



**WINCHESTER  
COLLEGE**

The Professional Master  
Program in

# **BUSINESS ADMINISTRATION**



**CERTIFIED**

## **HIGHLIGHTS**

- ✓ 9 focused subjects
- ✓ +400 learning hours
- ✓ Expert-led education blending theory and real-world applications
- ✓ Culturally aware and ethically grounded business education

## **WHAT YOU'LL LEARN**

- ✓ Fundamentals of Business Management and Leadership
- ✓ Global Business Strategies and Entrepreneurial Mindset
- ✓ Financial Analysis and Managerial Economics
- ✓ Operations Management and Supply Chain Optimization **... AND MORE**

**Call +44-7472-1876-15**

**[www.winchestercollege-uk.com](http://www.winchestercollege-uk.com)**

## **OUR OFFICE**

7 Coronation Road, Dephna House,  
LAUNCHESE #105 - LONDON



Subject 1:

## **FUNDAMENTALS OF BUSINESS MANAGEMENT**

### **BRIEF:**

Introduces foundational theories encompassing strategic planning, financial management, and ethics, vital for managerial roles.

### **IMPORTANCE:**

Lays the groundwork for understanding business dynamics and ethical decision-making in diverse business environments.

### **METHODOLOGY OF TEACHING:**

Utilizes lectures, case studies, and discussions to impart theoretical knowledge and ethical considerations.

### **FINAL DISCUSSION:**

Concludes with an in-depth exam assessing the application of business theories, strategic thinking, and ethical dilemmas in real-world scenarios.



Subject 2:

## **ADVANCED BUSINESS STRATEGIES AND DECISION- MAKING**

### **BRIEF:**

Explores advanced strategies, data-driven decisions, and innovative leadership essential for adaptive business practices.

### **IMPORTANCE:**

Enhances critical thinking and leadership skills crucial for developing effective business strategies and managing change.

### **METHODOLOGY OF TEACHING:**

Engages students through case studies, collaborative decision-making exercises, and leadership simulations.

### **FINAL DISCUSSION:**

Evaluates students' ability to apply advanced strategies, data analysis, and leadership principles in complex business scenarios.



Subject 3:

## **GLOBAL BUSINESS PRACTICES AND ENTREPRENEURSHIP**

### **BRIEF:**

Focuses on global market dynamics, entrepreneurship, and responsible corporate practices for a sustainable business approach.

### **IMPORTANCE:**

Equips students with global market insights, fostering an entrepreneurial mindset and promoting sustainable business practices.

### **METHODOLOGY OF TEACHING:**

Integrates case studies, workshops, and global market simulations to understand diverse business environments.

### **FINAL DISCUSSION:**

Assesses students' comprehension of global business challenges, entrepreneurship, and ethical global business practices.



Subject 4:

## **MARKETING STRATEGIES AND CONSUMER BEHAVIOR**

### **BRIEF:**

Covers marketing fundamentals, consumer behavior analysis, and contemporary marketing strategies for effective brand management.

### **IMPORTANCE:**

Provides insights into consumer psychology and strategic marketing practices essential for brand success and market positioning.

### **METHODOLOGY OF TEACHING:**

Utilizes case studies, market research projects, and interactive sessions to explore consumer behavior and strategic marketing tactics.

### **FINAL DISCUSSION:**

Evaluates students' grasp of marketing strategies, consumer behavior insights, and their ability to create effective marketing plans.



Subject 5:

## **OPERATIONS MANAGEMENT AND SUPPLY CHAIN**

### **BRIEF:**

Explores operations management principles, supply chain logistics, and process optimization crucial for efficient business operations.

### **IMPORTANCE:**

Focuses on enhancing operational efficiency and supply chain management skills vital for effective resource utilization.

### **METHODOLOGY OF TEACHING:**

Utilizes simulations, real-world case studies, and supply chain optimization exercises to understand operational complexities.

### **FINAL DISCUSSION:**

Assesses students' comprehension of operations management, supply chain strategies, and their application in improving business operations.



Subject 6

## **FINANCIAL MANAGEMENT AND ANALYSIS**

### **BRIEF:**

Addresses financial theories, investment strategies, and financial analysis techniques to ensure sound financial decision-making.

### **IMPORTANCE:**

Equips students with financial acumen and analysis skills essential for effective financial management and investment decisions.

### **METHODOLOGY OF TEACHING:**

Incorporates financial modeling exercises, case studies, and investment simulations to analyze financial scenarios.

### **FINAL DISCUSSION:**

Evaluates students' proficiency in financial analysis, investment strategies, and their application in diverse financial scenarios.



Subject 7:

## **HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

### **BRIEF:**

Focuses on HRM principles, organizational behavior theories, and employee relations for effective talent management.

### **IMPORTANCE:**

Aims to develop strong leadership skills, fostering positive workplace cultures and efficient talent management.

### **METHODOLOGY OF TEACHING:**

Engages in role-plays, team dynamics assessments, and case studies on HR challenges and organizational behavior.

### **FINAL DISCUSSION:**

Assesses students' understanding of HRM strategies, organizational behavior theories, and their application in real-world HR scenarios.





Subject 8

## **BUSINESS LAW AND ETHICS**

### **BRIEF:**

Explores legal frameworks, business ethics, and corporate governance to instill responsible and ethical business practices.

### **IMPORTANCE:**

Provides a foundation in legal compliance and ethical decision-making, crucial for navigating complex business environments.

### **METHODOLOGY OF TEACHING:**

Integrates case studies, debates, and legal case analyses to understand business ethics and legal compliance.

### **FINAL DISCUSSION:**

Evaluates students' understanding of business laws, ethical dilemmas, and their ability to make ethical decisions in business settings.



Subject 9

## **BUSINESS RESEARCH METHODS AND STRATEGIC PLANNING**

### **BRIEF:**

Focuses on research methodologies, data analytics, and strategic planning for informed decision-making and business growth.

### **IMPORTANCE:**

Equips students with research skills, analytical tools, and strategic planning for effective business decision-making.

### **METHODOLOGY OF TEACHING:**

Utilizes research projects, data analysis exercises, and strategic planning simulations for practical learning.

### **FINAL DISCUSSION:**

Assesses students' research proficiency, data analysis skills, and their ability to devise strategic business plans.