

## Messages from Directors of Newcastle University Business School

### Introduction

Thank you for considering Newcastle University Business School as a potential place to undertake your study abroad programme. We are confident that the information in brochure will help you to make an informed choice as to your place of study and will place Newcastle as a serious contender in your evaluation.

### Why Business School?

The Business School is one of the largest Schools in Newcastle University. In keeping with the University's worldwide reputation the School attracts some of the brightest students from across the globe. Our mission is:-

*“To be at the forefront of understanding the nature of business and professional policy and practice by creating and disseminating knowledge through research and learning that is distinctive; purposeful and transformational; informing, educating and inspiring; promoting practices and policies that are value-creating, beneficial and sustainable; and by acting as a responsible global citizen for the common good of business and society”.*

We have around 100 staff, many leading academics recruited as experts in their field from both inside and outside the UK. Our portfolio of programmes (undergraduate and postgraduate) has a strong international focus and is constantly updated to ensure students are provided with the latest professional and research knowledge, and the best possible learning experience. As a school, we value having an innovative and supportive learning environment, are committed to engagement, a collegial culture, and generating insights that can be applied in practice. Hence, our special focus will help us to understand and improve the competitiveness of the North East region of the UK and beyond. Our identity will, therefore, be developed around three areas of proven competence that cut across our business subjects groups. We articulate these competencies as:

- Supporting organizational change and innovation;
- Developing external relationships; and
- Understanding business and professional practice and policy.

In order to support our special focus as a business school we will seek to enhance our expertise within five traditional business subject areas: Strategy and Marketing; Innovation and Entrepreneurship; Human Resources and Organizational Behaviour; Accounting and Finance; and Economics. Taken together, these areas of expertise and competencies match the key drivers of the economy and the needs of our stakeholders. As a result, our work will be characterised as being:

- *Engaged* – by collaborating with organizations, professional bodies and policy-makers to understand and help them adapt to regulatory change, and enabling students to understand their needs;
- *Relevant* – by understanding business and policy issues to help organizations to change and deal with uncertainty; and having
- *Impact* – by helping organizations to deal with competition by supporting internal innovation, and creating the policy-context to enable innovation.

### Why Newcastle?

The University is located in the heart of Newcastle upon Tyne, the lively and cosmopolitan capital of North East England. The city has been a centre of commerce and culture for almost 2,000 years and is renowned for its majestic Georgian-style buildings and spectacular bridges across the River Tyne.



Once famous for coal, Newcastle upon Tyne has undergone a renaissance over the past 25 years and now offers a quality of life that some say is unequalled in Britain today. Recent developments in and around the city include the Baltic contemporary art gallery, the 'blinking eye' Gateshead Millennium Bridge, the Sage Music Centre and Britain's largest public sculpture, the Angel of the North.

Getting around is easy on the Tyneside Metro system and there are also excellent train, air and coach links with the rest of the country and worldwide. There is excellent

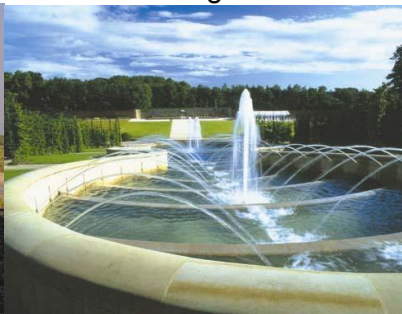
shopping, nightlife, theatres, cinemas, concert halls, sporting entertainment and restaurants offering cuisines from around the world.

Newcastle is famous for its welcoming, fun-loving attitude – it's a great place to be a student. The city is one of the most exciting, friendly and cosmopolitan in the UK and is fast becoming an internationally renowned centre of culture and sciences.

The city is surrounded by some of England's most unspoiled countryside, peppered with ancient castles and tranquil villages. Northumberland National Park, the Pennine Way, the Roman ruins of Hadrian's Wall and Holy Island, the cradle of English Christianity, are within easy travelling distance. The awe-inspiring Bamburgh Castle on the Northumberland Heritage Coast was recently voted the second best view in Britain. Alnwick Castle was the setting for Hogwarts in the Harry Potter movies and Alnwick Gardens boasts one of the world's largest treehouses.



Bamburgh Castle



Alnwick Gardens



Kielder Water Reservoir

Newcastle has just been voted the best place in the UK to be a student, according to the results of a survey of more than 36,000 students (<http://accommodationforstudents.com/> - the UK's No 1 student accommodation website).

### Best Wishes



Prof. Ian Clarke  
Director



Professor John Leopold  
Deputy Director

## Business & Accounting Finance Study Abroad Programme

The Business & Accounting Finance study abroad programme at Newcastle aim to develop students' understanding of the principles and techniques of business, accounting and finance subjects, including

Accounting & Finance  
Economics

Management  
Marketing

This programme will enable you to develop careers in management, marketing, accounting, finance, business information systems and economics within a wide variety of companies. You will also be acquiring essential knowledge within these academic disciplines, developing their knowledge of the specialist processes of management, and transferable skills (including: communication; presentation; research methods and information technology).

If you choose the Business & Accounting Finance Study Abroad programme, you must take at least 60% of your module selection from business & accounting finance subjects. You will be able to take up to 40% of the remaining module selection from the other study abroad programme areas, including:

Agriculture	Sociology
Biology	
Chemistry	Politics
Engineering	Law (Stage One)
English	Psychology

(note, module details of the other study abroad programmes can be obtained via [studyabroad@ncl.ac.uk](mailto:studyabroad@ncl.ac.uk))

### FIRST YEAR MODULES

The following modules are available to choose with no required prior subject knowledge.

Module Title	Module Code	Semester	Credits	ECTS
<b>Accounting &amp; Finance</b>				
Accounting for Non-Specialists	ACC1003	1 & 2	20	10
Introduction to Business Finance	ACC1006	1 & 2	10	5
<b>Economics</b>				
Economic Analysis	ECO1001	1 & 2	30	15
Statistical Methods for Economics	ECO1007	1 & 2	20	10
Mathematics for Economics	ECO1010	1 & 2	20	10
The World Economy	ECO1004	1	10	5
The European Economy	ECO1013	2	10	5
The British Economy	ECO1015	2	10	5
<b>Management</b>				
Introduction to Management & Organisations	BUS1001	1 & 2	20	10
Personal, Professional and Key Skills Development	BUS1005	1 & 2	20	10
Skills Development	BUS1008	1	10	5
Further Skills Development	BUS1009	2	10	5
<b>Marketing</b>				
n.a.				

**ACC1003 Accounting for Non-Specialists**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None

Aims & Content: This module is an introductory module for non-specialists covering financial accounting, management accounting and some basic issues in finance. It is designed to enable students to communicate with accounting and finance professionals and to enhance management career development. The module aims to provide an introduction to key concepts, terminology and knowledge in accounting and finance to facilitate career development in business, covering topics such as Income Statement and Balance Sheet, cash versus profit, absorption and activity based costing, budgeting, sources of finance and capital structure.

Teaching format: 24 lectures plus 2 seminars

Assessment: Semester 1 examination (25%) and semester 2 examination (75%)

**ACC1006 Introduction to Business Finance**  
**10 credits Semesters 1 & 2 (ECTS 5 credits)**

Pre-Requisites: None

Aims & Content: This module provides an introduction to financial management, developing an economics-based perspective on business decision making. We look at issues like the appraisal of investment projects, the management of cash and stocks, debt and equity mix, and how to monitor debtor and creditor levels. There is also a development of present value models to examine bond and share pricing.

Teaching Format: 15 lectures plus 5 large group sessions

Assessment: Semester 2 MCQ Examination (100%)

**ECO1001 Economic Analysis**  
**30 credits Semesters 1 & 2 (ECTS 15 credits)**

Pre-Requisites: None

Aims & Content: This module aims to explain in simple analytical terms and the principles that are necessary for one to study the workings of the economy. A wide range of micro- and macro-economics topics is covered, including economics basics, scarcity, market demand and supply, market shocks, introduction to consumer theory, output and prices in the long run, monetary policy, balance of payments and the exchange rate; monetary and fiscal policy, inflation and unemployment, and Interaction between real and money markets

Teaching Format: 30 lectures over two semesters plus 16 workshops per student

Assessment: two in-class assessment course work (15% in Semester 1 and 15% in Semester 2) and a Semester 2 examination (80%).

