

Bachelor of Science (Honours)

- **Business Management**
- **Business Management with Communications**
- **Business Management with Communications and Year in Industry**
- **Business Management with Industrial Placement**
- **International Business**

Developed, fully taught and awarded by University of Birmingham, UK

MODULE OUTLINES

ADVANCED BUSINESS ECONOMICS (20 Credits)

This module offers perspectives on globalisation and development, the impact of transnational companies on product and labour markets and the transnational and the international economic system. Case studies on the role of transnationals in Central and Eastern Europe and Japan will also be examined to offer real life examples. The module also expands in the perspectives on industrial policy design in relation to innovation, finance-industry relations, FDI, clusters, environment education and European issues.

BUSINESS ANALYTICS (10 Credits)

This module develops students' familiarity with practical aspects of business analytics, such as types of data, sources, extraction, cleaning and manipulation. It provides exposure to real-world business analytics applications and challenges. The module will also introduce core concepts including but not limited to business intelligence, analytic techniques, visualisation, big data and cognitive computing.

BUSINESS ACCOUNTING (10 Credits)

This module offers an introduction to management accounting and its supporting role in the management and decision-making process of business entities, with a particular focus on large organisations. Rather than the detailed operations of accounting systems, the module concentrates on the application of management accounting. It shows how accounting information can be used in producing plans, monitoring and controlling operations, and how it relates to the external financial environment.

CHANGE MANAGEMENT (10 Credits)

How does organisational change affect management? This module will delve into the nature, degree, processes and management of organisational change through case study analysis to build an understanding of the interpersonal, group and organisational issues associated with change management in a range of organisational arenas.

COMMUNICATIONS PLACEMENT (20 Credits)

The Communications Placement allows students to apply theory to practise and gain an understanding of how theoretical models can be applied in the real world and to further develop the key communications skills that employers today are increasingly seeking. Students will undertake a 100-hour communication project. Students will have to find their own placement project with the advice from the module lecturer.

Students will be assessed on their learning upon completion of the placement project in Year 3.

CONSUMER BEHAVIOUR (10 Credits)

The module develops the understanding of consumer research and the application of this in marketing management. Apart from theory, the module also covers the practical implications of consumer behaviour on business and decision-making. Key factors in consumer behaviour such as decision making, perception, learning, attitude development, personality, involvement and motivation as well as the impact on social, environment and cultural influences will be covered.

CRISIS MANAGEMENT (10 Credits)

Successful crisis management aims to minimise the impact of disruptive events that can result in loss of life, equipment, earnings, customers, reputation, market share or other future business prospects.

This module considers the entire system analysing, for example, factors that can precede and influence crisis such as policy changes, regulatory oversight, licensing criteria, financial concerns, environmental change, or organisational culture. Blending theory and practice, students will work in teams, applying course material in the analysis of real-world crisis management challenges.

DISSERTATION (20 Credits)

This compulsory module provides the opportunity to carry out independent research work over a period of two study blocks with the dissertation topic to be determined in consultation with a supervisor. Students on the Bachelor (Honours) Business Management with Communications degree must write a dissertation with a communications focus. The process includes a written progress report in Study Block 1, a draft submitted in Study Block 2 and the final research version to be submitted towards end of Study Block 2.

DIGITAL MARKETING (10 Credits)

Marketing on the Internet poses a new array of opportunities and challenges. Marketers need to understand new concepts, tools, and business models that comes with an increasingly IT savvy consumer. The aim of this module is to introduce an e-marketing dimension to conventional marketing principles.

EMPLOYEE RELATIONS (10 Credits)

The human factor cannot be underestimated in the organisational process and this module puts a focus on the management of employees. It covers the topics on the fairness of wages, worker participation in management, the role of managerial discretion, the effects of labour law on management-worker relations and the impact of unions, as well as the rise in part-time and temporary work.

ENTREPRENEURIAL MARKETING (10 Credits)

This module focuses on creative, innovative and cost effective marketing strategies for new and growing small-and medium sized-enterprises (SMEs) and larger entrepreneurial firm. This includes entrepreneurial decision making in terms of seeking and recognising 'market opportunities' and growing business in highly competitive industries and markets; value creation activities; co-creation with customers; and, leveraging additional resources using SME and entrepreneurial network.

EVENT MANAGEMENT (10 Credits)

This module will introduce students to the basic principles and practice of Event Management. It covers Strategic purpose of events; Organisational and event team issues; Event objectives, venue and design; Milestone Planning and Analysis; Managing risks, health and safety in Events; Events in the context of B2B & B2C; Marketing, PR and the role of the media in event objectives; Event evaluation, measurement and endings as beginnings.

