



Birmingham Business School

Guide to Module Choices for
Incoming Exchange Students

—
2024 / 2025

SEMESTER 1

&

SEMESTER 2



UNIVERSITY OF
BIRMINGHAM

INTRODUCTION:

This booklet sets out the modules offered to exchange students visiting Birmingham Business School at the University of Birmingham in 2024-25. We make a wide range of modules available to incoming exchange students.

Credits

If a student is here for one semester they should take 60 credits. If a student is here for a full year they should take 120 credits. Students who are here both semester 1 and 2 should ideally take 60 credits in each semester.

Selecting Appropriate Modules

Exchange students come to Birmingham from a wide variety of countries, and they will be at different stages of their degrees. Incoming students may take modules that are aimed at first year students, second year students and third year students.

Students must check that their home university is happy with their module selections. This responsibility is with the student. We have a strict deadline for changing modules, and modules cannot be changed under any circumstances after this deadline.

Please note that, due to large demand for certain modules, you may not always get your first choice due to lecture room size restrictions.

You can only select modules from the semester(s) you will be studying for as modules cannot be taught in alternative semesters:

[Semester 1](#): September – January (autumn term)

[Semester 2](#): January – June (spring term)

Non-Business School Modules

Students may take modules from other schools if their home university permits this and if it is compatible with the student's timetable. However, it is the student's responsibility to find out whether the timetables are

compatible, and to get in touch with different tutors in each school to make such arrangements possible. The staff in the Business School will only deal with Business School modules.

Taught Modules

There are a wide range of modules that you can take at the University. This means that you may be subject to clashes on your timetable. You will need to change a module if you have a clash. Under no circumstances can you take a module if you have a clash on your timetable.

Pre-requisites

Some modules will require students to have previously studied the subject or demonstrate study at a similar level. Some modules may only be available to students on a particular Affiliated programme.

Examinations

At the University of Birmingham, exams occur after each semester: the January exam period and the main summer exam period. Semester 1 module exams usually happen in January, but some may be scheduled during the main summer period. For any affected semester 1 only students, an alternative assessment will be put in place and will be contacted by the BBS Exchange Education Support team to confirm details. The modules this would affect are yet to be confirmed.

Semester 2 module exams exclusively occur during the main summer exam period.

Disclaimer

The contents of this booklet were accurate when it was compiled. Business School modules are currently undergoing a review of assessments for 24/25 so please note that there may be a change to assessment methods at short notice. Modules and exam formats change from year to year. Please note that the semester in which modules are taught may be subject to change.

For further information or guidance, please contact:

bbs.ugexchanges@contacts.bham.ac.uk



Semester 1 Modules

Accounting & Finance Modules:

Module Code	Module Title	Credits	Year
32179	LC Financial Accounting & Accountability	20	1
32180	LC Numeracy, Statistical Analysis and Financial Literacy (A)	20	1
32427	LC Numeracy, Statistical Analysis and Financial Literacy (B)	20	1
33172	LI Corporate Finance	20	2
33177	LI Management Accounting	20	2
33171	LI Business Law	20	2
35218	LI Econometrics (A&F delivery)	20	2
32264	LI Responsible Business: Theory & Practice	20	2
34369	LH Advanced Corporate Finance	20	3
33841	LH Foreign Exchange & International Finance	20	3
33843	LH Public Sector Accounting & Governance	20	3
34271	LH Social & Environmental Accounting	20	3

Economics Modules:

Module Code	Module Title	Credits	Year
29186	LC Introduction to Mathematics for Economics	20	1
31832	LC Mathematics for Economics	20	1
29194	LC Principles of Economics	20	1
29172	LI Econometrics	20	2
29189	LI Macroeconomics	20	2
28536	LI Microeconomics	20	2
33102	LH Advanced Behavioural and Experimental Economics	20	3
33105	LH Advanced Econometrics: Theory and Applications	20	3
33109	LH Advanced Macroeconomics	20	3
33151	LH Advanced Microeconomics	20	3
29176	LH Economics of the European Union	20	3
33170	LH International Trade Theory & Policy	20	3
22870	LH Labour Economics	20	3
33834	LH Advanced Management Accounting & Control	20	3

Business Management Modules:

