

Course: Industrial Relations (MGT309)

Instructor: Andy Ritchie, Jenny CHEN

Credit Rating: 20;
Level: SBC level 4;
Semester: semester 8.

Description: Industrial Relations is fundamentally concerned with understanding the nature of working relationships and the constraints within which they operate. The subject is multi-disciplinary in nature and the content of this particular unit focuses on aspects of industrial relations which practicing managers may experience. This subject is likely to be of particular relevance to those contemplating a career in human resource management or as a line/general manager. The legal aspects of industrial relations will be considered when appropriate to the issue in hand.

Course: Integrated Marketing Communications (MGT358)

Instructor: Harrieth SAAF, Andy Ritchie, Jenny CHEN

Credit Rating: 20;
Level: SBC level 4;
Semester: semester 8.

Description: This module is concerned with the concepts and uses of advertising and promotion in an integrated marketing communications context. The successful commercialization of both new and already existing products and services depends on how well the company will communicate any messages to its target market, to trigger desired attitudes and behaviors. However, these messages must be clear and consistent across the different means of communication available to modern businesses. Thus, advertising, public relations, sponsorship, direct marketing, product placement and any other promotional tool must be integrated and managed as a whole and not as isolated communications. Other issues covered will include e-IMC, international marketing communications, and ethics.

 The material builds upon some of the basic marketing principles discussed in MGT233.

Course: International Business (MGT376)

Instructor: Andy Ritchie, Jenny CHEN

Credit Rating: 20;
Level: SBC level 4;
Semester: semester 8.

Description: This unit introduces key theories of international business development – those concerning the rationales for international expansion, the choice of foreign market entry strategy and the impact on the economies of host countries. This theoretical understanding will then be illustrated and



examined by reference to the way particular companies in contrasting industries have developed and implemented their international strategies. Particular attention will be devoted to the role played by the international business environment and its institutions, and to key strategic management issues such as global supply chain management, knowledge management, intellectual property protection and risk management.