁽²⁾	Research Methods (Final Project)	36	5	GA41
Feb / Sep ⁽¹⁾	Applied Artificial Intelligence	36	5	TEC410
Apr / Oct ⁽¹⁾	The World Economy	36	5	EC42
May / Dec ⁽²⁾	Digital Security & Crisis Management	36	5	IM48
May / Dec ⁽¹⁾	Financial & Strategic Management	36	5	SM45
Semester 2 ^(1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41

Total Year 1

60 Credits

Year 2 (1 Semester /Term)

1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43

Total Year 2

30 Credits

Total Credits MBM

90 Credits

¹⁹ (1) is Semester 1 for part-time students

²⁰ (2) is Semester 2 for part-time students

Master of Business Management in Cyber Security				
Year 1, Semester 1				
Block	Module / Subject	Contact Hours	ECs	Module Code
Sep / Feb (1) ²¹	Globalisation, Society & Culture	36	5	MO44
Sep / Feb (2) ²²	Marketing Management	36	5	MA41
Sep / Feb (2)	Research Methods Introduction (Final Project)	9	(-)	GA41
Oct / Apr (1)	Micro & Macroeconomics - Global Perspectives	36	5	EC41
Oct / Apr (2)	Operations Management	36	5	MO42
Dec / May (1)	Professional Inquiry	36	5	WP41
Dec / May (2)	Supply Chain – Operations & Strategy	36	5	ITL41
Year 1, Semester 2				
Feb / Sep (2)	Research Methods (Final Project)	36	5	GA41
Feb / Sep (1)	Cyber Security Application & Implementation	36	5	IM47
Apr / Oct (1)	The World Economy	36	5	EC42
May / Dec (2)	Digital Security & Crisis Management	36	5	IM48
May / Dec (1)	Financial & Strategic Management	36	5	SM45
Semester 2 (1 & 2)	Project Module (3 Project Weeks, linked to Final Project)	36	5	PW41
Total Year 1			60 Credits	
Year 2 (1 Semester /Term)				
1 Block (6 weeks)	Professional-Based Learning	N/A	5	WP42
2 Blocks (12 weeks)	Final Project	N/A	25	GA43
Total Year 2			30 Credits	
Total Credits MBM			90 Credits	

²¹ (1) is Semester 1 for part-time students

²² (2) is Semester 2 for part-time students