Module Code	Module Title	Credits	Year
31704	LC Introduction to Marketing & Communications	20	1
31705	LC Organisations, Management and Entrepreneurship	20	1
33979	LC Widening Business Horizons	10	1
33981	LC Management Education and Learning A	10	1
32116	LI Consumer Behaviour	20	2
32139	LI Managing Business to Business Markets	20	2
34380	LI Models of Business	20	2
34381	LI Organisational Behaviour	20	2
34378	LI Change Management	20	2
38044	LH Economics of Strategy, Risk and Globalisation	20	3
32057	LH Strategic Global Communication	20	3
32056	LH Responsible Marketing and Consumption	20	3
31974	LH Globalisation, Innovation and Competitiveness	20	3
31971	LH Fundamentals of Leadership	20	3
34370	LH Business Strategies in Emerging Economies	20	3
39098	LH Employment Relations	20	3



LC Financial Accounting & Accountability

Module Code: **32179**

Credits: 20

Level: LC

Taught: Semester 1

Department: Accounting

Assessment Method: Class Test (40%), Exam (50%), Canvas Quiz 1 (3.3%), Canvas Quiz 2 (3.3%), Canvas Quiz 3 (3.4%)

Module Description

This module introduces the function and practice of financial accounting. The syllabus explores the underlying concepts and regulatory framework which underpin financial accounting, the principles of double entry bookkeeping, the nature of internal control, the preparation of the final accounts and the interpretation of financial accounting information. The module also introduces the concept of accountability and holding stakeholders to account.

Learning Outcomes

By the end of the module, students should be able to:

- Explain the need for the provision of accounting information
- Apply the principles of double entry bookkeeping
- Prepare the basic financial statements of sole traders and limited companies
- Discuss the information in published financial reports
- Appraise and interpret financial accounting information
- Examine different aspects of accountability and the importance of holding stakeholders and others to account



LC Numeracy, Statistical Analysis and Financial Literacy (A)

Module Code: **32180**

Credits: 20

Level: LC

Taught: Semester 1

Department: Accounting

Assessment Method: Class Test (20%) Computer Assignment: Practical (30%), Exam (50%)

Module Description

This module is designed for students who have not studied maths since completing their GCSE or equivalent qualification. It enables students to use a range of mathematical and statistical methods and appreciate their uses in both academic and applied contexts related to accounting and finance. It prepares them for the mathematical rigours required in the rest of their programme of study. The first part of the module will reinforce numeracy skills and will focus on working with logs and solving business related mathematical problems. The second part introduces statistical methods as a series of techniques for describing and summarising data and representing uncertainty through probability. The module will introduce software packages such as Excel and will require the students to be able to comment concisely on their findings. The final part of the module will focus on Finance and will prepare the students for further study in this area at both the intermediate and higher level.

Learning Outcomes

By the end of the module, students should be able to:

- Formulate, manipulate and solve algebraic expressions
- Apply a critical approach to solving worded business type problems
- Calculate a range of financial calculations
- Calculate and comment upon summarising statistics using a computer software package
- Apply the basic principles of hypothesis testing
- Carry out simple correlation and regression analysis

LC Numeracy, Statistical Analysis and Financial Literacy (B)

Module Code: **32427**

Credits: 20

Level: LC

Taught: Semester 1

Department: Accounting

Assessment Method: Class Test (20%) Computer Assignment: Coursework (30%), Exam (50%)

Pre-Requisite: Students must have studied High Level Maths to enrol

Module Description

This module enables students to use a range of mathematical and statistical methods and appreciate their uses in both academic and applied contexts related to accounting and finance. It prepares them for the mathematical rigours required in the rest of their programme of study. The first part of the module assumes solid numeracy skills but will reinforce working with logs and solving business related mathematical problems. The second part of the module introduces statistical methods as a series of techniques for describing and summarising data and representing uncertainty through probability. The module will introduce software packages such as Excel and SPSS and will require the students to be able to comment concisely on their findings. The final part of the module will focus on Finance and will prepare the students for further study in this area at both the intermediate and higher level.

Learning Outcomes

By the end of the module students should be able to:

- Formulate, manipulate and solve algebraic expressions
- Apply a critical approach to solving worded business type problems
- Calculate a range of financial calculations
- Calculate and comment upon summarising statistics using a computer software package
- Apply the basic principles of hypothesis testing
- Carry out simple correlation and regression analysis



LI Corporate Finance

Module Code: **33172**

Credits: 20

Level: LI

Taught: Semester 1

Department: Accounting

Assessment Method: Group assignment (50%), Exam (50%)

Module Description

This module aims to provide a sound grounding in the principles, concepts, analytical techniques and practical applications of the financial management in the context of a modern firm. The first half of the module introduces the basic financial concepts such as financial markets and instruments, identification of financing needs and alternative sources of finance, time value of money, basics of financial securities and project valuations. The second half of the module aims to cover some of the more advanced building-blocks of finance that are of primary concern to corporate managers focusing on financial decisions both inside and outside the firm. The module will extensively consider the fundamental relationship between risk and return, concept of an efficient market and the theory and practice of financing and dividend decisions.

