

# 2024 MBA Block 2

## Elective Course Descriptions

Course Description	Elective courses	ECTS
Use a toolkit of entrepreneurial skills to design new business ventures or solutions in existing enterprises Analyse the role and process of innovation and entrepreneurship in an emerging markets context	Venture Launch	5
	Venture Exploitation	5
Apply a consulting approach to a range of business challenges and contexts Analyse business scenarios and develop relevant, workable solutions that take into account a wide range of relevant factors, from control systems to change management	Change Management	2.5
	Company Valuations	2.5
	Management Consulting	2.5
	Management Control Systems	2.5
Make sound business and strategic marketing decisions to create customer value based on market research and diverse data sources Strategically manage a brand in complex traditional and digital contexts	Branding in Emerging Markets	2.5
	Digital Market Making	2.5
	Marketing Metrics	2.5
	Strategic Marketing	2.5
Lead effectively in a complex, changing and diverse work environment Develop a nuanced and adaptable leadership approach	Advanced Leadership	5
	Change Management	2.5
	Coaching	2.5
	Negotiation	2.5
Design and manage operational approaches to control business processes, even in the face of constant change Analyse complex contemporary supply chains and propose effective solutions for an emerging markets context	Change Management	2.5
	Global Supply Chain Management	2.5
	Lean Thinking & Operational Excellence	2.5
	Negotiation	2.5
Analyse the financial opportunities and risks in markets and businesses Develop flexible, impactful financial approaches suited to corporate entities	Advanced Corporate Finance	2.5
	Management Control Systems	2.5
	Company Valuations	2.5
	Integrated Reporting	2.5

<b>Elective Name</b>	<b>Course Code</b>	<b>ECTS</b>
Advanced corporate finance	GSB5066X	2.5 credits
Advanced leadership	GSB5067X	5 credits
Branding in emerging markets	GSB5065X	2.5 credits
Change management	GSB5060X	2.5 credits
Coaching	GSB5068X	2.5 credits
Management consulting	GSB5078X	2.5 credits
Company valuations	GSB5069X	2.5 credits
Digital market making	GSB5061X	2.5 credits
Doing business in China and Asia	GSB5070X	2.5 credits
Global supply chain management	GSB5071X	2.5 credits
Integrated reporting	GSB5506S	2.5 credits
Lean thinking and operational excellence	GSB5084X	2.5 credits
M&A	GSB5023S	2.5 credits
Management control systems	GSB5072X	2.5 credits
Marketing metrics	GSB5075X	2.5 credits
Negotiation to create value	GSB5073X	2.5 credits
Social Innovation Lab	GSB5080X	5 credits
Social finance	GSB5010F/S	2.5 credits
Strategic marketing	GSB5063X	2.5 credits
Venture launch	GSB5015X	5 credits
Venture exploitation	GSB5014X	5 credits