**ECO1004 The World Economy**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: None

Aims & Content: This module explores the nature and development of the world economy from the standpoint of economics. It attempts to do so in a relatively non-technical way for those with no previous study of economics, while giving scope for those with economics to explore more deeply. Factors which make for greater economic integration of the world are examined, and the extent to which we are witnessing "globalisation". "Developing" countries account for the bulk of the world's

population, so analysis of their prospects, problems and relation to the industrialised countries is an important theme of the module, with case studies of selected developing countries and regions.

Teaching Format: 14 one-hour lectures and 2 support classes.

Assessment: Semester 1 examination (100%)

**ECO1007 Statistical Methods for Economics**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None

Aims & Content: This module is an introduction to statistics and data manipulation for economists. The first semester of the course deals with the fundamental issues of statistics building from basic probability theory, through sampling, distributions, hypothesis testing and interpretation. A wide range of examples are considered. The second semester moves into data analysis, how do we explore and analyse data. We use a variety of statistical methods to investigate and interpret real world data. The module will also include an introduction to analytical software.

Teaching Format: 28 lectures over two semesters and 12 seminars.

Assessment: Semester 1 Written Examination (50%), Semester 2 Written Examination (25%) and Semester 2 Project Work (25%)

**ECO1010 Mathematics for Economics**  
**20 Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None

Aims & Content: The module begins with a discussion of elementary formal logic in order to ensure that students have a clear understanding of basic concepts such as implication, necessary and sufficient conditions and equivalence. The course then covers essential mathematical concepts such as sets, binary relations and functions, as well as the number of graphs of basic functional forms. The solution of linear, simultaneous and quadratic equations is then followed by the development of the concepts of limits and continuity of functions as preparation for the introduction of the differential and integral calculus. The course concludes with the development of techniques for the unconstrained and constrained maximization and minimization of functions of several variables. Throughout the course there is a clear emphasis on application of mathematical methods in the analysis of economic problems.

Teaching Format: The module consists of 36 lectures and 18 seminars over two semesters.

Assessment: Semester 2 examination (100%).

**ECO1013 The European Economy**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: None

Aims & Content: This module introduces basic issues in European economy, including the single market, single currency, transition from communism, EU enlargement, modern economic history.

Teaching Format: 15 lectures.

Assessment: Semester 2 examination (100%)

**ECO1015 The British Economy**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: None

Aims & Content: The module is to provide an overview of the British economy; post-war economic trends, policy-making and main economic problems. It is both descriptive and analytical, introducing elementary economic concepts and reasoning where appropriate.

Teaching Format: 16 lectures.

Assessment: Semester 2 examination (80%) and course work (20%)

**BUS1001 Introduction to Management & Organisations**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None.

Aims & Content: This module provides an introduction to the main issues of management theory and practice, and organisational behaviour. The module looks at organisation theory, organisational structures, team-working in organisations, decision making in organisations, motivation at work, leadership and management, and organisational culture.

Teaching Format: The module consists of 22 lectures and 22 seminars over two semesters.

Assessment: Semester 1 Essay (20%); Semester 2 Seminar Diary (20%) and Semester 2 Written Examination (60%).

**BUS1005 Personal, Professional and Key Skills Development**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to enable students to develop a constructive approach to the identification and development of personal, professional and key skills to improve and enhance their personal effectiveness as learners and throughout their careers. The module begins with students carrying out a personal skills audit and by identifying their preferred learning style(s). They are then introduced to a range of personal and professional skills including employability skills, information literacy, skills in essay and report writing, time management skills, team working, presentation skills, basic numeracy skills, revision and exam techniques. There is also an emphasis on Information Literacy (IT) skills, i.e. using the internet, MS Word, Excel, PowerPoint, and Access.

Teaching Format: The module consists of 20 lectures over two semesters involving a mix of “traditional” and “virtual” lectures, plus 19 IT workshops over two semesters.

Assessment: IT coursework during semesters 1 and 2 (50%) and an electronic portfolio of evidence compiled over semesters 1 & 2 (50%) submitted towards the end of semester 2.

**BUS1008 Skills Development**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to enable students to develop a constructive approach to the identification and development of personal, professional and key skills to improve and enhance their personal effectiveness as learners and throughout their careers. The module begins with students carrying out a personal skills audit and by identifying their preferred learning style(s). employability skills, information literacy, skills in essay writing, time management skills, team working, revision and

exam techniques. There is also an emphasis on Information Literacy (IT) skills, i.e. MS Word, PowerPoint and Excel.

Teaching Format: The module consists of 11 lectures over semester 2 involving a mix of “traditional” and “virtual” lectures, plus 11 IT workshops.

Assessment: IT coursework during semester 1 (50%) and an electronic portfolio of evidence compiled during the semester and submitted at the end of semester 1 (50%).

<p><b>BUS1009 Further Skills Development</b> <b>10 credits Semester 2 (ECTS 5 credits)</b></p>
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Pre-Requisites: None.

Aims & Content: This module aims to enable students to develop a constructive approach to the identification and development of personal, professional and key skills to improve and enhance their personal effectiveness as learners and throughout their careers. They are then introduced to a range of personal and professional skills including communication skills when using the internet, presentation skills, report writing, numeracy and the skills involved in reflection. There is also an emphasis on Information Literacy (IT) skills, i.e. MS Word, PowerPoint and Excel.

Teaching Format: The module consists of 11 lectures over semester 2 involving a mix of “traditional” and “virtual” lectures, plus 11 IT workshops.

Assessment: IT coursework during semester 2 (50%) and an electronic portfolio of evidence compiled during the semester and submitted at the end of semester 2 (50%).

<b>SECOND YEAR MODULES</b>
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The following modules are available to choose with some required prior subject knowledge.

Module Title	Module Code	Semester	Credits	ECTS
<b>Accounting</b>				
Managerial and Business Economics	ACC2002	1 & 2	20	10
Financial Control	ACC2003	1 & 2	20	10
Income Measurement	ACC2005	1 & 2	20	10
Corporate Finance	ACC2007	1 & 2	20	10
Understanding Company Accounts	ACC2021	1 & 2	20	10
Corporate Finance Models	ACC2008	1	10	5
<b>Economics</b>				
Microeconomic Analysis	ECO2001	1 & 2	30	15
Microeconomic Analysis	ECO2002	1 & 2	30	15
Empirical Economic Analysis	ECO2009	1 & 2	20	10
Current Economic Issues	ECO2097	1 & 2	10	5
Natural Resource and Environmental Economics	ECO2006	1	10	5
International Economics	ECO2008	1	10	5
The Economics of European Integration	ECO2014	1	10	5
Economic Appraisal of Projects	ECO2010	2	10	5
<b>Management</b>				
Business Enterprises	BUS2011	1 & 2	20	10
Human Resource Management	BUS2012	1	10	5
Human Resource Management in Practice	BUS2013	2	10	5
Business Systems	BUS2014	1 & 2	20	10
Introduction to Innovation & Technology Management	BUS2017	1 & 2	20	10

Module Title	Module Code	Semester	Credits	ECTS
Research Skills for Business & Management	BUS2018	1 & 2	20	10
Understanding Work & Organisations	BUS2019	1 & 2	20	10
Business Information Systems Theory	BUS2020	1	10	5
Work & Organisations	BUS2021	1	10	5
Understand Enterprises	BUS2022	1 & 2	20	10
<b>Marketing</b>				
Marketing Environment	MKT2002	1	10	5
Consumer Behaviour	MKT2007	1	10	5
Service Marketing	MKT2045	2	10	5

**ACC2002 Managerial and Business Economics**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of microeconomics.

Aims: The modules aims to develop student understanding of microeconomic tools and techniques for business decision-making, and an understanding of market structure and its influence on the key economic decisions of the firm (pricing, output, advertising etc.) It aims to explain the usefulness and limitations of economic models, in business decision making; to develop an understanding of the usefulness of technical tools (e.g. differential calculus, linear regression) to economic analysis; and to develop an understanding of how different techniques may assist our understanding of business behaviour (e.g. optimisation).