Learning Outcomes

By the end of the module students should be able to:

- Explain the goals of financial management, working of financial market and the main financial instruments
- Identify and apply the principles underlying time value of money
- Compare and contrast the main sources of financing for a company
- Apply basic valuation techniques in investment decisions and valuation of financial securities
- Apply the quantitative techniques, and explain the principles, underlying portfolio selection and diversification
- Use and explain the capital-asset-pricing-model and other factor models and the principles underlying asset valuation and market efficiency
- Critically appraise the major models proposed to explain corporate capital structure and dividend policies and practices



LI Management Accounting

Module Code: **33177**

Credits: 20

Level: LI

Taught: Semester 1

Assessment Method: Exam (50%), Essay (25%), Group Poster (15%), Individual participation (in elements of the Canvas course) (10%)

Pre-requisite: Students must have studied Accounting to enrol

Module Description

This module builds on the core concepts introduced, and the technical and analytical skills developed, in year 1 in order to provide a deeper understanding of the nature and role of management accounting.

It will apply these technical and analytical skills to the types of problems faced by managers of modern organisations. As well as covering the key techniques of management accounting and their limitations, it also explores the behavioural and organisational issues which have to be considered by management accountants in order to develop tailored and organisation- specific recommendations.

Learning Outcomes

By the end of the module students should be able to:

- Apply a range of both established and emerging management accounting techniques
- Discuss how management accounting and the role of management accountants is changing
- Analyse the nature and role of management accounting in different organisational contexts
- Assess the behavioural issues which have to be considered by management accountants
- Evaluate the usefulness of management accounting techniques and reports in specific contemporary situations



LI Business Law

Module Code: **33171**

Credits: 20

Level: LI

Taught: Semester 1

Department: Accounting

Assessment Method: Exam (50%), Class test (50%)

Module Description

This module is designed to enable students to understand legal issues relevant to the role and practices of professional accountancy.

The module introduces students to the role and nature of law, and explains how companies are formed, and the role and responsibilities of company officers. Students learn about contract law and issues of negligence in relation to accounting. The module explains the role of trusts, and legal and regulatory issues relating to intellectual property and information technology.

Learning Outcomes

By the end of the module students should be able to:

- Identify the role, nature and different sources of law
- Explain how to form a company and identify the various forms of trusts
- Identify the legal implications of issuing share and loan capital and how returns are made to the providers of such capital
- Define the elements of a legally binding contract and identify the legal issues surrounding contract disputes
- Identify the legal issues relating to agency and partnership and non-contractual liabilities (torts) such as negligence
- Define key elements of intellectual property and identify legal and regulatory issues associated with the use of information technology
- Identify the legal issues associated with insolvency and restructuring



LI Econometrics (A&F delivery)

Module Code: **35218**

Credits: 20

Level: LI

Taught: Semester 1

Department: Accounting

Assessment Method: 1,500-word individual assignment (50%), Exam (50%)

Pre-requisite: previously passed Introduction to Mathematics for Economics or Advanced Mathematics for Economics.

Module Description

This module reviews basic concepts of probability, statistical theory and methods introduced in the first year modules. It develops ideas of random variables, sampling, estimation, hypothesis testing and related aspects of inferential methods in more detail. Two variable and multiple regression models are developed and estimation procedures considered under the classical assumptions as well as violations of these assumptions. Applications to empirical economics are introduced to link the statistical and econometric methods to a range of problems in economics. Weekly problem classes and computer laboratory sessions support the lectures.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of econometric theory.
- apply a range of methods of inference to practical problems in econometrics and empirical economics;
- interpret econometric results.



LI Responsible Business: Theory & Practice

Module Code: **32264**

Credits: 20

Level: LI

Taught: Semester 1

Department: Accounting

Assessment Method: Individual Assignment (50%), Group Report (50%)

Module Description

Irresponsible businesses exploit marginalised communities, damage our ecosystems, unfairly distributing benefits, costs, risks and harm. However, not all businesses are inherently bad and or intentionally irresponsible. There are many examples where responsible businesses have made positive contributions and a growing recognition that responsible business is associated with business excellence. Feasible alternatives to business irresponsibility exist and are successful in different contexts.

Pragmatic responsible business solutions are available that would allow businesses to transcend the limitations imposed by the hidden logic of business irresponsibility. There is a growing movement for change, driven by the growing visibility of the cumulative impact of the consequences of irresponsible actions and the benefits accruing from responsible businesses.

