



UCD Michael Smurfit
Graduate Business School

MASTER OF SCIENCE (MANAGEMENT) NEW CURRICULUM 2022

Study at Ireland's Leading Business School, UCD College of Business

New Curriculum from April 2022 in Singapore

Flexible and innovative curriculum

CORE MODULES

All students will take the core modules of

- Global Strategic Management
- Analysis for Business
- Leadership and Organisational Behaviour

In addition to taking 3 core modules, students can select **two** of the following grouped option modules

1. Digital Marketing:

- Corporate Marketing Strategy
- Digital Marketing & Social Media Management
- Digital Brand Management

2. Project Management and Supply Chain Management

- Global Logistics
- Supply Chain Management
- Project Management

3. Management

- Technology Management & Innovation
- Responsible Business & Sustainability
- Organisational Change & Management Consultancy Skills

4. Applied Management Skills

- Business Simulation & Professional Competencies
- HR Analytics for Management
- Applied Company Project

5. FinTech

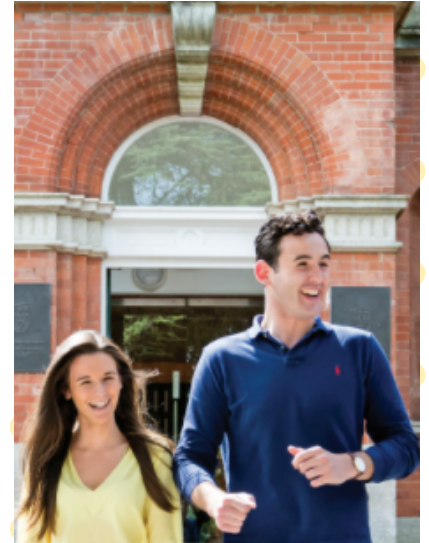
- Finance & Analytics
- Investment Management
- Financial Technology

6. Analysis for Managers

- Managing Support Systems
- Managing Digital Business
- Strategic Decision Making in the Digital World

7. Human Resource Management

- Talent Management
- Managing in Multinationals
- Present and Future of Work



KEY FEATURES

Opportunity to undertake the UCD College of Business **Global Leadership Programme**

Opportunity to undertake **UCD Advantage**

World class faculty

All modules are 10 ECTS

