

Master
of
Business Administration
(MBA)

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Master of Business Administration (MBA)

The Master of Business Administration (MBA) is a graduate degree program at the Islamic Azad University (IAU)- UAE Branch that provides theoretical and viable business management training. The MBA program is designed to help the graduates achieve a better understanding of business management capacities. The Islamic Azad University MBA program has a general focus on marketing, branding, and relationship management.

Students must have a bachelor's degree in management to be admitted to the MBA program. The time it takes to complete an MBA depends on the program's specifics and whether students opt to complete courses full-time, part-time, or at an accelerated pace. Applicants must have a bachelor's degree. If the applicant holds an undergraduate degree in other programs, or disciplines other than Business Administration, they need to complete some foundation courses in the first semester of their studies.

Aims

The Master of Business Administration (MBA) program aims to develop graduate students' understanding of business-related theories and concepts and their practical applications. This course prepares students with the skills they require to work in various business settings by:

- Offering students the opportunity to investigate real-life business issues
- Developing students' knowledge of ethical values in business management related activities
- Developing students critical thinking to succeed in dynamic national and international business settings

Program Learning Objectives (PLO)

By the end of the program, graduates are expected to be empowered of:

PLO1: Expanding global business administration and strategies including business management, marketing, branding, decision making, strategic planning...).

PLO2: Demonstrating an understanding of marketing management ideologies, i.e. segmentation, targeting, positioning, consumer behaviour, advertising, and branding.

PLO3: Applying problem-solving approaches to analyse and solve business-related issues independently or in a team.

PLO4: Applying the knowledge of business communication to arrange practical business settings such as business correspondence, business meetings and business negotiation.

PLO5: Contributing to the development of a national and/or international business in the market.

PLO7: Developing strategies to implement marketing decisions in the business setting.

PLO8: contributing to the new knowledge about business administration through conducting a scientific research project

Upon completing the requirements of the following courses, credits and hours, the students will be graduated from the Master of Law program.

Category	Course Type	No.	Credits	Hours per a Semester
Master of Business Management	Core Course ¹	11	2	32
	Core Elective Courses ²	4	2	32
		1	6	Dissertation
Total		16	36	480 + Dissertation

¹Core means those courses that are compulsory for the purposes of the qualification's major/specialisation.

² Core Elective means the list of courses from which students must choose a certain number of credit hours or points for the purposes of the qualification's major/specialisation.

Core Courses

English for Business Communication

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “English for Business Communication” is designed for graduate degree students in business management who require improving their business English skills in business communication, business meetings, and business negotiations. This includes writing skills, taking part in telephoning, and presenting and meetings.

This course is sequenced as follows:

- A focus on business meetings
- A focus on negotiating and selling techniques
- A focus on business telephone communication
- A focus on presentation skills

Learning Outcomes

On completion of this course, you should be able to:

1. Apply your skills in a business meeting
2. Facilitate a business meeting
3. Apply negotiation strategies that can enhance your ability to have a successful business meeting
4. Direct a business telephone conversation
5. Preparing to make a telephone call regarding a business meeting
6. Applying presentation techniques and preparing a presentation

Prior knowledge &/ or skills

This course provides you with practical controlled and open-ended activities to build up your fluency and confidence. To be successful in this course, you will need to have good English communication skills.

Learning resources required

Requisite texts

Course Book(s)	Sweeney, S. (2017). <i>Communicating in English</i> . Cambridge University Press.
Further Readings	Cotton, D., Falvey, D., & Kent, S. (2006). <i>Market leader: Upper-intermediate business English coursebook</i> . Pearson Longman. Jones, L., & Alexander, R. (2000). <i>New international business English updated edition teacher's book: Communication skills in English for business purposes</i> (Vol. 3). Cambridge university press.

Advanced Organisation and Management Theory

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Advanced Organisation and Management Theory” is designed for the master of business management students. This course examines significant perspectives in organisation theory and its impact on organisations and management.

This introductory course to organisation theory will provide an opportunity to discuss all the significant works in organisational theory and practical applications to organisations. It sets the fundamental knowledge for business and management students.

Furthermore, this course explores how organisations function, develop and modify themselves to reflect the needs of the external and internal environments.

