



QUEEN'S
UNIVERSITY
BELFAST

MANAGEMENT
SCHOOL

BUSINESS

Classes available to Global Honors Program January 2021 entry

LEVEL	MODULE CODE	MODULE TITLE	DESCRIPTION
1	MGT1013	Marketing	Successful completion of the module will enable students to: 1. Understand the nature, scope and role of marketing in organisations; 2. Identify and discuss the key issues that marketers face as they make decisions; 3. Discuss the key concepts and theories that inform marketing decision making; and examine some key marketing concepts, theories and associated issues in depth so as to be able to contribute to current debate relating to marketing strategy in local, national and international markets.
2	MGT2018	The Digital Business	Technology continues to transform the way business is conducted. New and emerging technologies such as cloud computing, social media, the internet of things and big data present as many challenges as opportunities for organisations and their stakeholders. This module explores these challenges and opportunities and examines the use of digital business models in enhancing organisational competitiveness, with a focus on attracting and retaining customers.
2	ECO2002	Macroeconomic Policy and Performance	Module aims: <ul style="list-style-type: none">• To introduce students to concepts, tools, and data sources that enable them to understand the operation of an economy as a whole including factors influencing long-run economic growth and short run capacity utilization.• To facilitate an understanding of how the government can influence the volume and efficiency of economic activity and devise policies to promote long-run growth and macroeconomic stability.
1	FIN1001	Financial Institutions and Markets	This module examines the theory behind and the operation of financial institutions and markets. The analysis is underpinned by the theory of asymmetric information. The course considers the main financial markets (equity, debt and money) and the main financial institutions (central bank and retail banks). Also covered is the importance of appropriate financial regulation and the manner in which a financial crisis can occur.

* to request more detail on any of the modules listed above please contact E: ahssabroad@qub.ac.uk