



BACHELOR OF ARTS (HONOURS) IN GLOBAL BUSINESS MANAGEMENT (TOP UP)

Awarded by : University of Northampton, United Kingdom
Intakes : January and July
Duration : 1 Year (Full-time)

Modules

Academic and Employability Skills

This module equips students with essential academic skills and professional attributes needed to succeed in higher education and the workplace. It covers effective communication, research, critical thinking, and personal development to enhance employability.

Credit Points: 20
Core

Global Strategic Management

Students explore key concepts and frameworks in strategic management within a global context. The module focuses on how organizations develop and implement strategies to compete internationally and respond to global challenges.

Credit Points: 20
Core

Social Responsibility in Practice

This module examines corporate social responsibility (CSR) and sustainability, focusing on ethical practices and their application in real-world business settings. Students assess the impact of responsible business behavior on stakeholders and society.

Credit Points: 20
Core



Global Business and Investment

The module investigates international business environments and investment strategies, emphasizing global market dynamics, risk analysis, and decision-making processes for successful international ventures.

Credit Points: 20

Core

Operating in Emerging Markets

This module focuses on the opportunities and challenges faced by businesses in emerging markets. It covers market entry strategies, cultural considerations, economic conditions, and political risks.

Credit Points: 20

Core

Business Project

In this capstone module, students undertake an independent research project, applying knowledge and skills acquired throughout the programme to a practical business problem or opportunity, culminating in a detailed report and presentation.

Credit Points: 20

Core