

## **Module Synopsis – Bachelor of Arts (Honours) in Business and Management**

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### **Year 1**

#### **Accounting and Finance for Management**

The module will look at the accounting and finance information that is particularly relevant to managers. It will cover how financial performance is reported and some of the most frequently used techniques of financial decision making. Through lectures and seminars, it will provide an opportunity to discover what accounting and finance can do for a manager, what it cannot do, and how it can be used to identify performance.

Assessment Weighting: Examination 100%

#### **Data Analysis and Management**

The module 'Data Analytics and Management' enables students to – by using statistical methods - describe, present and identify the salient features of business data these are essential tasks for commercial decision making. A series of learning activities will be undertaken in the classroom. Relevant up-to-date, empirical examples will be used to show how these techniques methods are actually applied in business, including their limitations.

Assessment Weighting: Examination 100%

#### **Global Economic Awareness**

This module will provide essential tools and theories of economics that provide business students with a base to identify the economic dimensions of the human condition in a business environment. The module will promote an understanding of the operation of key global markets and consider important worldwide macro-economic issues.

Assessment Weighting: Coursework 100%

#### **Managing Organisation and People**

This module is about the people side of business. It is structured into four main themes of motivation, management, leadership and teams. It looks at these within the context of culture, political environment, global working and intercultural competence. Each theme covers a range of inter-related topics. The module is one where students participate in developing not only the knowledge but the skills for employability in business and reflect on their development of these during the module. This module also requires students to start on the research process with guided research activities.

Assessment Weighting: Coursework 100%

## **Business in Action**

The module addresses the need for students to be able to experience the different challenges business managers face in a globalised competitive context. The module enables students to experience first-hand the various challenges a business faces when run on a day-to-day basis. The students will be introduced to the concepts of different types of businesses (public, private and third sector); become familiar with the various functions and departments within a business context; make sense of simple situations and problems businesses face on a day-to-day basis.

Assessment Weighting: Coursework 100%

## **Understanding Marketing and Customers**

This marketing module will help students become familiar with the key marketing principles and appreciate how contemporary marketing concepts are applied by organisations. Students will gain an insight into the challenges of applying marketing and the consequences for an organisation that fails to become customer orientated. At the end of this module students should be capable of analysing a business environment and apply an appropriate marketing mix and other marketing concepts to help an organisation achieve its market goals.

Assessment Weighting: Coursework 100%

## **Year 2**

### **Business Performance Management**

This module considers the technical and behavioural aspects in relation to implementing effective performance management and measurement systems. Strategies for implementation are considered and developed in order that the organisation successfully meets its objectives. The roles of teams within this process are analysed, along with approaches for encouraging effective team performance.

Assessment Weighting: Coursework 100%

### **Financial Management**

The purpose of this module is to develop an understanding of the structure of business finance and its application to the decision-making processes in organisations. The module examines the theoretical concepts and practice of modern approaches to business finance. It is intended that this module will enable students to develop their intellectual, academic, communication and problem-solving skills.

Assessment Weighting: Coursework 30%      Examination: 70%

### **Managerial Decision Making**

This module aims to provide an understanding of the nature of managerial decision making and its complexities including the tensions between ethics and cost effectiveness. The role of cognition, perception and motivation in decision making is considered as well as the managerial negotiation skills needed in effective decision making. The module is both practical and underpinned with appropriate academic theory.

Assessment Weighting: Coursework 100%

### **Global Management Practice**

This module explores the leadership skills and competencies required for managers in a global environment. Opportunities exist for students to benchmark themselves against those skills as potential Global Graduates and plan personal skills development. The ethos of the module will promote intercultural activity and interaction via participative work with attendance monitoring as part of the process. Indicative topics such as strategic leadership skills, cultural awareness, cultural perception, culture shock, cultural learning, intercultural team-working and communication.

Assessment Weighting: Coursework 100%

### **Operations and Supply Chain Management**

This module develops students' ability to examine complex businesses and organisations to determine how the operations and its supply chain produce competitive advantage and improve performance to customers. By using a range of real life scenarios using both qualitative and quantitative data in different media students learn to first comprehend, then apply and analyse concepts and principles from the field of operations and supply chain management.

Assessment Weighting: Coursework 100%

### **Entrepreneurial Marketing**

This module aims to examine and evaluate the role of marketing within an entrepreneurial setting, its contribution to the achievement of entrepreneurial goals, together with the development and implementation of entrepreneurial marketing actions. Students will be able to identify opportunities for entrepreneurial marketing activities within both profit and non-profit Enterprises of any size, any industry and any sector.

Assessment Weighting: Coursework 100%

## Year 3

### **Strategic Human Resource Management for Leaders**

Leaders spend significant amounts of time managing the Human Resource needs of their staff and aligning this strategically with their organisations requirements. This module gives students a critical understanding of the strategic and operational requirements for the effective Human Resource management of their staff. The impact of and approaches to leadership and the ethical behaviour of leaders are considered alongside of this as they strive to support their staff needs in a fast changing environment. The nature of the employment relationship and Human Resource Management practices are evaluated, with emphasis on effective leadership strategies for practice.

Assessment Weighting: Coursework 100%

### **Leading Innovation and Change**

This module addresses a range of key contemporary issues related to the significance of innovation, the implications for organisational structure and processes, leadership, strategic management and change management. It pulls together and develops many of the core themes and issues students will have encountered in earlier courses – in particular it is designed to build on and extend their understanding of strategic management issues.

Assessment Weighting: Coursework 100%

### **Governance Ethics and Corporate Social Responsibility**

This module explores the importance of ethical business decision making, how the governance of firms should be organised and the consideration of stakeholders in developing approaches to the social responsibility of businesses. Ethics and business success, in terms of survival and profitability, have been proven to go hand in hand in many research studies. Through a case based approach students will build upon their knowledge of business operations established in their previous studies to gain a critical insight into building an ethical and sustainable business.

Assessment Weighting: Coursework 100%

### **Business Strategy**

Business Strategy provides a critical understanding of the whole organisation. It enables graduates to develop the skills, knowledge and understanding to critically comment on, and contribute to, the strategies of any organisation. Students work with complex, substantial and real-life business problems. They hone skills in critical analysis and creative problem-solving, which helps to develop genuinely useful skills so that they can compete for jobs more effectively. They consider topics such as the business environment, strategic capabilities and purpose of organisations, and the importance of culture as a driver of strategy; they also learn to distinguish between business and corporate levels of strategy, and the dilemmas which come with innovation, mergers and internationalisation.

Assessment Weighting: Coursework 100%

### **Business Risk Analysis**

In this module, students will learn to understand the concept of risk, roles and responsibilities within an organisational context, as well as different types of strategic risk, such as operational, financial, corporate, environmental and project risk. Students will learn to apply and use risk management tools and techniques.

Assessment Weighting: Coursework 100%

### **Business Consultancy Project**

The module encourages students to apply their learning acquired on the course to any real organisational issue of strategic level across any relevant business and management disciplines. Students have to develop and manage a client consultant relationship, and work independently in groups supported by a business mentor in order to deliver the outcomes for the client using the relevant academic knowledge, skills and critical thinking.

Assessment Weighting: Coursework 100%