Teaching Format: 40 lectures

Assessment: Individual report (25%) and Semester 2 examination (75%)

**ACC2003 Financial Control**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of management accounting.

Aims: The module aims to provide frameworks for the methods and techniques of management accounting and the understanding of the design and operation of management accounting systems. Topics covered include reciprocal service costing, activity based costing, learning curves, planning and control systems, divisionalisation and transfer pricing, business planning and managerial incentive schemes.

Teaching Format: 30 lectures plus 20 seminars

Assessment: Group Report (25%) and Semester 2 examination (75%)

**ACC2005 Income Measurement**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of financial accounting.

Aims: The module aims to examine current financial reporting practice and how it impacts upon companies. By studying the module, students will enhance their accounts preparation and interpretation skills. Topics covered include leasing, long term contracts, group accounting with reference to relevant company law and accounting standards, the regulatory framework governing the production of accounts, including an introduction to auditing practice. We shall frame our analysis in a theoretical context, hence the name 'Income Measurement', which is the central, unresolved issue in normative accounting theory.

Teaching Format: 26 lectures plus 5 seminars

Assessment: Semester 1 examination (25%) and semester 2 examination (75%)

**ACC2007 Corporate Finance**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of finance and statistics.

Aims: Corporate Finance provides an introduction to the study of finance. It concentrates on building an analytical framework for an understanding of the firm's major financing decisions. Theoretical models are introduced, for example those relating to efficient markets, asset pricing, dividend policy, capital structure and option pricing. These models are related to empirical evidence from companies and markets.

Teaching Format: 34 lecture hours plus 6 large group sessions

Assessment: Semester 2 Examination (100%)

**ACC2021 Understanding Company Accounts**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of financial accounting.

Aims: This module enables students to appraise a company's financial condition and performance from its published accounts, paying particular attention to the context of its operating environment and accounting policy choices. Students will gain an understanding of the key indicators of financial performance, an appreciation of the impact of accounting policies on financial disclosures and an appreciation of the interaction with the business environment. The module is designed as a group project and presentation, so there is an opportunity to develop project management, team working, report writing, computer and presentation skills.

Teaching Format: 9 lectures plus 3 seminars plus 2 practicals

Assessment: Group written report and presentation, Semester 2 (100%)

**ACC2008 Corporate Finance Models**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: Introductory level (year 1 university) understanding of finance and statistics.

Aims: Corporate Finance Models provides an introduction to the study of finance. It concentrates on building an analytical framework for an understanding of the firm's major financing decisions. Topics covered include the issue and valuation of debt and equity, interest rates, interpreting share price information, market efficiency, portfolio theory and asset pricing models.

Teaching Format: 15 lecture hours plus 3 large group sessions

Assessment: One hour MCQ Examination in December (100%)

**ECO2001 Microeconomic Analysis**  
**30 credits Semesters 1 & 2 (ECTS 15 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of microeconomic and mathematics economic analysis

Aims & Content: This module aims to equip the student with intermediate level microeconomic concepts and to develop students' problem solving abilities in the context of microeconomics. The theory behind is the demand and supply curves, but extended to consider how markets operate, equilibrate and the welfare implications. The syllabus included consumer theory, producer theory,

choice under uncertainty, theory of the firm, theory of the industry, situations in which agents both consume and produce, general equilibrium and welfare economics. The material is essentially an extension of first-year microeconomics, but it is conducted at greater depth and with a much greater reliance on analysis, mainly diagrammatic. It is a core module, as it covers the economic techniques that are essential to modern economic analysis at Stage 3 of economics programmes and beyond.

Teaching Format: 36 lectures over two semesters plus 12 seminars

Assessment: Semester 1 other assessment (20%) and Semester 2 examination (80%).

**ECO2002 Macroeconomic Analysis**  
**30 credits Semesters 1 & 2 (ECTS 15 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of macroeconomic

Aims & Content: This module aims to equip the student with intermediate level macroeconomic concepts and to develop students' understanding problem solving abilities in macroeconomics analysis. Macroeconomics is the study of the economy as a whole; and the module focuses on developing skills in macroeconomic analysis that could be applied to any economy in the world. The syllabus includes core material on macroeconomic frameworks typical of intermediate level macroeconomics courses, for example; students develop skills in using the IS-LM framework for analysing the closed economy in the short run; and the Mundell Fleming framework for analysing the open economy in the short run. A key emphasis is placed on understanding the relevance of different frameworks for different contexts. The concepts of short run, medium run and long run are central to this process. In essence, the material covered in this module builds on the principles of macroeconomics covered in first year studies, but it is conducted to a greater depth and with a much greater reliance on analytical methods. Important aspects are the development of an appreciation of the underlying interdependencies within a market economy and an appreciation of the limitations of any given macroeconomic framework.

Teaching Format: 36 lectures over two semesters plus 12 seminars

Assessment: Semester 1 in-class assessment (20%) and Semester 2 examination (80%).

**ECO2009 Empirical Economic Analysis**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of mathematic economics

Aims & Content: This module aims to provide students with an understanding of the basic techniques of multiple regression analysis and enable them to interpret and critically evaluate the results of empirical research in economics. The course Empirical Economics provides students with a grounding in basic econometric methods. The techniques learnt in this course are part of an economists essential 'tool kit'.

Teaching Format: 28 lectures over two semesters plus 6 seminars plus 6 practicals

Assessment: Semester 1 in-class assessment (15%) Semester 2 group assignment (15%) and Semester 2 examination (70%).

**ECO2097 Current Economic Issues**  
**10 credits Semesters 1 & 2 (ECTS 5 credits)**

Pre-Requisites: introductory level (year 1 university) of economics

Aims & Content: The aim of the module is to develop students' ability to work in groups, write reports and present orally economic arguments on topical issues. Students are required to work in groups and prepare a presentation on their topic.

Teaching Format: 6 lectures over two semesters

Assessment: Semester 2 oral presentation (30%) and Semester 2 group report (70%)

**ECO2006 Natural Resource and Environmental Economics**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of economics

Aims & Content: This module aims to develop an understanding of the role which economics can play in the analysis of the natural resource and environmental problems. A large part of this module sets out the basic theory of how environmental resources such as minerals, wild animals (e.g. fish or elephants), the assimilative capacity of the atmosphere, or the diversity of the biosphere, can be allocated to maximise some economic objective. However, we begin by exploring the more general concept of sustainability which has in recent years come to be a fundamental concern of natural resource and environmental economists. We conclude with an examination of the major concerns of environmental economists - pollution, externalities and non-market public goods.

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

**ECO2008 International Economics**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of economics

Aims & Content: The module is to familiarise students with issues and models that underpin international trade theory and the determination of exchange rates. In the first half of the module, simple models will be developed that focus on key issues that help explain the existence of trade, such as comparative advantage and resource availability and consideration will also be given to the implications of the use of policy instruments, such as quotas, tariffs or subsidies. The second half of the module considers flexible and sticky price models of exchange rate determination in a world of either fixed or floating exchange rates. The responses of the economy to policy initiatives differ in these alternatives paradigms and these will be considered together with the issue of currency crises and optimal currency areas.

Teaching Format: 15 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

**ECO2010 Economic Appraisal of Projects**  
**10 credits Semesters 2 (ECTS 5 credits)**

Pre-Requisites: introductory level (year 1 university) understanding of economics

Aims & Content: The module is to provide students with an understanding of the basic techniques used in the economic appraisal of projects, covering both private sector investment appraisal and public sector social cost-benefit analysis. The module examines the methods used to appraise projects: net present value, internal rate of return and so on, and considers the circumstances and difficulties that arise in applying these. In the case of economic appraisal, or Cost-Benefit Analysis as it is known, the module sets out broad principles, and the issues that arise in trying to measure the economic benefits and costs to society as a whole (i.e. not just a single agent, such as a firm). It includes the valuing of indirect effects, the problems posed by externalities and the possibility that the analyst may have to find shadow prices to value these.

