



MASTER OF BUSINESS ADMINISTRATION

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MBA

This qualification has been developed to conform to the requirements of the RQF, to meet the requirements of higher education and employers, to meet the needs of learners and to respond to the needs of our centres. We provide a flexible route for learners who have already achieved management qualifications at a lower level and for learners who do not have business or management qualifications, but may have qualifications in other areas and/or prior management experience in the work place.

Triple Degree Accreditation



FULL MBA

IBSS is one of the world's elite business schools in Denmark to achieve international recognized accreditation from ASIC UK and member of QISAN UK, IACBE and CPD.

The school has achieved a strong position in the business education since 2005.



FULL MBA

IBAS offers quality international blended learning into the next decade at an affordable fees and develop applied management and business development skills.

IBAS has a pentagon accreditation from: ACBSP, EduQua, Swiss Private School, ATHE, ISO and member of CPD.



LEVEL7 DIPLOMA

Is a member of the Donors Union for the professional qualifications officially approved in the British education classified second in the world according to the classification of the best countries of higher education QS HESS higher education system strength.

officially recognized by the Office of Qualifications in the State of England Ofqual and from the State of Wales State Office of Accredited Qualifications QW and recognized as well as the state of Ireland CCEA.



TOP-UP

initially founded in 1824, has a range varieties of programmes to suit different student needs and interests; also offers research opportunities. Learners can enroll for Masters and Ph.D. degrees. The university is known for its industry-relevant learnings and professional focused degree programs. It offers a well-known courses like Business and Media programs.

PROGRAM STRUCTURE

Marketing Management

Managerial Economics

Accounting and Finance for Managers

Personal Development for Leadership and Strategic Management

Organizational Behavior

Strategic Planning

Research for Strategic Development

International Business Environment

Strategic Human Resource Management

Project Management

Operations Management

International Marketing

Purchasing and Procurement Management

Supply Chain

Quality and Change Management

ELECTIVE SUBJECTS

Select one

THESIS

Total 225
Credit Hours



◀ **MARKETING MANAGEMENT**

UNIT AIMS:

TO EQUIP STUDENTS WITH THEORETICAL AND PRACTICAL KNOWLEDGE IN THE AREA OF MARKETING RELEVANT TO MANAGERS.

LEARNING OUTCOMES:

1. Develop a good understanding of major issues related to the nature and functioning of marketing in organizations.
2. Acquire relevant knowledge on factors related to and that affects the dynamics of how organizational marketing functions work.
3. Demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.

◀ **MANAGERIAL ECONOMICS**

UNIT AIMS:

TO EXPOSE STUDENTS TO IN-DEPTH THEORETICAL AND PRACTICAL KNOWLEDGE IN MANAGERIAL ECONOMICS.

LEARNING OUTCOMES:

1. Apply the economic concepts and techniques in the business settings
2. Do decision making in business operations by applying the necessary knowledge in economics
3. Demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.

◀ **ACCOUNTING AND FINANCE FOR MANAGERS**

UNIT AIMS:

TO EQUIP STUDENTS WITH THEORETICAL AND PRACTICAL KNOWLEDGE IN ACCOUNTING AND FINANCE RELEVANT TO MANAGERS.

LEARNING OUTCOMES:

1. Develop a good understanding of the major theories and issues related to the nature and roles of accounting and finance in business organizations.
2. Acquire relevant knowledge on factors related to accounting and finance and the affects they have on the dynamics of how organizations function.
3. Demonstrate their knowledge and understanding of the subject matter through group discussions and written assignments.



◀ **Personal Development for Leadership and Strategic Management**

UNIT AIMS:

TO HELP LEARNERS DEVELOP THEIR OWN PERSONAL LEADERSHIP AND MANAGEMENT SKILLS IN THE CONTEXT OF THE CREATION AND ACHIEVEMENT OF ORGANISATIONAL VISION AND STRATEGIC DIRECTION.

LEARNING OUTCOMES:

1. Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organisational vision and strategy
2. Understand how to develop and communicate organisational vision
3. Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organisational vision
4. Be able to reflect on the benefits of personal development in the achievement of personal growth and organisational vision and strategy

◀ **ORGANIZATIONAL BEHAVIOR**

UNIT AIMS:

THE AIM OF THIS UNIT IS TO HELP LEARNERS DEVELOP AN UNDERSTANDING OF HOW ORGANISATIONAL BEHAVIOUR, STRUCTURE, CULTURE, MOTIVATION, CREATIVITY AND LEADERSHIP IMPACT ON AN ORGANISATION'S EFFECTIVENESS AND EFFICIENCY.

LEARNING OUTCOMES:

1. Understand leadership behaviour theory and practice.
2. Understand how organisational structures and culture impact on the effectiveness of the organisation.
3. Understand how organisations can improve employee effectiveness to respond to business opportunities
4. Understand how organisations can motivate employees in order to improve their efficiency and effectiveness



◀ **STRATEGIC PLANNING**

UNIT AIMS:

TO DEVELOP THE KNOWLEDGE, UNDERSTANDING AND SKILLS NECESSARY TO DEVELOP AN ORGANISATIONAL STRATEGIC PLAN

LEARNING OUTCOMES:

1. Understand the foundations for developing organisational strategy
2. Understand the external environment affecting organisations
3. Be able to review an organisation's strategy and business plans
4. Be able to develop strategy options for an organisation
5. Understand how to create a strategic plan to meet business objectives

◀ **STRATEGIC HUMAN RESOURCE MANAGEMENT**

UNIT AIMS:

THE AIM OF THIS UNIT IS TO HELP LEARNERS ACQUIRE KNOWLEDGE AND UNDERSTANDING OF HUMAN RESOURCE MANAGEMENT STRATEGY AND ITS IMPACT ON THE EFFICIENCY OF AN ORGANISATION.