Learning Outcomes

On completion of this course, you should be able to:

1. Define the concept of organisations
2. Discuss the organisational purpose and structural design
3. Discuss open system design elements
4. Evaluate internal design elements
5. Explain dynamic managing processes

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Daft, R. L. (2020). <i>Organisation theory and design</i> . Cengage Learning.
Further Readings	Dale, K. (2000). <i>Anatomising embodiment and organisation theory</i> . Springer. Murphy, J., Willmott, H., & Daft, R. (2017). <i>Organisation Theory and Design</i> . Cengage.

Statistical Analysis

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Statistical Analysis” is designed for the master of business management students. This course introduces fundamental concepts in descriptive and inferential statistics and data exploration methods, focusing on their business management and marketing use. No prior statistical experience is required. Moreover, this course is designed to assist students in developing a clear understanding of quantitative data analysis and interpretation techniques. Topics covered in this course include:

- probability distributions,
- data transformations,
- confidence intervals,
- hypothesis testing,
- parametric and non-parametric tests,
- correlation,
- and regression.

The software “SPSS” is required for this course. The techniques acquired in this course will help the students for future courses such as “Marketing Research”, “Research Methods”, and “Master Thesis.”

Learning Outcomes

On completion of this course, you should be able to:

1. Explain basic concepts in descriptive and inferential statistics
2. Collect and analyse data concerning a business-related research problem
3. develop various types of hypothesis
4. Choose relevant variables and statistical methods to examine a set of hypotheses
5. Apply various research methods in marketing research
6. Investigate managerial and marketing problems using data analysis and computational tools

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Barrow, M. (2009). <i>Statistics for economics, accounting and business studies</i> . Pearson Education. Levesque, R. (2007). <i>SPSS programming and data management. A guide for SPSS and SAS Users</i> .
Further Readings	Burns, A. C., Bush, R. F., & Sinha, N. (2014). <i>Marketing research</i> (Vol. 7). Harlow: Pearson. Charry, K., Coussement, K., Demoulin, N., & Heuvinck, N. (2016). <i>Marketing research with IBM® SPSS statistics: a practical guide</i> . Routledge. Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). <i>Marketing research: An applied approach</i> . Pearson Education Limited.

Equipment & Materials

- SPSS Software

Advanced Strategic Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Advanced Strategic Management” is designed for the master of business management students. This course aims to provide students with a detailed overview of the planning process of business strategies for the complexity and contradiction of a company’s area where all different perspectives arise.

The multidisciplinary approach will teach the students how to manage and organise firms at different levels with advanced leadership and enhanced skills, at the professional basis of considering how strategies are formulated and Identifying the influences of the internal and external factors.

Furthermore, this course helps students apply strategic management strategies in different organisational areas. The topics discussed in this course include:

- deploying concepts of decision-making techniques,
- formulations of strategies,
- strategic thinking,
- concepts of co-operate strategy,
- different strategy frameworks,
- diverse strategic thinking,
- and developing strategic decisions and outputs at multiple levels.

Learning Outcomes

On completion of this course, you should be able to:

1. Demonstrate strategic management aims and objectives, and their interconnection with global disciplines
2. Analyse relevant frameworks and competitive dynamics in external/internal factors
3. Evaluate a company's improvement using relevant frameworks and theories
4. Evaluate a company's strategic issues in implementation processes
5. Analyse the role of marketing, finance, research and development, and management information systems in a company
6. Develop strategies to work as a team to solve management related issues

Prior knowledge &/ or skills

N/A

Learning resources required

Requisite texts

Course Book(s)	Henry, A. (2008). <i>Understanding strategic management</i> . Oxford University Press, USA. Lasserre, P. (2017). <i>Global strategic management</i> . Macmillan International Higher Education.
Further Readings	Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). <i>Implanting strategic management</i> . Springer. Parnell, J. A. (2013). <i>Strategic management</i> . Sage. Pearce, J. A., Robinson, R. B., & Subramanian, R. (2000). <i>Strategic management: Formulation, implementation, and control</i> . Columbus, OH: Irwin/McGraw-Hill.

Advanced Human Resource Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Advanced Human Resource Management” is designed for graduate degree students in business management. This course will assist students, as an internal or external consultant, in contributing to an organisation. Students could develop a foundation for this course through other courses in the program or their experience. This course will cover:

- Issues in Human Resource (HR) management
- The domains of human resource competencies
- Communication strategies with senior management
- Designing strategies to engage the employees in work and improving the productivity

Moreover, students will practise human resource management skills such as consultation, coaching, and facilitation skills. These skills will help students as future human resource leaders to develop the bottom line of an organisation.