Teaching Format: 14 lectures plus 2 seminars plus 2 practicals

Assessment: Semester 2 written examination (100%).

**ECO2014 The Economics of European Integration**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: introductory level (year 1 university) of economics

Aims & Content: The module is to provide an understanding of the microeconomics and macroeconomics of European Integration and the essential aspects of European history, institutions and politics. The module starts by introducing the students to the history and institutions of the European Union and then continues with the microeconomics of European integration (for example we discuss the microeconomic tools needed to understand trade liberalisation, the effects of the increase in market size on firms and the effects of integration on migration and the labour market). The module also covers the theory of monetary integration and its application to monetary and fiscal policy in the EU.

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

**BUS2011 Business Enterprise.**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to enable students to participate in the setting up and running of a real business. It will also help students to develop entrepreneurial abilities and skills and apply management knowledge in a real life business setting. The module is ultimately designed to improve student employability and to widen career choice. Emphasis is placed upon the development of business skills, occupational awareness of new venture start up, self employment and the small business sector.

Teaching Format: 12 x 2 hour lectures over two semesters.

Assessment: Semester 1 Business Plan & Presentation (30%, Semester 2 coursework (10%) and Essay (60%).

**BUS2012 Human Resource Management.**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to develop students' understanding of the management of people in organisations. The module gives a broad introduction to the issues and problems involved in managing people in organisations in the public and private sectors and in domestic and international organisations. The module begins with an introduction to HRM, and then goes on to examine the HR cycle, models of HRM, employee relations, and international HRM.

Teaching Format: The module consists of 8 x 1 hour lectures and 4 x 2 hour case study sessions during semester 1. There are also 4 multiple choice question tests during the semester.

Assessment: Semester 1 Written Examination (100%).

**BUS2013 Human Resource Management in Practice.**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to provide students with the knowledge and skills required to manage relations with employees and their representatives. The module has an emphasis on effective communication in a range of different scenarios, i.e. recruitment and selection, discipline

and grievance, negotiation situations, managing conflict, performance management and appraisal, workplace stress, and managing meetings.

Teaching Format: The module consists of 9 x 1 hour lectures throughout the semester involving a mix of “traditional” and “virtual” lectures and 8 x 1 hour seminar sessions designed to give students opportunities to develop key skills through a series of case studies and simulations. The seminar programme tests themes in practical situations and there is particular emphasis on the issue of team working.

Assessment: 8 MCQ tests (20 questions each) throughout semester 2 based on the lecture series and directed reading (20%) and 1 individual seminar diary consisting of a 250 word entry for each of the 8 seminars, i.e. 2000 words in total (80%).

<b>BUS2014 Business Systems. 20 credits Semesters 1 &amp; 2 (ECTS 10 credits)</b>
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Pre-Requisites: BUS1005 Personal, professional & Key Skills Development or equivalent.

Aims & Content: This module aims to encourage students to consider the many and varied roles of business systems within organisations and to provide students with a knowledge of systems thinking and its application to complex organisational problems. The module focuses on the theoretical and practical aspects of information systems from a business and management perspective. The syllabus also covers the theoretical and practical aspects of designing and describing an information system to support business decisions.

Teaching Format: The module consists of 16 x 2 hour lectures and 6 x 2 hour practical sessions over two semesters.

Assessment: Semester 1 Multiple Choice Question (MCQ) test via Blackboard (20%) and a Written Examination (30%); Semester 2 Group Project Work (50%).

<b>BUS2017 Introduction to Innovation &amp; Technology Management. 20 credits Semesters 1 &amp; 2 (ECTS 10 credits)</b>
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Pre-Requisites: BUS1001 Introduction to Management & Organisations.

Aims & Content: This module aims to introduce students to the concept of innovation and processes of technology management. It provides a general introduction to a range of models, concepts and principles relating to the innovation process in manufacturing and service business organisations. It provides students with a basic understanding of the definition of innovation, its strategic importance and a range of managerial issues relating to the pursuit of innovation through product or service development and technology implementation in business. It provides both an internal organisational perspective on the innovation process and an external perspective on innovation through networks and collaboration. The module also emphasises conditions promoting innovation success and critical assessment of their application in different contexts.

Teaching Format: The module consists of 22 x 1 hour lectures and 10 x 1 hour seminars across two semesters.

Assessment: Semester 1 Group Assignment (25%) and Written examination (25%); Semester 2 Written Examination (50%).

**BUS2018 Research Skills for Business & Management.  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: BUS1001 Introduction to Management & Organisations.

Aims & Content: This module aims to enable students to develop an understanding of the nature and scope of advanced research in Business and Management. It focuses on research issues relevant to the production of a final year dissertation project and covers key skills areas, including: research proposal writing; research design and strategy-making; data-collection and research methods; recording and interpretation of results; and writing up.

Teaching Format: The module consists of 20 lectures over two semesters.

Assessment: Semester 1 initial research proposal (25%), Semester 2 detailed research proposal (75%).

**BUS2019 Understanding Work & Organisations.  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: BUS1001 Introduction to Management & Organisations.

Aims & Content: This module aims to build upon students' basic understanding of issues in the analysis of work and organisations, by providing a broader perspective upon the social, political and economic context of work and organisation. The module examines issues in studying work and organisation, and bureaucracy and scientific management are considered in more depth. Human relations theory, people management, organizational culture, post-bureaucracy, change management, and other perspectives on work, organisation and management are also studied.

Teaching Format: 30 lectures and 10 seminars over two semesters.

Assessment: Essay in Semester 1 (25%), Seminar Reflection in Semester 2 (25%), Written Examination Semester 2 (50%).

**BUS2020 Business Information Systems Theory.  
10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Any basic IT skills module.

Aims & Content: To consider the many and varied roles of business systems within organisations. The module covers the theoretical aspects of information systems with reference to business and management illuminated by using case studies from the private and public sector (including e-business and e-health).

Teaching Format: The module consists of 12 x 2 hour lectures over semester 1.

Assessment: Semester 1 Essay (100%).

**BUS2021 Work & Organisations.  
10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: BUS1001 Introduction to Management & Organisations or equivalent.

Aims & Content: To build upon students' basic understanding of issues in the analysis of work and organisations, by providing a broader perspective upon the social, political and economic context of work and organisation and to enable students to evaluate research and scholarship on work and organisations. The module covers situating the study of work and organisation, orthodox and heterodox approaches, Tony Watson's "Process-Relational" perspective, people, identity and culture, experience and work.

Teaching Format: The module consists of 6 x 2 hour lectures and 5 x 1 hour seminars over semester 1.

Assessment: Semester 1 Essay (100%).

**BUS2022 Understanding Enterprise.  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to provide students with an understanding of enterprise and its role in contemporary society. The module introduces the concept of enterprise as an integrated framework for the study of enterprise, entrepreneurship and small business. It aims to provide students with the skills to critically analyse notions of enterprise and to situate enterprise within its broader organisational and societal context. The module will examine the place of enterprise in the 21st century, enterprising entities, the entrepreneurial self, working and managing in smaller/entrepreneurial entities, how owner managers start, finance and grow an enterprise and other applications of enterprise.

Teaching Format: The module consists of 15 x 1 hour lectures and 5 x 1 hour seminars over two semesters.

Assessment: Semester 1 Essay Plan (10%) and Essay (50%); Semester 2 Written Examination (40%)

**MKT2002 Marketing Environment  
10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: Introductory level (year 1 university) of understanding of marketing.

Aims & Content: The modules aims to provide a framework of understanding of how organisations and their dynamic marketing environment relate and interact: social, legislative economic, political, technological, information and competitive forces. The module includes induction of various marketing databases (including Mintel Market Information Database and Global Market Information Database) , the organisation and its environment, the mirco-environment, analysis of the competitive environment, the macro-environment, the demographic, social and cultural environment, the economic and international environment, the political and legislative environment, the technical and information environments and environmental information systems.

