

Master of Enterprise

Learning goal 1

Graduates of this degree will be:

Effective in the application of the concepts, knowledge and skills of leadership and management.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Apply effective leadership practices
- Lead and manage issues and challenges within organisations
- Develop an holistic view of organisational issues from multiple perspectives
- Make decisions that take into account the various utility functions of different stakeholders in organizational settings
- Appreciate the importance of human resources management to organisational outcomes
- Explain how behaviour in organisational settings can link to strategy
- Appreciate the practices implemented by 'high performance' organisations

Learning goal 2

Graduates of this degree will be:

Adept at using the micro- and macro- frameworks and financial analysis necessary for professional managers to be effective in leadership, decision making and resource allocation.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Use price theory analysis to solve economics problems, make sound decisions and allocate resources
- Apply the concept of economic value, the 'theory of the firm' and competition and regulatory frameworks in markets of different types
- Explain key elements of government policy and government – business dynamics in a national and global context
- Interpret financial measures and ratios as performance metrics
- Develop and use a variety of financial measures for managerial control purposes
- Use accounting terms and language, and explain key issues associated with the financial management of organisations
- Develop and interpret key financial indicators of performance and associate these with a firm's business strategies and operating and orientation
- Manage financial performance factors within organisations in a variety of sectors of an economy
- Apply a number of non-financial performance management systems and methods, such as balanced scorecard methods and sustainable development methods and measures.
- Apply the strategic success factors associated with the longer term performance of business organisations

Learning goal 3

Graduates of this degree will be:

Knowledgeable in relation to the basic theoretical framework of marketing and in relation to basic concepts in market research, management or marketing programs and marketing ethics.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Explain the value of marketing activities, and of a marketing orientation in organisations
- Provide insight into the importance of marketing in the strategic direction of modern organisations and to apply problem-solving techniques in marketing

Learning goal 4

Graduates of this degree will be:

Able to apply basic managerial statistical and decision analysis methods, including probability, decision trees and linear programming, and correlation and regression techniques.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Explain the role of statistical analysis in managerial decision making
- Appreciate decision modeling as a way of learning about commercial decisions
- Describe utility and other models for understanding complex decisions
- Formulate linear programs to model business decisions
- Describe a range of management science models

Learning goal 5

Graduates of this degree will be:

Familiar with the principles and practice of factors which influence the capacity to compete effectively in manufacturing and service operations.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Explain the overall framework of operations management as part of organisational strategy and role of quality in the operations process
- Plan capacity and facility usage and know how to generate different manufacturing strategies
- Understand different concepts of flexibility in service and manufacturing enterprises and the managerial issues involved in introducing new projects
- Explain relationships between the manufacturing strategy of the enterprise and the competitive strategy for the business as a whole
- Analyse the implications for management of different methods of organising manufacturing
- Analyse the functions within operations management in service and manufacturing industries

Learning goal 6

Graduates of this degree will be:

Able to discuss the nature of strategy in organisations and the role that organisations play in society.

Learning objectives to achieve this goal

On successful completion of this degree students will be able to:

- Explain the concepts and processes of strategy formulation and implementation in organisations and the relationships between corporate governance and strategy
- Analyse how ethical issues impact on organising processes and people in the organisation
- Describe the historical perspective of the development of the modern organisation
- Explain the interactions between organisations and diverse stakeholders in the community
- Apply principles of management ethics and corporate responsibility

Generic Skills

On successful completion of this degree students should have enhanced their skills in

- Ethical behaviour in leadership and organisations
- Analysis and problem solving in relation to leadership and organisations
- Capacity for intellectual curiosity, creativity and independent thought
- Communication of key ideas and theories within the discipline areas
- Capacity for effective teamwork and collaboration
- Information retrieval and application in relation to practical problems

Graduate attributes

On successful completion of this degree graduates should be:

- Effective in the application of the concepts, knowledge and skills of leadership and management.
- Able to discuss the nature of strategy in organisations and the role that organisations play in society.
- Familiar with the principles and practice of factors which influence the capacity to compete effectively in manufacturing and service operations.
- Knowledgeable in relation to the basic theoretical framework of marketing and to basic concepts in market research, management or marketing programs and marketing ethics.
- Able to apply basic managerial statistical and decision analysis methods, including probability, decision trees and linear programming, and correlation and regression techniques.
- Adept at using the micro- and macro- frameworks and financial analysis necessary for professional managers to be effective in leadership, decision making and resource allocation.
- Ethical in their behaviour in leadership and organisations
- Adept at analysis and problem solving in relation to leadership and organisations
- Intellectually curious, creative and independent in thought
- Effective communicators of key ideas and theories within the discipline areas
- Effective team members and collaborators
- Adept at information retrieval and application in relation to practical problems in leadership and managerial decision making.