Learning Outcomes

On completion of this course, you should be able to:

1. Demonstrate knowledge about fundamental principles in human resources management
2. Evaluate the human resource transformation process in an organisation by recognising employees needs and delivery of the human resource services more functional
3. Apply the human resource management skills and principles to consult the employees in an organisation
4. Develop critical thinking and problem-solving approaches to improve the human resource services

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Ulrich, D., Allen, J., Brockbank, W., Younger, J., & Nyman, M. (2009). <i>HR transformation: Building human resources from the outside in</i> . McGraw Hill, New York.
Further Readings	<p>Abbasi, M. H., Siddiqi, A., & Azim, R. U. A. (2011). Role of effective communications for enhancing leadership and entrepreneurial skills in university students. <i>International Journal of Business and Social Science</i>, 2(10).</p> <p>Bada, A. O., & Madon, S. (2006). Enhancing human resource development through information and communications technology.</p> <p>PMP, R. L. K. (2007). <i>Effective communications for project management</i>. Auerbach Publications.</p> <p>Qadir, A., & Agrawal, S. (2017). HR transformation through human resource information system: a review of the literature. <i>Journal of Strategic Human Resource Management</i>, 6(1), 30.</p> <p>Ray, P., & Singh, M. (2016). HR transformation for the new generation in the workforce. <i>Indian Journal of Industrial Relations</i>, 336-349.</p> <p>Reilly, P., & Williams, T. (2016). <i>Global HR: Challenges facing the function</i>. Routledge.</p> <p>Schoenfeldt, L. (2009). HR Transformation: Building Human Resources from the Outside In (Book Review). <i>Journal of Human Resources Education</i>, 3(3).</p>

Business Ethics

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Business Ethics” is designed for the master of business management students. This course helps students understand and participate in practical and ethical decision making in organisations. Students will explore business ethics from an applied perspective, focusing on conceptual frameworks, risks, issues, and dilemmas in the real world of business. This course prepares students for the challenges they may face in the organisational ethical decision-making process.

Learning Outcomes

On completion of this course, you should be able to:

1. Explain the importance of business ethics
2. Identify and solve ethical issues concerning an organisation practice
3. Analyse the decision-making process and apply moral philosophies in decision making
4. Apply business ethics in an organisation in a global environment

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2008). <i>Business ethics: Ethical decision making</i>. Houghton Mifflin Company.</p> <p>Kolb, R. W. (Ed.). (2018). <i>The Sage encyclopedia of business ethics and society</i>. SAGE Publications.</p>
Further Readings	<p>DesJardins, J. R., & McCall, J. J. (2014). <i>Contemporary issues in business ethics</i>. Cengage Learning.</p> <p>Jones, C., Parker, M., & Ten Bos, R. (2005). <i>For business ethics</i>. Routledge.</p>

Decision-Making Applications in Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Decision-Making Applications in Management” is designed for graduate degree students in business management. The course will provide the tools for solving management problems through modelling and using quantitative approaches.

This course aims to familiarise students with fundamental decision-making theories. Students can develop their approaches in public or nonprofit decision-making contexts. This course also investigates normative decision-making and teaches students how to make better normative decisions rather than descriptive decision making.

Learning Outcomes

On completion of this course, you should be able to:

1. Apply the quantitative methods in the decision-making process
2. Formulate decision-making problems with and without probability
3. Use the concept of utility and its applications in the decision-making process
4. Apply linear programming for decision making
5. Apply Integer and Zero-one programming for decision making
6. Apply multi-criteria decision-making methods (scoring models, analytic hierarchy process and techniques)

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2012). <i>Quantitative Methods for Business (Book Only)</i> . Cengage Learning.
Further Readings	Gupta, D. K. (1994). <i>Decisions by the numbers: An introduction to quantitative techniques for public policy analysis and management</i> . Prentice-Hall. Taha, H. A. (2011). <i>Operations research: an introduction (Vol. 790)</i> . Upper Saddle River, NJ, USA: Pearson/Prentice Hall.

Equipment & Materials

Software	Excell
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Research Methodology in Management: Qualitative, Quantitative and Mixed Methods

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Research Methodology in Management” is designed for Master of Business management students. This course introduces you to the nature of business and management research and the tools often used. In addition, the course prepares you for applying your dissertation in an organisational or industry context and for undertaking management interventions in the workplace.