Teaching Format: 20 lectures

Assessment: written examination (30%) and course work (70%) in Semester 1.

**MKT2007 Consumer Behaviour  
10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: Introductory level (year 1 university) of understanding of marketing.

Aims & Content: This module takes an in-depth look at how consumers behave, focusing on a number of different psychological and behavioural perspectives. The theory is fully supported by up-to date and relevant real world examples and case studies. Students will also learn how to critically review academic literature as part of this module. The module comprises topics on rise, development and transformation of the consumer behaviour Discipline, framework for Consumer Analysis, the cognitive and affective sstems, product Knowledge and Involvement, attitudes and Intentions, attention and comprehension, the behavioural perspective and the consumer environment.

Teaching Format: 22 lectures and 3 tutorials

Assessment: written examination (70%) and course work (30%) in Semester 1.

**MKT2045 Service Marketing**  
**10 credits Semesters 2 (ECTS 5 credits)**

Pre-Requisites: Introductory level (year 1 university) of understanding of marketing and knowledge on marketing environment (ACE2002) or equivalent.

Aims & Content: This module aims to introduce the main theoretical elements of service marketing, to develop an understanding of the nature of services and practical issues relating to them and to begin to think independently and critically when considering reading material. The module comprises an overview of service marketing, strategy on how to manage service experience, and assessing and improving service delivery.

Teaching Format: 16 lectures and 6 seminars

Assessment: written examination (100%) in Semester 2.

**THIRD YEAR MODULES**

The following modules are available to choose with some advanced prior subject knowledge.

Module Title	Module Code	Semester	Credits	ECTS
<b>Accounting</b>				
Financial Accounting	ACC3001	1&2	20	10
Management Accounting	ACC3002	1&2	20	10
International Financial Management	ACC3006	1&2	20	10
The Financial Manager	ACC3020	1	10	5
Performance and Evaluation	ACC3022	1	10	5
Accounting Theory	ACC3023	1	10	5
Management Accounting-Relevance Lost	ACC3021	2	10	5
<b>Economics</b>				
Industrial Economics and Policy	ECO3026	1&2	20	10
Advanced Economic Theory	ECO3028	1&2	20	10
Econometric Analysis	ECO3008	1	10	5
Public Economics	ECO3012	1	10	5
Health Economics	ECO3022	1	10	5
Monetary Economics	ECO3022	1	10	5
The Economics of Personnel	ECO3025	1	10	5
Economics for Information	ECO3003	2	10	5
Public Policy	ECO3013	2	10	5
Financial Economics	ECO3018	2	10	5
Economics of Risk and Uncertainty	ECO3021	2	10	5
<b>Management</b>				
Electronic Business	BUS3004	1 & 2	20	10
Management Practice Seminars	BUS3015	2	10	5
Public Services Management	BUS3016	1 & 2	20	10
Contemporary Management Literature	BUS3018	1	10	5
The Representation of Management & Organisation in Popular Culture	BUS3019	2	10	5
International Human Resource Management.	BUS3021	2	10	5
Strategic Human Resource Management	BUS3022	1	10	5
Critical perspectives on HRM in Britain	BUS3024	2	10	5
Innovation & Creativity	BUS3027	1 & 2	20	10
Introduction to Operations Management	BUS3030	1	10	5
Management Practice Business Game	BUS3031	2	10	5

Module Title	Module Code	Semester	Credits	ECTS
Social Enterprise and the Third Sector	BUS3032	1 & 2	10	5
Critical Organisation Studies	BUS3033	1	10	5
Management Practice Business Game	BUS3034	1	10	5
Contemporary Issues in International Business Management	BUS3035	1 & 2	20	10
Advanced Business Strategy	BUS3036	1	10	5
<b>Marketing</b>				
Contemporary Marketing Literature	MKT3001	1	10	5
Strategic Marketing	MKT3002	1	10	5
Direct Marketing	MKT3005	2	10	5
Globalisation, International Trade & Marketing	MKT3008	1	10	5
Supply Chain Management	MKT3011	2	10	5
Arts & Heritage Marketing	MKT3065	1	10	5
European Food Marketing and Policy	MKT3066	2	10	5

**ACC3001 Financial Accounting**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of financial accounting.

Aims: ACC3001 is an advanced financial reporting module. The work is divided into two halves. The first semester offers a detailed exploration of financial accounting theory, with a case study on intangible fixed assets to see how the issues identified pan-out in practice. In the second semester we shall develop our knowledge of accounting for groups of companies and emerging issues in financial reporting.

Teaching Format: 28 lectures plus 2 seminars

Assessment: Semester 2 Examination (100%)

**ACC3002 Management Accounting**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of cost accounting.

Aims: In this module, students are introduced to responsibility accounting and management control systems in the context of multinational operations as well as the strategic intent of organisations and the design of management control systems to deliver that intent. There is also a focus on the research agenda in management accounting and in particular Accounting & Finance's current research. By the end of the module students will have an appreciation of varying use of costing systems in inventory valuation, an understanding of the trade-off that arises between management accounting for decision making and for control, an understanding of the dimension of corporate strategy, how shareholder value is created and how the management control system delivers the strategic intent.

Teaching Format: 36 lectures and 4 large group sessions

Assessment: Semester 2 Examination (100%)

**ACC3006 International Financial Management**  
**20 credits Semesters 1 &2 (ECTS 10 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of finance.

Aims: International Financial Management builds on material introduced in the Corporate Finance module (or in your prior studies of finance). We consider the issues that are of importance to a financial manager operating in a global market, in particular the capital structure decision, international investment decisions, the calculation of the cost of capital, mergers and acquisitions, the management of capital and risk. Key research relating to international evidence is integrated within each topic, together with discussion of how theoretical models might be applied in practice.

Teaching Format: 34 lecture hours plus 6 large group sessions

Assessment: Semester 2 Examination (100%)

**ACC3020 The Financial Manager**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of finance.

Aims: The Financial Managers builds on material introduced in your prior studies of finance. We consider the issues that are of importance to a financial manager operating in a global market, in particular the capital structure decision, international investment decisions, the calculation of the cost of capital, options and investment and risk management. Key research relating to international evidence is integrated within each topic, together with discussion of how theoretical models might be applied in practice.

Teaching Format: 15 lecture hours plus 3 large group sessions

Assessment: Individual written assignment (100%)

**ACC3022 Performance and Evaluation**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of management accounting.

Aims: In this module students are introduced to responsibility accounting and management control systems in the context of multinational operations, as well as the strategic intent of organisations and the design of management control systems to deliver that intent. The current research agenda in management accounting is also introduced.

Teaching Format: 18 lectures and 2 large group sessions

Assessment: Individual written assignment (100%)

**ACC3023 Accounting Theory**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of financial accounting.

Aims: ACC3023 is an advanced financial reporting module. The module offers a detailed exploration of financial accounting theory, with a case study on intangible fixed assets to see how the issues identified pan-out in practice.

Teaching Format: 12 lectures plus 2 seminars

Assessment: Individual written assignment (100%)

**ACC3021 Management Accounting: Relevance Lost**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: Intermediate level (year 2 university) understanding of cost accounting.

Aims: This module introduces the diversified role of management accounting information in the changing competitive environment and examines the relevance of various management accounting techniques in organisational decision making and planning processes. Topics covered include Cost Allocation, Activity based costing and its use in decision making process,

Budgeting techniques (e.g. Activity-based Budgeting, Zero-based Budgeting), Management control issues and the Relevance of traditional cost accounting methods.

Teaching Format: 20 lectures

Assessment: Written examination at the end of semester 2 (100%)

**ECO3026 Industrial Economics and Policy**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module is to provide students with an introduction to a branch of economic thought that evolved as an offshoot from standard microeconomic theory. The aim of industrial economics is to give a clearer understanding of the real-world causes and effects of various market structures on the choices of firms in terms of their performance. The course builds upon the tools learnt in intermediary microeconomics and covers issues such as market concentration, oligopoly, collusion, firm innovation and the survival of firms. The course employs a mix of theoretical analysis, empirical investigation and real life case studies.