FUNDAMENTALS OF LEADERSHIP (10 Credits)

This course is about Leadership. We explore what leadership is-and-the difference leadership makes and why. The course introduces and explains leadership theory and presents and debates some of the key features and dynamics of leadership in a wide variety of 'real life' settings. Drawing on case studies, we will explore and discuss the different leadership approaches that we see applied in practice at local, national and international level.

INDUSTRY PLACEMENT A & B (120 Credits)

Business Management with Industrial Placement

Industry Placement A & B, a 12-week internship each, will be sourced by students. Each placement constitutes 60 credits. The placements are subject to the University's approval and will be assessed through an essay where students explore a company issue.

Business Management with Communications and Year in Industry

Industry Placement A & B are 12-week and 24-week internships respectively. Each placement constitutes 60 credits. Students will need to source for their own internships. The placements are subject to the University's approval and will be assessed through an essay where students explore a company issue.

INTERMEDIATE BUSINESS ECONOMICS AND THE MACROECONOMY (20 Credits)

This module covers the economic analysis of market power, structure conduct and performance monopolies and dominant firms as well as game theory, non-cooperative oligopoly models, the technical progress, international trade, principal agent theories and transaction costs. Building on the basics, this course also covers theories on discriminatory, predatory and limit pricing, mergers, collusion, restrictive practices, vertical restraints, advertising and competition, the regulation of natural monopolies, the deregulation of oligopolistic industries as well as issues of alliances and competition.

INTERNAL AND EXTERNAL COMMUNICATIONS (20 Credits)

The module examines how an organisation presents itself to an audience, exclusively for Business Management with Communication students. These audiences can be internal to the company, or external. Topics to be covered will vary as the methods used in communications are changing rapidly, but will cover topics such as the role and function of HRM and its link with communication, web design, podcasting and students will learn, in practical workshops, how to produce video for the web.

INTERNATIONAL ENTREPRENEURSHIP (10 Credits)

This module introduces both theoretical frameworks and the practical application of the international entrepreneurship. It focuses on both entrepreneur and entrepreneurial action. The overall aim is to obtain a holistic as well as nuanced global perspective related to international entrepreneurship. The module will therefore explore the development of entrepreneurial ventures that are congruent with the

global business environment and entrepreneurial strategies. This is then developed into an understanding of key factors and levers to enable international entrepreneurship. Essentially the module comprises four themes: entrepreneurial opportunities, global expansion path, entrepreneurial decision making, and entrepreneurial mobility.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (10 Credits)

This module aims to introduce students to the fundamental theories and practical issues in the management of human resources in international organizations. It examines the factors that influence management of human resources and, how national business systems influence the HRM practices within multinational corporations. The module explores differences and similarities between HR practices of American, German and Japanese firms and then introduces students to the functional areas of international HRM such as: performance & reward management and, management of industrial relations.

INTERNATIONAL MARKETING (10 Credits)

When it comes to our increasingly globalised world, knowledge of the international environment is essential. This module gives a background on the scope and challenges of international marketing, as well as the impact of culture on this area of marketing. It will also look into ways to assess opportunities, develop strategies and build frameworks to support international marketing efforts.

INTERNATIONAL STUDY A (60 Credits)

This level 2 60-credit module is a compulsory component of the International Business Programme, and comprises study and examinations at University of Birmingham. It is assessed by an essay which explores differences in culture, business practice and socio-political-economic factors impacting on business.

INTERNATIONAL STUDY B (60 Credits)

This level 2 60-credit module is a compulsory component of the International Business Programme and comprises an international study placement at one of the University of Birmingham's overseas partner institutions. It is assessed by an essay which explores more deeply the differences in culture, business practice and socio-political-economic factors impacting on business. If students wish, they can work in an international environment but they must be able to source their own overseas placement. We cannot guarantee you your first choice of overseas university but we can guarantee that we have a place for you.

MANAGERIAL FINANCE (10 Credits)

This module shows how technical financial methods can be applied to practical decision making in management decisions as well as the limitations of these methods. Dealing with topics such as investment appraisal, financing and dividend decisions, this module offers an introductory to intermediate-level insight into corporate finance.

MARKETING ANALYTICS (10 Credits)

This module focuses on managing marketing data used for the range of marketing decisions, including target market selection, planning marketing activities, new product development and monitoring consumer perceptions. Furthermore, it examines the role of marketing measurement techniques and the importance of the selection of the appropriate measurement metrics and tools.