This course is sequenced as follows:

- A focus on the nature of business and management research
- A focus on formulating research aim(s) and objectives to solve business and managerial problems
- formulating research aim(s) and objectives to solve business and managerial problems
- A focus on data collection and analysis: sources of information, questionnaires, interviews, literature reviews, policy documents, observations, measurement, statistical techniques; qualitative data analysis, sources of bias and error, reporting research, contextualised for business and management problem solving

Learning Outcomes

On completion of this unit, you should be able to:

1. Demonstrate an understanding of the nature of research methodology in Management
2. Analyse three research methodology (qualitative/ quantitative/ mixed)
3. Apply inquiry to investigate management and organisation issues to expand theoretical knowledge in the field by using the scientific method
4. Develop a research proposal in Management

Prior knowledge &/ or skills

The course provides you with analytical methods to define the marketing research problem and develop a research approach. Therefore, to succeed in this unit, you need to have good marketing and research methodology knowledge.

Learning resources required

Course Book(s)	Creswell, J. W., & Creswell, J. D. (2017). <i>Research design: Qualitative, quantitative, and mixed methods approach</i> . Sage publications.
Further Readings	<p>Jonker, J., & Pennink, B. (2010). <i>The essence of research methodology: A concise guide for master and PhD students in management science</i>. Springer Science & Business Media.</p> <p>Scandura, T. A., & Williams, E. A. (2000). Research methodology in Management: Current practices, trends, and implications for future research. <i>Academy of Management Journal</i>, 43(6), 1248-1264.</p> <p>Taylor, B., Sinha, G., & Ghoshal, T. (2006). <i>Research methodology: A guide for researchers in Management and social sciences</i>. PHI Learning Pvt. Ltd.</p>

Advanced Marketing and Market Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

Marketing could be one of the essential aspects of businesses. The success of a business could depend on marketing, whether you are marketing goods, services, properties, persons, places, events, information, ideas, or organisations.

The course “Advanced Marketing and Market Management” is designed for the master of business management students. This course helps students learn about the marketing process and the skills required to develop, implement, and control successful marketing strategies. Topics included in this unit involve:

- consumer behaviour,
- marketing research and competitive analysis,
- marketing segmentation and position,
- market entry and pricing,
- retail selling,
- private labels,
- and channels of distribution,
- marketing communications,
- e-marketing,
- corporate social responsibility
- and sales management.

Learning Outcomes

On completion of this course, you should be able to:

1. Develop a marketing strategy considering customer behaviour and purchasing process.
2. Evaluate a competitive market and recommend an appropriate market entry strategy for a product or service
3. Apply knowledge of sales management to develop an appropriate approach to buyers
4. Evaluate market segmentation techniques to determine an appropriate market for a specific product and brand
5. Determine the viability of launching an established product into a new international market

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	Hutt, M. D., & Speh, T. W. (2021). <i>Business marketing management: B2B</i> . South-Western, Cengage Learning. Zimmerman, A., & Blythe, J. (2017). <i>Business to business marketing management: A global perspective</i> . Routledge.
Further Readings	Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). <i>Principles of marketing</i> . Pearson Australia. Brassington, F., & Petitt, S. (2005). <i>Principles of marketing</i> . London, NY: FT Prentice Hall.

Consumer Behaviour Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Consumer Behaviour Management” is designed for the Master of Business Management Students. This course focuses on considering and predicting consumer behaviour by integrating psychology, sociology, anthropology and economics. Emphasis will be on how internal and external influences shape behaviour.

The main objective of this course is to give students the knowledge and skills necessary to perform helpful consumer behaviour analysis to develop effective marketing strategies.

This course is sequenced as follows:

- A focus on consumer behaviour recognition
- A focus on consumer behaviour concepts
- A focus on marketing strategies based on consumer analysis

Learning Outcomes

On completion of this unit, you should be able to:

1. Identify the key terms, concepts, and theories of consumer behaviour
2. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications
3. Analyse the current trends in consumer behaviour, and apply them to the marketing of an actual product or service
4. Apply consumer behaviour concepts to real-world marketing problems and develop better marketing programs and strategies to influence those behaviours