Teaching Format: 28 lectures plus 8 seminars

Assessment: Semester 2 written examination (100%).

**ECO3027 Economics of Development Transition and Reform**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: intermediate level understanding of micro- and macro-economic analysis

Aims & Content: The module is to provides a framework for understanding the successes and failures of post-war development in the so-called Third World and more recently in the economies in transition from command to market orientation. These encompass a large part of the world economy so it would be unwise to generalize extensively. Economists have sought unifying themes amidst the diversity and a development specialism has emerged. Transition economics is also an emerging specialism. The concepts of structural change and reform in an increasingly global economy may help to integrate these areas of study. Text-book economic principles and models can be applied but their application has to allow for the particular conditions, both internal and external, that a given country faces.

Teaching Format: 28 lectures plus 6 seminars

Assessment: Semester 1 or 2 oral examination (5%) and group report (25%) Semester 2 written examination (70%).

**ECO3028 Advanced Economic Theory**  
**20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: intermediate level understanding of micro- and macro-economic analysis

Aims & Content: The module is to provide an overview of modern microeconomics and macroeconomics at an advanced undergraduate level, to extend the analysis of perfectly competitive markets by considering the effects of missing markets and market frictions; time and uncertainty, market power, strategic interaction and asymmetric information, as well as to present an advanced analysis of macroeconomic issues such as: consumption and investment, economic fluctuations, inflation and unemployment and economic growth. The first part of the course is designed to provide the student with a deeper understanding of topics in Microeconomic theories in the foundations of other applied Economics subjects. The second part of the course provides an understanding of current Macroeconomic issues based on macro models with strong micro-foundations. The models analysed are based on market imperfections and have policy implications. Throughout the module students have the opportunity to develop a range of key skills.

Teaching Format: 28 lectures plus 8 seminars

Assessment: Semester 1 written examination (50%) Semester 2 written examination (50%).

**ECO3008 Econometric Analysis**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of empirical economic analysis

Aims & Content: The module is a further investigation into econometric methods and techniques. It starts with a review of OLS and then considers other estimation problems that the applied researcher may encounter. It is a particularly useful module for students intending to undertake empirical analysis in their dissertations, intending to take a Masters course or for those who are considering entering into employment involving numerical analysis.

Teaching Format: 14 lectures plus 8 seminars

Assessment: Semester 1 other assessment (25%) and Semester 1 written examination (75%).

**ECO3012 Public Economic**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of micro-and macro-economic analysis

Aims & Content: The module is make students familiar with the principles of theoretical public economics. "If you think for a moment about what you do in your every day life you will notice that many things you enjoy, or that annoy you, are in some sense shared with other people. Roads, noise, public transport, bars, fresh air, your kitchen, the library are just some among many examples that might come to mind. These goods all have an element of what economists call "publicness". Unfortunately, it turns out that markets can have problems in delivering an efficient quantity of such goods. This module discusses what these problems are, how markets might overcome them, and what sort of problems the public sector faces in correcting for "market failure". Studying "public goods" even provides a basis for a theory of voting and of politics in general. All this comes from a foundation of intermediate microeconomics!"

Teaching Format: 16 lectures plus 2 seminars plus 4 workshops

Assessment: Semester 1 written examination (100%).

**ECO3013 Public Policy**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module is to apply the principles and techniques of economic analysis to understand various issues concerned with the provision and funding of public sector goods and services. It is a standalone but sister course to the Public Economics module (ECO3012). The first part of the module examines the economics of local public goods, which are public goods whose benefit is spatially defined. It leads to a discussion of local government, fiscal federalism and the opportunities for political participation. The second part of the module looks at how individuals interact to determine the appropriate level of public goods. This is social decision-making and it discusses how decisions are made in practice through intermediaries in the form of parties, leading to theories of the political business cycle. The remaining part looks at tax theory - known as optimal taxation - and the practice of taxation, focusing on the UK experience. Much of this focuses on the efficiency aspects of taxation, known as the excess burden of taxation.

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 2 written examination (100%).

**ECO3022 Health Economics**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module is to examine the economist's toolkit for its usefulness in the process of health policy development. This course introduces students to health economics as a discipline. Health economics is an applied subject with a considerable amount of policy relevance. At the end of this course you should have a grounding in health economics, see how economic theory can be applied to the health area and understand how such issues can influence public policy.

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

**ECO3023 Monetary Economics**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module is to consider the influence of money and the financial system upon the economy, and the ways in which government policy can influence the performance of the monetary sector..

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

**ECO3025 The Economics of Personnel**  
**10 credits Semesters 1 (ECTS 5 credits)**

Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module is to develop students' understanding of economic rationale for the following aspects of the organisation of personnel, including demand for productive services. human capital/training/turnover, how workers signal productivity, forms of compensation/fixed or variable Pay/efficiency ways, retirement decisions/delayed payment hypothesis, structure of organisational

hierarchies, promotion-based incentives/executive compensation, gender differences/industrial politics, teams and worker reliability.

Teaching Format: 14 lectures plus 4 seminars

Assessment: Semester 1 written examination (100%).

<b>ECO3003 Economics for Information 10 credits Semesters 2 (ECTS 5 credits)</b>
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Pre-Requisites: intermediate level understanding of microeconomics analysis

Aims & Content: The module is to introduce students to the study of economic behaviour under asymmetric information; to demonstrate the likely impact of such problems on market outcomes; and to analyse the consequences for the welfare of parties involved in the transactions.

Teaching Format: 14 lectures plus 4 practicals

Assessment: Semester 2 written examination (100%).

<b>ECO3018 Financial Economics 10 credits Semesters 2 (ECTS 5 credits)</b>
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Pre-Requisites: intermediate level understanding of econometrics and economic analysis

Aims & Content: The module aims to familiarise students with the workings of the financial markets and financial decision making. It is designed to provide an understanding of investment decision making, the main financial models for valuing asset in conditions of certainty and uncertainty, and the importance of market efficiency. Asset values and rates of return will be examined together with the use of portfolios in risk diversification. The course will review the main asset pricing models and consider the problems encountered when testing them empirically. Finally the main theoretical issues that are currently outstanding in this field will be discussed..

Teaching Format: 14 lectures plus 3 seminars

Assessment: Semester 2 presentation (30%) and Semester 2 written examination (70%).

<b>ECO3021 Economics of Risk and Uncertainty 10 credits Semesters 2 (ECTS 5 credits)</b>
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Pre-Requisites: intermediate level understanding of microeconomic analysis

Aims & Content: The module aims to develop students' understanding of how individual decisions are made in the presence of risk and uncertainty, with application to current issues in Economics Risk and uncertainty are inherent features of life. This is particularly so in the case of economic decisions made by individuals, corporations and societies. This course therefore begins with the development of the basic theories of choice under conditions of risk and uncertainty and examination of the extent to which such theories offer, on the one hand, a persuasive prescriptive procedure for undertaking decisions involving risk and uncertainty and, on the other, provide an adequate description of the way in which such decisions are actually taken in practice. The course then proceeds to consider specific problems generated, on the one hand, by financial risk in the context of, for example, commercial project appraisal and, on the other, by physical risk (ie the risk of death, injury or health impairment) of the type encountered in public sector decision making in the case of, for example, transport, environmental pollution, public safety and healthcare.

Teaching Format: 14 lectures plus 1 seminars and 3 workshops

Assessment: Semester 2 pwritten examination (100%).

**BUS3004 Electronic Business.  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: None.

Aims & Content: This module aims to introduce the concept, history rationales and context of E-Business and its relevance to the economy and society. More specifically, when it comes to organisations, it aims to explore with students how the changes in the business environment have affected business rules and how they, in turn, have affected organisational designs, strategies, business models and innovation management. The module covers the 'ICT Revolution' and the information economy, the network economy, how the Internet redefines organisational boundaries, managing disruptive innovations, strategic re-orientations, emerging e-business models, e-Government and e-business applications.

