

Il Double Degree con l'Università di Manchester prevede il conseguimento di 60 crediti formativi, suddivisi in 4 esami da 15 CFU ciascuno, di cui due obbligatori (Core Units) e due a scelta (Option Units).

### **Core Units**

#### **Business in Emerging and Developing Markets**

Considers the historical economic and socio-political development of major emerging markets, their current business environment and examines the key issues of doing business in those countries.

#### **International Business Theory and Strategy**

The unit (a) provides an in-depth analysis of strategic development options, and (b) examines a range of practical perspectives in the international business context. It focuses on core themes in international business studies, including: theories of foreign direct investment; foreign market entry modes; and, strategies and organisational structures in the multinational enterprise. Your studies will cover topics including: location and competitive strategies; strategy formation; management of internationalised innovation; and, knowledge transfer (each in the context of international business activity).

### **Option Units**

#### **America: Business and Culture**

The study of American business in the 21st century - related to the unique culture and politics of the world's first democracy

#### **Business Analytics and Decision Making**

In this unit academic learning meets with real world business situations with the intention of preparing students for, and providing opportunities in, the world of employment. Additionally, students will learn about and apply advanced analytical and decision making skills.

#### **Business Creation**

This unit supports students as they put enterprise and entrepreneurship skills into practice by launching their own business. This practical unit that allows students to experience starting a business first hand. Students will be assessed on their personal and business development via presentations and business model planning and execution.

#### **Business Ethics and Sustainability**

The aim of this unit is to assess the complexities and challenges of business ethics and sustainability by developing a moral imagination and the ability to analyse issues. This involves recognising the wider impact of business upon society and the natural environment and identifying the nature and scope of ethical and sustainability issues. We compare different ethical theories and models of sustainable business and then apply them to issues and actions in the business context. This requires

the assessment of information from a wide range of sources and the evaluation of arguments and recommendations in the light of the evidence.

### **Business Project Research**

A significant piece of research work, drawing upon academic theory to produce a critically reflective report.

### **Business Project: Consultancy**

The main aim of this unit is to enable you to enhance your personal and professional development in the field of business consultancy through solving a business problem for a client organisation. On completion of your research, you will present your findings to the client business which will help develop your presentation skills. You will also prepare a critical academic reflection on your experience drawing together theory and practice to facilitate your understanding of business processes.

### **Business Project: Young Enterprise**

The main aim of this unit is to develop your enterprising behaviours, skills and attributes and build your awareness of entrepreneurial career paths. You will run a Young Enterprise business as part of a team supported by academics and business professionals. You will explore business opportunities through an outline business plan, attend a number of business start-up events, and engage in a series of enterprise workshops. You will capture your learning in your Young Enterprise business portfolio.

### **Business Psychology**

This unit introduces you to the ways psychology can be used at work. The emphasis is on the practical application of psychological theory to solving everyday challenges at work and learning how to apply psychological insights to achieve a more productive and satisfying workplace. You will gain a critical awareness of the field of occupational psychology and develop your understanding of the psychological tools and resources available to you in your future career.

### **Contemporary Perspectives in Human Resource Management**

Critically assesses the strategic environment which shapes HRM, focuses on strategies for leading a HR function and examines key people strategies that organisations expect to deliver enhanced performance

### **Entrepreneurial Practice**

The main aim of this unit is to develop your enterprising behaviours, skills and attributes and build your awareness of entrepreneurial career paths. You will run a small business as part of a team supported by academics and business professionals. You will explore business opportunities

through an outline business plan, attend a number of business start-up events, and engage in a series of enterprise workshops. You will capture your learning in your business portfolio.

### **Entrepreneurs, Business and Society**

The unit aims to sensitise students to examine their own entrepreneurial orientation and how this might be contextualised in business formation. The unit also aims to develop students' research skills through a rigorous understanding of enterprise/social enterprise in the 21st Century, building knowledge from both policy and practice.

### **Global and Networked Innovation Management**

The course enhances understanding of how firms can strategically manage and exploit innovation to develop and sustain competitive advantage.

### **Global Human Resource Management**

Analyses the key features of employment systems in selected countries looking at the history of their development and comparing and contrasting their similarities and differences.

### **International Sports Ownership and Governance**

This unit is designed to focus on the governance of sports organisations and the practices employed by their boards to carry out their governance role. Your studies focus on definitions of governance, models of ownership in sports organisations, profit and not for profit organisations, the role of sport in society, stakeholder representation, corporate social responsibility in sport, the role of the state, ethics and principles of good governance, sustainability in professional sport and challenges in the 21st century.

### **Social and New Media Management**

This unit explores the phenomena of social media and resistance/adoption across organisations - both private and voluntary sector. We include topics on; entrepreneurship, social networking, reputational risks, citizen voice, open source, creative commons. The unit also explores the new media economy, exploring web, gaming and social media industry.