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Peter, J., & Olson, J. C. (1990). <i>Consumer behaviour and marketing strategy</i> (No. 658.8342 P4416c Ej. 1). Irwin.</p> <p>Peter, J. P., Olson, J. C., & Grunert, K. G. (1999). <i>Consumer behaviour and marketing strategy</i> (pp. 329-348). London: McGraw-hill.</p>
Further Readings	<p>Mothersbaugh, D. L., Hawkin, D. I., & Kleiser, S. B. (2019). <i>Consumer behaviour: Building marketing strategy</i>. McGraw-Hill Higher Education.</p> <p>Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). <i>Consumer behaviour: Implications for marketing strategy</i>. Sydney: McGraw-Hill.</p> <p>Solomon, M., Russell-Bennett, R., & Previte, J. (2012). <i>Consumer behaviour</i>. Pearson Higher Education AU.</p> <p>Szmigin, I., & Piacentini, M. (2018). <i>Consumer behaviour</i>. Oxford University Press.</p>

Advertisement and Brand Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Advertisement and Brand Management” is designed for graduate degree students in business management. This course introduces brand management to the students. The brand could be one of the critical assets for a company. It is essential to know what a brand stands for in a company. This should be done by a brand manager responsible for developing and maintaining the value of a company’s brand. This course aims to develop Master of Business Administration (MBA) students’ knowledge about branding and advertising strategies.

This course is sequenced as follow:

- A focus on various approaches towards brand management
- A focus on advertisement and branding
- A focus on planning advertisement and brand promotion

Learning Outcomes

On completion of this course, you should be able to:

1. Analyse various approaches to brand management
2. Discuss the role of branding in creating solid brands
3. Demonstrate how knowledge of branding can be applied to marketing
4. Develop a professional, logical and coherent brand report within a particular context
5. Design a marketing plan based on the critical advertising and branding concepts

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Heding, T., Knudtzen, C. F., & Bjerre, M. (2020). <i>Brand Management: Mastering Research, Theory and Practice</i>. Routledge.</p> <p>O'guinn, T., Allen, C., Semenik, R. J., & Scheinbaum, A. C. (2014). <i>Advertising and Integrated Brand Promotion (Book Only)</i>. Cengage Learning.</p>
Further Readings	<p>Ranger, N. (2010). Brand Management: Research, Theory and Practice. <i>Journal of Customer Behaviour</i>, 9(1), 89-91.</p> <p>Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). <i>Advertising and promotions: An integrated brand approach</i>. Singapore: South-Western Cengage Learning.</p>

Core Elective Courses

Marketing Strategic Management

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Marketing Strategic Management” is designed for graduate degree students in business management. The course examines the development and implementation of the marketing strategy to identify and evaluate strategic options and programs. This course also involves evaluating the environmental skills and application of strategic models in business and marketing. This unit is sequenced as follows:

- A focus on strategic models and techniques
- A focus on environmental analysis skills
- A focus on the formulation of marketing strategies
- A focus on the marketing strategy implementation and control

Learning Outcomes

On completion of this course, you should be able to:

1. Classify market-oriented perspectives and marketing strategies
2. Evaluate market opportunities: Forecasting and market knowledge
3. Formulate marketing strategies
4. Apply methods of implementation and control

Prior knowledge &/ or skills

This course requires students to have a strong foundation of marketing knowledge, particularly market segmentation.

Learning resources required

Course Book(s)	Mullins, J. W. (2013). <i>Marketing strategy: a decision-focused approach</i> . Mcgraw-hill Education-Europe.
Further Readings	<p>Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2012). <i>Consumer behaviour: Building marketing strategy</i>. McGraw-Hill Higher Education.</p> <p>Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). <i>Consumer behaviour: Implications for marketing strategy</i>. Sydney: McGraw-Hill.</p> <p>Walker, O. (2007). <i>Marketing Strategy: A Decision Focused Approach</i>/OC Walker, HW Boyd, JC Larreche.</p>

Customer Relationship Management and Marketing Performance

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

Every day we see the presence of customers in companies and organisations with the intention of purchasing. Organisations also try to keep customers satisfied with the proper marketing strategies. However, at the same time, competitors redouble their efforts to attract customers. Therefore, the key to excellence in many organisations is using customer relationship management strategies to attract and retain customers.

The course “Customer Relationship Management (CRM) and Marketing Performance” is designed for graduate degree students in business management. This course includes the importance of communicating with customers and applying the CRM system to interact with customers. In addition, this course introduces the marketing process focusing on customers and sales growth.