Teaching Format: 12 x 2 hour lectures over two semesters.

Assessment: Semester 2 a 6,000 word e-business report.

**BUS3015 Management Practice Seminars  
10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: Any general business management module.

Aims & Content: This module aims to provide a student centred small group learning environment in which key areas of management can be studied and discussed through the medium of case-study. There is little taught element in this module; students will be allocated into seminar groups and the seminar leaders will select case materials for each group. The discussions will cover different aspects related to general management, such as strategy, operations, finance etc. There is no fixed subject or themes as such because the module is not designed to 'teach', but rather encourage students to apply the theories they have previously learned as much as possible into the seminar discussions and group work.

Teaching Format: The module consists of 1 x 1 hour introductory lecture and 5 x 2 hour seminars over Semester 2.

Assessment: Semester 2 Group Presentation (25%) and 3 formative case study reports leading to one summative Case Study Report (75%).

**BUS3016 Public Services Management  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: BUS1001 Introduction to Management & Organisations.

Aims & Content: To provide an in depth analysis of the management, organisation and delivery of public services, paying particular attention to the extent to which management in the public sector is similar or different to that in business, the extent to which management tools and techniques developed for business can be used in managing public services, and the impact of recent reforms in the organisation and delivery of public services. The module covers the public sector environment and framework, structures, resource allocation, management processes and control, quality management, accountability and participation, and strategic management in public services.

Teaching Format: The module consists of 40 x 1 hour lectures over two semesters.

Assessment: Semester 1 Essay (30%); Semester 2 Group Project (30%) and a Written Examination (40%).

**BUS3018 Contemporary Management Literature**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: BUS 2019 Understanding Work & Organisations.

Aims & Content: This module aims to build upon and develop some of the themes introduced in BUS1001 Introduction to Management and Organisations and BUS2019 Understanding Work and Organisation, in particular focusing on the nature of management and the nature of management knowledge, and how this should be presented and communicated to academics, students and practitioners. Students are tutored to develop the ability to critically analyse books which are influential in creating current management thought and ideology, and determine the nature and extent of the impact of these texts. This will be done through classes which examine a small but diverse range of established and current books within the field.

Teaching Format: The module consists of 12 x 2 hour lectures over Semester 1.

Assessment: Semester 1 Essay (100%).

**BUS3019 The Representation of Management & Organisation in Popular Culture**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: BUS2019 Understanding Work & Organisations.

Aims & Content: This module aims to inform students about, and raise awareness of, the role of media in creating popular representations of management and organisations. The module examines the means by which popular images of management and organisations are created and deployed by the media and considers the role of media in this creation and deployment.

Teaching Format: The module consists of 12 x 2 hour lectures throughout Semester 2.

Assessment: Semester 2 Essay (33%) and a Written Examination (67%).

**BUS3021 International Human Resource Management**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: BUS2012 Human Resource Management.

Aims & Content: This module aims to provide students with a broad critical understanding of the variety of responses being made by employers, management, trade unions and the state in different national settings. Students will be given the opportunity to gain an in-depth knowledge of developments and issues in a particular regional or national setting and will learn about frameworks which will enable them to engage in comparative analysis of HR/employment relations systems.

Teaching Format: The module consists of 12 x 1 hour lectures and 3 x 1 hour seminars.

Assessment: Semester 2 Case Study report (100%).

**BUS3022 Strategic Human Resource Management**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: BUS2012 Human Resource Management.

Aims & Content: This module aims to demonstrate the strategic importance to organizations of the management of human resources. The module will start with an introduction to HRM and will go on to cover the development of strategic HRM and its links to business strategy, frameworks of strategic HRM, strategic HRM and organisational structure, the role of strategic HRM in managing change, strategic HRM and organisational performance, strategic HRM and human capital, evaluating strategic HRM and the human resource function.

Teaching Format: The module consists of 10 x 1 hour lectures and 3 x 1 hour seminars throughout Semester 1.

Assessment: Semester 1 Essay (100%).

**BUS3024 Critical perspectives on HRM in Britain  
10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: BUS3022 Strategic Human Resource Management.

Aims & Content: This module aims to provide a basis for critical judgement on the current state of human resource management in Britain. The module begins by evaluating key recent changes in the practice of HRM in British organizations and in Government policy in the field. It then goes on to explore the role of political forces, ideologies and institutional conditions in shaping the practice of HRM and identifies possible alternative ways of organising HRM in Britain. The module covers managing culture and identity, labour flexibility, restructuring and downsizing, the risk society and temporary working, outsourcing, flexibility and globalisation, managing knowledge and the learning organisation, Investors in People and lifelong learning.

Teaching Format: The module consists of 11 x 2 hour lectures and 2 x 1 hour seminars throughout Semester 2.

Assessment: Semester 2 Essay (100%).

**BUS3027 Innovation & Creativity  
20 credits Semesters 1 & 2 (ECTS 10 credits)**

Pre-Requisites: BUS2017 Introduction to Innovation & Technology.

Aims & Content: This course aims to introduce students to the concepts of creativity and its role in the innovation process. It will provide students with an understanding and awareness of the role of management in fostering creativity and innovation in the workplace and will explore theoretical precursors, the rational managerialist approach, Evolutionary theory, aspects of creativity, radical innovation, the role of design in the innovation process, and the ethics of innovation and creativity.

Teaching Format: The module consists of 20 x 1 hour lectures and 8 x 1 hour seminars over two semesters.

Assessment: Semester 2 Group Assignment (40%) and a Written Examination.

**BUS3030 Introduction to Operations Management  
10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This course aims to introduce students to the increasingly important field of operations management and will equip students with an understanding of different types of companies, competitiveness and strategic issues. The module will start with an introduction to operations management including a review of different types of products and production systems. Strategic issues, competitiveness and the formulation of strategy and strategic choices are then addressed. Project planning methods are introduced together with examples. Group Technology, Lean Thinking and Tools are considered in detail, including case studies obtained from local companies. Managing organisational change explores the issues and problems of introducing technological change. Supply chain management, models and principles are considered in a competitive context.

Teaching Format: 10 x 2 hour lectures in Semester 1.

Assessment: Semester 1 Written Examination (100%).

**BUS3031 Management Practice Business Game**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This module is designed to enable students to apply general management theories and concepts to realistic business situations through the medium of a Business Game. The introductory lecture will explain the aims and structure of the module and highlight some of the practical issues involved. Students will be allocated to small groups (i.e. businesses) and will attend a Business Game weekend where they will be introduced to and will play 7 periods of the Business Game. Each business team will continue to play in their own time one period of the game over the following 4 weeks, i.e. 11 periods in total.

Teaching Format: 1 x 1 hour lecture and 2 x 7.5 hour practical sessions.

Assessment: Semester 2 Group Presentation (40%) and an Individual Reflective Report (60%).

**BUS3032 Social Enterprise and the Third Sector**  
**10 credits Semesters 1 & 2 (ECTS 5 credits)**

Pre-Requisites: BUS2019 Understanding Work & Organisations and BUS2022 Understanding Enterprise.

Aims & Content: This course aims to introduce students to the wide variety of organisational forms within the Third Sector and the distinctive features of Social Enterprise. This module explores the wide variety of organisations between the public and private sectors; this has been dubbed the Third Sector in recognition of its increasing political, social and economic importance. The UK government and European Union increasingly look to the Third Sector to provide community and public services and a running theme within the module is the tensions arising from attempts to move public services to the Third Sector. Students are encouraged to become involved in a Third Sector organisation during the course of the module (hence the module is spread over two semesters) and to write an assessed report of their experiences.

Teaching Format: 1 x 1 hour lecture per fortnight spread across Semesters 1 and 2.

Assessment: Semester 2 Essay (100%).

**BUS3033 Critical Organisation Studies**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Understanding Work & Organisations.