This module will allow students to understand the challenges associated with responsible business transformation and to develop a conceptual and pragmatic set of responsible business competences to assist in this transformation.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate a theoretically informed analysis of the reasons why businesses may choose to act irresponsibly.
- Identify and justify a range of responsible business solutions.
- Evaluate different business processes and practices from a responsible business perspective. Diagnose problems in a range of business cases and design effective solutions.
- Understand the importance of effective communication and collaboration in responsible business transformation
- Articulate the risks and opportunities associated with responsible and irresponsible businesses



LH Advanced Corporate Finance

Module Code: **34369**

Credits: 20

Level: LH

Taught: Semester 1

Department: Finance

Assessment Method: Class Test (20%), Group project (30%), Exam (50%)

Pre-requisites: Student must have studied Corporate Finance previously

Module Description

The purpose of this module is to build upon students' knowledge and understanding of the principles of finance, financial instruments and securities acquired in years 1 and 2. The objective of the module is to explore and evaluate investment theory and application. This is an applied module, with significant focus on problem solving and practical problems. The module concerns designing an investment approach, risk appetite, portfolio construction, investment risk measurement and management, managing an investment portfolio, portfolio performance, and investment taxation.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate knowledge of the investment planning process and designing an investment approach
- Explain and critically appraise the relationship between risk and return, modern portfolio theory and asset pricing
- Calculate and evaluate different styles of investment allocation and their risk management. Measure and interpret different types of investment risks
- Explain and critically appraise the performance of portfolios and evaluate the use of derivatives
- Identify and explain the principles of efficient capital markets and empirical challenges to market efficiency
- Critically evaluate fund management strategies and the relevance of findings from behavioural finance to investment design
- Analyse the valuation and management of fixed income investments
- Demonstrate knowledge and application of financial derivatives including options, futures and swap contract



LH Foreign Exchange & International Finance

Module Code: **33841**

Credits: 20

Level: LH

Taught: Semester 1

Department: Finance

Assessment Method: Group Coursework (50%), Exam (50%)

Module Description:

The aim of this module is to develop an understanding of the markets for foreign exchange and the financial management of multinational companies. The module will provide an introduction to the main theoretical models used to understand foreign exchange markets as well as an in depth analysis how these markets work in practice. The module examines different models of exchange rate determination together with the reasons for variation in exchange rates. It also analyses the international finance environment and how it affects the companies operating within this environment. It considers the risk exposure for companies and investors arising from the exchange rate volatility and techniques to manage foreign exchange risks. Finally, some sessions will be delivered by professional traders to provide students with a comprehensive understanding of how foreign exchange markets work in the real world and how to use different trading techniques to analyse and trade in foreign exchange.

Learning Outcomes:

By the end of the module students should be able to:

- Discuss the global financial environment in which companies and investors operate and the motivations, opportunities and risks of cross boarder financial transactions
- Demonstrate comprehensive knowledge of exchange rate systems and the interaction between exchange rates, interest rates and inflation
- Explain the mechanics of foreign exchange markets and how exchange rates are quoted
- Appreciate the types of risks faced by investors and multinational companies
- Apply and critically evaluate alternative techniques for managing foreign exchange risks
- Critically evaluate the performance of currencies and determine the implications of using different types of trading techniques to analyse and trade in foreign exchange markets



LH Public Sector Accounting & Governance

Module Code: **33843**

Credits: 20

Level: LH

Taught: Semester 1

Department: Accounting

Assessment Method: Group presentation (30%), Individual essay (70%)

Pre-Requisites: Students must have studied Accounting previously to enrol

Module Description:

This module covers Financial Accounting, Auditing, Governance, and Management Accounting in non- business contexts. The central theme of the module is the management of public money and governance in the public interest.

The module is split into two parts; firstly, public governance, which includes public sector financial accounting, standard setting, audit, and corporate governance in the public sector at both the national and transnational level. Second, public management, which builds on student knowledge of management accounting in the private sector to explore the specific challenges in not for profit contexts.

The module draws on case examples of transnational governance such as the EU, the IMF and World Bank in reforming accountability and governance internationally, and national level governance from the UK context such as parliamentary reporting and scrutiny, the UK Combined Code on corporate governance, and public sector specific regulation such as Freedom of Information and charities legislation. It goes on to cover the adoption of accrual accounting and IPSAS accounting standards, national accounts, and the impact of austerity at the national and transnational level.

The module goes on to look at the importance of budgeting, performance measurement and management, and audit outside of central government and at the local level. The module draws on examples from local government, healthcare, education, and other areas of the public sector including not for profit organisations to investigate historical developments such as New Public Management and austerity at the operational level.

