

# The Malta Institute of Management Self Study Management Courses





## Rationale

- The courses in this document are offered in collaboration with the Malta Tourism Authority and The Ministry for Tourism and Consumer Protection(MTCP), as part of the project entitled *Empowering The Workforce through E-learning(Provision of e-learning services to the tourism industry)*.
- The courses and qualifications included in this presentation are off-the-shelf courses which are related to tourism;
- These courses shall serve as an alternative or a complement to courses listed in *The Malta Institute of Management E-learning Catalogue*;
- Courses and Qualifications listed in this document are delivered in collaboration with Edinburgh Business School *and* Heriot-Watt University. The Malta Institute of Management is the exclusive representative of these entities in Malta.



## Why opt for a self-study Management Course with us?

- Flexible
  - You may study at your own pace and at your own time;
  - Ample choice of self-study management courses including Finance, Human Resources, Marketing and Strategic Management amongst others;
  - Choose between a standalone module or keep on studying until you achieve a Master's Degree.
- Reputable
  - Courses and Qualifications are recognized at EQF Level 7;
  - Governed by the Royal Charter of the United Kingdom guaranteeing quality and rigour within the programs;
  - Heriot-Watt University ranked in the top 300 Universities worldwide according to [Times Higher Education World University Rankings 2020](#).
- Online
  - The course may be studied fully online on the University's online portal;
  - Questions and queries may be lodged via official online blogs with the respective Faculty;
  - Online practice questions available.

[Click here to view video-clip online](#)



## Options

- Standalone Modules

Students may opt to choose from a vast range of standalone modules having circa 200 hours of learning, translating into 20 credits and 10ECTS under the European system.

- Master of Business Administration

By completing a total of 9 modules, students will obtain a Master in Business Administration which is recognized by the Maltese National Commission for further and Higher Education at MQF/EQF Level 7.

Students may opt to add 2 additional modules in case they wish to specialize in Human Resources, Marketing, Finance or Strategic Planning amongst others.



# Consumer Behaviour

- People as consumers
- Consumer society
- Market segmentation
- New products and innovations
- Perception
- Personality and the self
- Learning, memory and thinking
- Motivation
- Family influences
- Social and developmental influences
- The influence of small groups
- The influence of social class
- Cultural influences
- Attitudes
- Communication and persuasion
- Approaching a decision
- The decision and its consequences
- Models of consumer behaviour
- The future consumer

### Course Objectives:

*Understanding why people buy what they buy*

Consumption is so prevalent that we are often unaware of its importance in shaping our lives. This course adopts a psychological approach to consumer behaviour and, with examples of marketing in practice, explores the complementary experience of the individual consumer and individual marketer.

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# Managing People in Global Markets

- The global market and its major actors.
- Major approaches to managing employees.
- The global context of employee management: national culture.
- National culture and employee management.
- Institutional context of employee management.
- Transferring HRM practices across borders.
- Global human resource management: major strategies and complications.
- Global human resource management: a balancing act.
- Expatriation as a vehicle of global management.
- Managing people in international joint ventures.

### Course Objectives:

*Implementing successful global people strategies*

Examining how international organisations go about managing their multicultural workforce, what complications they may encounter and how they might deal with them. The course also discusses a number of other strategic and managerial issues with a bearing on global employee management.

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# International Marketing

- The scope and challenge of international marketing
- The dynamics of international business
- Geography and history: the foundations of cultural understanding
- Cultural dynamics in international marketing
- Business customs and practices in international marketing
- The international political and legal environment
- Researching international markets
- Emerging markets and market behaviour
- Multinational market regions and market groups
- International marketing strategies
- International market entry strategies
- Exporting, managing and logistics
- Developing consumer products for international markets
- Marketing industrial products and business services
- The international distribution system
- International advertising, promotion and personal selling
- Pricing for international markets

### Course Objectives:

*Marketing across borders, online and off*

International Marketing provides an approach and framework for identifying and analysing the key cultural and environmental characteristics of any nation or global region and highlights the importance of viewing international marketing management from a global perspective.

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## Alliances & Partnerships

- Background to alliances and Partnerships
- Alliances and the value chain
- Strategic focus and strategic drift
- Alliance and partnership risk
- Partner selection
- Forming the alliance
- Making alliances and partnerships work

### **Course Objectives:**

*Alliance making for business success*

In business, there are always opportunities to boost performance in collaboration with others, be it another company, a trade organisation or a group of like-minded people. This course provides the project management tools and techniques you need to evaluate and manage successful partnerships.

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