LEARNING OUTCOMES:

1. Understand the factors affecting human resource management strategies in organisations
2. Understand how strategic human resource management contributes to the achievement of the strategic plans of organisations
3. Understand how to prepare human resource management strategies for organisations
4. Be able to develop a human resource management strategy for an organisation



◀ PROJECT MANAGEMENT

UNIT AIMS:

TO PROVIDE THE STUDENT WITH GREATER UNDERSTANDING OF ANALYTICAL SKILLS FOR SOLVING PROBLEMS IN PROJECT MANAGEMENT, TO LEARN MATHEMATICAL MODELS WHICH AID IN DECISION MAKING PROCESS AND TO DEVELOP CRITICAL THINKING AND KNOWLEDGE IN PROJECT MANAGEMENT'S THEORY AND PRACTICES. STUDENT ALSO WILL LEARN HOW TO USE SOFTWARE PACKAGES IN PROJECT MANAGEMENT PRACTICES.

LEARNING OUTCOMES:

1. Use the analytical skills for problem solving in project management
2. Use and differentiate the mathematical models in decision making process
3. Demonstrate mastery in using software project management packages

◀ RESEARCH FOR STRATEGIC DEVELOPMENT

UNIT AIMS:

THE AIM OF THIS UNIT IS TO DEVELOP THE KNOWLEDGE, UNDERSTANDING AND SKILLS REQUIRED TO CARRY OUT RESEARCH TO MEET THE NEEDS OF STRATEGIC BUSINESS MANAGEMENT.

LEARNING OUTCOMES:

1. Be able to formulate a research proposal relating to strategic business development
2. Be able to use different research methodologies to gather sufficient and valid data
3. Be able to present research findings in an appropriate format for a target audience
4. Be able to evaluate own skills while undertaking research

ELECTIVE SUBJECTS

Select one



International Marketing

UNIT AIMS:

DEVELOP SOUND THEORETICAL AND PRACTICAL UNDERSTANDING OF INTERNATIONAL MARKETING, APPLY THEORIES IN CREATING OPPORTUNITIES AND SOLVING PROBLEMS IN INTERNATIONAL MARKETING SITUATIONS

LEARNING OUTCOMES:

- Evaluate and apply International Marketing strategies, plans and tactics to a range of International marketing scenarios
- Explain the constraints faced by marketers in conducting International Marketing research
- Prepare an International marketing plan
- Evaluate the different types of market entry methods
- Analyze the constraints faced by marketers in terms of political, legal, economic, cultural and social factors.

OPERATIONS MANAGEMENT



UNIT AIMS:

TO EQUIP STUDENTS WITH THEORETICAL AND PRACTICAL KNOWLEDGE IN HANDLING INTERNATIONAL BUSINESS RELEVANT TO MANAGERS.

LEARNING OUTCOMES:

1. Understand the important reasons of studying Operation Management (OM).
2. Understand how OM is related to other functional areas in an organization.
3. Types of problems that are faced by Operations Managers.
4. Understand various issues faced by leading organization both in service and manufacturing.
5. What are the common decision-making approaches.



SUPPLY CHAIN MANAGEMENT

UNIT AIMS:

TO DEVELOP AN UNDERSTANDING OF KEY DRIVERS OF SUPPLY CHAIN PERFORMANCE AND THEIR INTER-RELATIONSHIPS WITH STRATEGY AND OTHER FUNCTIONS OF THE COMPANY SUCH AS MARKETING, MANUFACTURING AND ACCOUNTING.

LEARNING OUTCOMES:

1. Understand the basic framework of SCM
2. Identify various performance metrics of SCM
3. Match supply and demand in an uncertain business environment
4. Understand the value of partnerships and strategic alliances in SCM



OPERATIONS MANAGEMENT ▲

UNIT AIMS:

1. TO DEVELOP AN UNDERSTANDING OF PERSPECTIVES ON PURCHASING/PROCUREMENT; THE STAGES OF PURCHASING DEVELOPMENT AND FUTURE TRENDS IN PURCHASING DEVELOPMENT; AND FACTORS INFLUENCING THE INTERNAL AND EXTERNAL STATUS OF PURCHASING.
2. TO CONSIDER THE DIFFERENT PURCHASING STRUCTURES AND HOW THEY INTERFACE WITH OTHER FUNCTIONS AND THE IMPLEMENTATION OF STRUCTURAL CHANGE.
3. TO DEVELOP THE ABILITY TO INCORPORATE KNOWLEDGE ON THE IMPORTANCE OF ICT IN ENHANCING THE PURCHASING FUNCTION.
4. TO UNDERSTAND THE COMPLEXITY OF PRODUCT AND PROCESS INNOVATION, NEW PRODUCT DEVELOPMENT, AND SUPPLIER DEVELOPMENT.

LEARNING OUTCOMES:

1. Understand the important reasons of studying Operation Management (OM).
2. Understand how OM is related to other functional areas in an organization.
3. Types of problems that are faced by Operations Managers.
4. Understand various issues faced by leading organization both in service and manufacturing.
5. What are the common decision-making approaches.

▲ QUALITY & CHANGE MANAGEMENT

UNIT AIMS:

EXPOSE STUDENTS TO IN-DEPTH THEORETICAL AND PRACTICAL KNOWLEDGE IN CHANGE MANAGEMENT.

LEARNING OUTCOMES:

1. Apply the knowledge on the process of change, models of change that can be applied in real work-place settings.
2. Understand the quality initiatives as a tool to change the culture, systems and process in organization. Some of the tools that can be applied by students are Total Quality, Business Process Re-engineering (BPR) and KAIZEN i.e. bringing about change in organization.