Learning Outcomes

On completion of this course, you should be able to:

1. Demonstrate an understanding of Customer Relationship Management (CRM)
2. Determine Benefits Of Customer Relationship Management (CRM)
3. Design a model of strategic Customer Relationship Management (CRM)
4. Analyse the operational Customer Relationship Management (CRM)

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Buttle, F. (2009). Customer relationship management: Concepts and technology. <i>Sydney: a Butterworth-Heinemann Title, 72.</i></p> <p>Klaus, P., & Maklan, S. (2011). Customer experience: Are we measuring the right things?. <i>International Journal of Market Research, 53(6), 771-792.</i></p>
Further Readings	<p>Knox, S., Payne, A., Ryals, L., Maklan, S., & Peppard, J. (2007). <i>Customer relationship management.</i> Routledge.</p> <p>Kumar, V., & Reinartz, W. (2018). <i>Customer relationship management.</i> Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.</p>

Industrial and Service Marketing

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Industrial and Service Marketing” is designed for graduate degree students in business management. This course introduces students to practical tools and real-life business challenges by developing students’ mindsets towards business solutions to tackle these challenges in real-life situations.

The course explores critical industrial marketing issues and offers ways to manage them. Moreover, the course focuses on marketing management of industrial companies and business-to-consumer services.

Industrial and Service Marketing’s main objective is to avoid staying on the level of general concepts and ideas and providing an in-depth understanding of the critical details of industrial marketing management and consumer service marketing.

Learning Outcomes

On completion of this course, you should be able to:

1. Evaluate the environment of business marketing
2. Manage relationships in business marketing
3. Evaluate market opportunities
4. Discuss business marketing strategy
5. Demonstrate their understanding of service products and consumers

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Hutt, M. D., & Speh, T. W. (2021). <i>Business marketing management: B2B</i>. South-Western, Cengage Learning.</p> <p>Wirtz, J., & Lovelock, C. (2016). <i>Services marketing: People, technology, strategy</i>. World Scientific Publishing Company.</p>
Further Readings	<p>Kotler, P., & Pfoertsch, W. (2006). <i>B2B brand management</i>. Springer Science & Business Media.</p> <p>Zimmerman, A., & Blythe, J. (2017). <i>Business to business marketing management: A global perspective</i>. Routledge.</p>

Negotiating Principles and Commercial Contracts

Credits		Hours per Week	
Theory	Practical	Theory	Practical
2	-	32	-
2		32	

The course “Negotiating Principles and Commercial Contracts” is designed for graduate degree students in business management. This course aims to develop analytical and communication skills that are necessary for successful business negotiations. Business communication and negotiation is described as a complex three-stage process that consists of preparation, negotiating, and post-negotiation implementation and evaluation.

The course “Negotiating Principles and Commercial Contracts” combines the theoretical knowledge of leading negotiation and practical experience through learning by doing. This course engages the students in business games, training, group discussions and creative tasks.

This course explores those questions using contract law’s basic concepts, principles, and doctrines, sometimes called ‘the law of broken promises’. This course also covers some topics, including the strategies to giving an offer and accepting an offer in a business negotiation, justifications for enforcing promises, justifications for denying or limiting enforcement, interpreting contract terms, and remedies for breach of contract.

Learning Outcomes

On completion of this course, you should be able to:

1. Analyse transactions as well as the process of contracting
2. Apply your skills to draft a business contract
3. Describe negotiation and the importance of pre-negotiation and post-negotiation stages
4. Demonstrate an understanding of the skills related to organising and managing negotiation teams
5. Apply the negotiation strategies in a business meeting
6. Analyse different negotiation scenarios

Prior knowledge &/ or skills

N/A

Learning resources required

Course Book(s)	<p>Blum, B. A. (2017). <i>Examples & Explanations for Contracts</i>. Wolters Kluwer.</p> <p>Steele, P. T., & Beasor, T. (2017). <i>Business negotiation: A practical workbook</i>. Routledge.</p>
Further Readings	<p>Beersma, B. (2009). Baker-Florist-Grocery negotiation exercise. In <i>Negotiation: Readings, Exercises, and Cases</i>. McGraw-Hill Irwin.</p> <p>Ehlich, K., & Wagner, J. (Eds.). (1995). <i>The discourse of business negotiation</i>. Berlin: Mouton de Gruyter.</p> <p>Lewicki, R. J., & Litterer, J. A. (1985). <i>Instructor's manual to accompany Negotiation: Readings, Exercises, and Cases</i>. Chicago: Irwin Incorporated.</p>