MARKETING COMMUNICATIONS (10 Credits)

The aim of this module is to examine the theories, principles and practice of advertising and marketing communications. Students will study theories and models of how marketing communications works and the various parts of the communications mix (Advertising, Public Relations, Sales Promotion and Direct Marketing). They will discuss the planning of communications campaigns and particularly problems and opportunities involved in developing communications briefs, and managing global and electronic campaigns. The module will also touch on the ethics underpinning marketing communications.

OPERATIONS MANAGEMENT (10 Credits)

This module introduces the fundamental principles of Operations Management. It focuses on the management of the firm (industrial, service, public sector or retail) at the micro level of the economy. The purpose of this module is to explore the basic theories and contemporary practice of Operations Management. The module will therefore explore the development of operations strategies that are congruent with the company's business and marketing strategies. This is then developed into an understanding of key operational and quality management techniques to enable delivery of the strategy. Essentially the module comprises four themes: operations strategy, design, planning and control, and quality/improvement.

ORGANISATIONAL BEHAVIOUR (10 Credits)

This module provides students with an understanding of how organisations of all kinds operate and how different stakeholder groups interact with organisations and each other. The module introduces key organisational concepts and theories, which can be used to help students understand how organisations operate and how people operate within them. Topics covered throughout the module include culture, power, ethics, management style and organisational space. Concepts and ideas that influence management practice will also be explored through this module.

PROJECT MANAGEMENT (10 Credits)

This module introduces students to the principles and practice of Project Management. The module combines the techniques of project planning with the practice of project management. Topics typically covered include: projects and project management defined; organizational and leadership issues; project objectives, definition and design; milestone planning and critical path analysis; resources scheduling and project control; risk management for projects; international project management; project closure; project evaluation and audit; project methodologies. These topics are taught in lectures, supported by in-class exercises and video discussions, and backed up by case study analysis.

PUBLIC RELATIONS (10 Credits)

The module allows students to explore the distinctive role of public relations as a discipline and develop a portfolio of skills, techniques and tools essential to the practice of public relations in today's people-oriented businesses. The module includes current PR issues e.g. trust, reputation, crisis communication and the use of social media.

RESEARCH SKILLS (10 Credits)

The module aims to introduce you to some of the key concepts and theories associated with business and management research. This is an important module that underpins the large piece of independent research that you will conduct in the final year of your degree. Learning how to undertake a systematic

piece of business research is a key skill and will provide you with transferable competencies for both academic studies and the world of work.

The module will cover the basics of research design and build strengths in the collection, interpretation, measurement and analysis of data.

SERVICE AND RELATIONSHIP MARKETING (10 Credits)

Traditional marketing involves the marketing of a company's product to a group of potential customers. However, in today's economy it is the service sector that is becoming increasingly important. Services are important because as consumers we use services on a daily basis. When studying services marketing, there are particular characteristics of services that make them difficult to precisely define. The main issue being that there is a lack of tangibility or substance to focus upon, unlike traditional marketing thought where the emphasis is on the tangible product.

The emphasis on the intangibility of the service introduces a new set of variables and issues into the marketing equation. The services marketing concept combines customer focus, co-ordinated marketing and profitability. The focus of the course will be on understanding that not all services are the same and therefore it is important to understand the characteristics of different types of service organisations and how marketing objectives and strategies need to be tailored to address these points.

SOCIAL MARKETING AND SOCIETAL ISSUES (10 Credits)

This module examines how social marketing techniques can inform public policy and community efforts to facilitate voluntary behavior change. Students will examine how market research, segmentation and message framing are used to develop and implement interventions or Social Marketing campaigns. In addition, debate will surround topics (e.g. tobacco control) with regards to the suitability of individual responsibility in comparison to a nanny state (libertarianism vs. paternalism) approach. Research informed teaching will be used to demonstrate the benefit of Social Marketing activities.

STRATEGIC MANAGEMENT (20 Credits)

This module covers basic strategic management concepts such as the analysis of the internal and external environments of companies and strategic advice at the business unit, corporate and inter-company levels. It also looks at strategic management in an international context and strategy implementation. The module also allows the application of the theories taught with the presentation of case studies on individual companies by student groups.

STRATEGIC STAKEHOLDER COMMUNICATIONS (10 Credits)

The module examines the theories, principles and practice of strategic stakeholder communications. It focuses on advanced level management and organisational communications, from both contextual and analytical standpoints. The module aims to equip students with the knowledge and frameworks to enable strategic communications mapping, engagement, relationship development and management. Analysis of strategic approaches to managing challenges, conflict, and negotiation with all stakeholders at a corporate, national and international level. The module will also analyse the role of leaders in strategic communications, and provide frameworks for cross cultural approaches as a part of the programme's global approach. Students will also apply contemporary frameworks for Customer Relationships Management and reputation building.