Aims & Content: This course aims to introduce students to the latest research in Critical Organisation Studies and to explore the principle debates within the field, and their consequences for empirical research. A number of topics are considered which together present a framework for thinking about organisational behaviour and contemporary social theory is applied to the study of organisational behaviour.

Teaching Format: 12 x 2 hour lectures in Semester 1.

Assessment: Semester 1 Essay (100%)

**BUS3034 Management Practice Business Game**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: None.

Aims & Content: This module is designed to enable students to apply general management theories and concepts to realistic business situations through the medium of a Business Game. The

introductory lecture will explain the aims and structure of the module and highlight some of the practical issues involved. Students will be allocated to small groups (i.e. businesses) and will attend a Business Game weekend where they will be introduced to and will play 7 periods of the Business Game. Each business team will continue to play in their own time one period of the game over the following 4 weeks, i.e. 11 periods in total.

Teaching Format: 1 x 1 hour lecture and 2 x 7.5 hour practical sessions.

Assessment: Semester 1 Group Presentation (40%) and an Individual Reflective Report (60%).

<b>BUS3035 Contemporary Issues in International Business Management</b> <b>20 credits Semesters 1 &amp; 2 (ECTS 10 credits)</b>
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Pre-Requisites: None.

Aims & Content: This course aims to enable students to develop a coherent understanding of the current issues to cultures and organisations in the international business environment. The module will encourage students to develop insights and identify the relationships between cultural characteristics and communication, to identify the role of cultures and obstacles to effective intercultural communication and collaboration, and to develop a critical awareness of the factors involved in doing business across relevant areas of the globe. The topics covered may vary from year to year depending on emerging issues but the indicative content is likely to include Globalisation and Localisation, Cultural Characteristics, Intercultural Communication, International Teams, Structures and Systems, Globalisation, Ethics and CSR, Marketing Internationally, etc.

Teaching Format: 20 x 1 hour lectures over Semesters 1 and 2.

Assessment: Semester 1 Written Examination (33%) and Semester 2 Written Examination (67%).

<b>BUS3036 Advanced Business Strategy</b> <b>10 credits Semester 1 (ECTS 5 credits)</b>
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Pre-Requisites: ACC2009 Strategic Business Analysis.

Aims & Content: This course aims to provide students with an advanced appreciation of the formulation and implementation of business strategy. It builds upon introductory Stage 2 work done in the Strategic Business Analysis module and provides students with the necessary skills to critically evaluate the corporate and business level strategies of an organisation. The module covers contemporary approaches to seeking competitive strategy and competitive advantage, managing decline and turnaround strategies, learning from strategic experiences, managing ambidexterity, strategy as practice

Teaching Format: 10 x 1 hour lectures and 4 x 1 hour seminars in Semester 1.

Assessment: Semester 1 Written Examination (100%).

<b>MKT3001 Contemporary Marketing Literature</b> <b>10 credits Semester 1 (ECTS 5 credits)</b>
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Pre-Requisites: Introductory level (University Year 1) understanding of marketing.

Aims & Content: This course aims to impart knowledge of advanced concepts and theories in topics relevant to marketing management, to impart understanding of current debates at the forefront of the marketing discipline, to encourage independent and critical thinking around arguments put forward in marketing literature. The module covers five-six topics representing a breadth of subject matter of relevance to marketing management, including Social Marketing, Modelling Consumers Behavioural Intention, Services Marketing, Arts and Heritage Marketing, Services Marketing, and Qualitative Consumer Research.

Teaching Format: 24 lectures.

Assessment: Written open book examination (70%) and course work of Literature review on one of two selected topics in the module (30%) in Semester 1.

**MKT3002 Strategy Marketing**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Understanding of marketing environment (ACE2002) or equivalent.

Aims & Content: This course aims to evaluate the competitive advantage and its application in evaluation of branded products and services. The module covers marketing strategy: analysis and perspectives, environmental and internal analysis: market information and intelligence, strategic marketing decisions and choices, segmentation, targeting and positioning strategies, relationship strategies, product innovation and development strategies, branding strategies, service marketing strategies, pricing and distribution strategies, marketing communications strategies, e-Marketing strategies, strategy implementation and control, and social marketing and corporate social responsibility

Teaching Format: 20 lectures.

Assessment: Written examination (50%) and project work (50%) in Semester 1.

**MKT3005 Direct Marketing**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: Introductory level (university Year 1) of understanding of marketing or equivalent.

Aims & Content: This course aims to provide students with an advanced understanding of the strategic and tactical issues of direct marketing. To equip them with professional, intellectual and key transferable skills consistent with professional standards in direct marketing as recommended by the Direct Marketing Association (DMA) and the Institute of Direct Marketing (IDM). The module covers introduction to Direct Marketing, Catalysts of Change, From Distance Selling to Direct Marketing, Direct Marketing and the Database, Making the Database Speak, Direct Marketing and Strategy, Direct Marketing and Applications, the Direct Marketing Plan, Measurement in Direct Marketing, Channels for Customer Conversion and Customer Retention, Customer Retention, Customer Loyalty Programmes, and Customer Communication Programmes

Teaching Format: 20 lectures.

Assessment: Written examination (50%) and course work (50%) in Semester 2.

**MKT3008 Globalisation, International Trade & Marketing**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Introductory level (university Year 1) of understanding of marketing or equivalent.

Aims & Content: This course aims to provide students with an understanding of globalization, international trade, barriers to trade, international institutions and contemporary developments affecting world trading patterns and international markets. The module covers the following topics: what is Globalization? Markets and international competition; definitions, trade statistics, International Trade Theory – comparative advantage, gains from trade, autarky/self-sufficiency versus specialization/international trade, Tariffs and Export Subsidies – their trade effects, Non-tariff Barriers to Trade – health and safety standards, International Trade and LDCs (less developed countries), International Institutions – the IMF, IBRD (World Bank), WTO (World Trade Organisation), Multinational Corporations (MNCs) – global brands, employment relocation, Labour

Movement and Migration, Employment Issues and Outsourcing, Global Marketing, and the Environment and Globalisation.

Teaching Format: 20 lectures.

Assessment: Written examination (100%) in Semester 1.

**MKT3011 Supply Chain Management**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: Introductory level (university Year 1) of understanding of marketing or equivalent.

Aims & Content: This course aims to introduce the main elements of supply chain management. The module covers the following topics: Supply Chain Management Functions, Supply Chain Management Strategy and global Supply Chain Management strategy, major trends in Supply Chain Management and Supply Chain Management in the non-manufacturing sector, likely future developments.

Teaching Format: 24 lectures.

Assessment: Written examination (70%) and group presentation in Semester 2.

**MKT3065 Arts & Heritage Marketing**  
**10 credits Semester 1 (ECTS 5 credits)**

Pre-Requisites: Introductory level (university Year 1) of understanding of marketing or equivalent.

Aims & Content: This course aims to introduce students to the concept within an Arts & Heritage context. The module covers the following topics: the role of Culture in the economy, the arts and heritage policy context, Arts and heritage marketing development, Arts and Heritage defined, Planning and strategy in arts and heritage, Evaluation and analysis of the P's, Applying marketing to Arts and heritage organisations using case studies

Teaching Format: 20 lectures and 2 tutorials.

Assessment: essay (20%) and others including development of market plan (80%) in Semester 1.

**MKT3066 European Food Marketing and Policy**  
**10 credits Semester 2 (ECTS 5 credits)**

Pre-Requisites: Introductory level (university Year 1) of understanding of marketing or equivalent.

Aims & Content: This course aims to apply marketing theory to the analysis of contemporary issues in European food marketing and policy. The module covers the following topics: Introduction: Market Orientation in the Food Industry, Food Marketing Environment and the Restructuring of European Food Chains, Food Consumer Behaviour and Consumer Perceptions' of Food Quality, Traceability and Food Supply Chain Partnerships, Origin Indication: PDO and PGI, the need for food policy, Public Participation in Policy Development Process, Food fortification, Obesity, Promotion of Food to Children, and Food Risk Communication.

Teaching Format: 16 lectures and 2 tutorials.

Assessment: written examination (100%) in Semester 2.