The UK and EU contexts predominate but reference is made to developments and reforms across developed and developing economies. Theoretically the module draws

on characterisations and critiques of New Public Management reform in a post-austerity context, notions and critiques of the 'audit society', and considers broader conceptions of 'social value' in not for profit contexts. Students are invited to engage in broader theoretical discussions and to investigate specific case examples through the course.

Learning Outcomes:

By the end of the module the student should be able to:

- Discuss and critically evaluate the role of transnational organisations in the governance of public money internationally
- Discuss and critically evaluate cash vs accrual accounting, financial reporting and standard setting under the IPSAS regime
- Discuss and critically evaluate audit practices, including 'value for money auditing', in specific public sector contexts
- Discuss and critically evaluate budgetary practices in specific public sector contexts Discuss and critically evaluate 'performance' and 'performance measurement practices' in specific public sector contexts
- Demonstrate an awareness of Public finance in the UK and internationally, and be able to discuss and critically evaluate private sector management and accounting techniques in a range of public sector contexts

LH Social & Environmental Accounting

Module Code: **34271**

Credits: 20

Level: LH

Taught: Semester 1

Department: Accounting

Assessment Method: Individual Report (60%), Reflective Report (40%)

Module Description

The purpose of this module is to provide a framework within which students are able to place their accounting studies into a sustainable development context, namely:

- Understand the history of sustainable development initiatives and the relevance of the sustainable development goals
- Explain the relevance of sustainable development for organisations and accountants
- Understand the sources of responsibility and what kinds of accountability demands emerge from the sustainable development agenda
- Understand and interact with the particular problem sets that emerge at the intersection of sustainable development, organisations and accounting
- Develop an in-depth and nuanced understanding of issues of responsibility and accountability alongside the role of accounting practices in navigating these relationships
- Develop an in-depth understanding of the issues at stake in a sub-set of the following topics areas (the mix of topics will vary each year): *
 - Water
 - Climate change
 - Biodiversity
 - Forced labour/working conditions
 - Supply chains and SDGs
 - Materials flows

Evaluate the use of accounting control mechanisms and processes for discharging accountability, drawing on a sub-set of the following accounting techniques (the mix of techniques will vary each year): *

- Supply chain survey, co-ordination
- Risk evaluation and mitigation
- Project appraisal
- Lifecycle analysis & externalities accounting
- Certification, audit and assurance
- Reporting
- Taxation
- Markets and their effects

Identify issues with the nature of societal responses to sustainable development issues; the limits of individual organizational responsiveness to sustainable development demands and the implications of these limits for accounting.

* Each year 3 topics will be selected to develop in depth understanding of accounting.

Learning Outcomes

By the end of the module the student should be able to:

- Describe what constitutes sustainable development (by reference to the Sustainable Development Goals)
- Demonstrate how accounting and reporting practices impact upon the pursuit of sustainable development
- Evaluate the effectiveness of accounting control mechanisms and processes for discharging accountability in supporting organizational contributions to sustainable development
- Identify the limits of organizational responsibility for sustainable development issues Use accounting theories to articulate their knowledge of the intersection of sustainable development and accounting

LC Introduction to Mathematics for Economics

Module Code: **29186**

Credits: 20

Level: LC

Taught: Semester 1

Department: Economics

Assessment Method: Class Test 1 (25%), Class Test 2 (25%), Exam (50%)

Module Description

This module provides an introduction to some of the mathematical techniques employed in economic analysis. The module starts with an introduction to elementary algebra and proceeds to show how economic problems can be formulated and solved algebraically. The emphasis is on practical application rather than on the study of mathematics for its own sake. The material covered also provides a solid foundation for studies at the intermediate level. Topics covered include: linear and non-linear equations, differentiation, integration and elements of matrix algebra.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and understanding of elementary quantitative methods necessary for problem solving in economics
- solve standard quantitative calculations logically and accurately
- develop effective quantitative problem solving and decision making skills

Please note: you may not choose both 29186 Introduction to Mathematics for Economics and 31832 Mathematics for Economics. If you wish to choose one of these modules, you must choose the correct option based on your previous studies in mathematics.

If you have the equivalent of A-level Mathematics grade A*, A or B then you may take 31832 Mathematics for Economics.

If you have the equivalent of A-level Mathematics grade C or below, or if you do not have any mathematics qualification at this level, then you may take 29186 Introduction to Mathematics for Economics.

LC Mathematics for Economics

Module Code: **31832**

Credits: 20

Level: LC

Taught: Semester 1

Department: Economics

Assessment Method: Coursework (50%), Exam (50%)

Module Description

This module aims to provide students familiar with the calculus technique of differentiation, with a broad knowledge of the quantitative methods used in economics and econometrics. The module introduces students to the varied contexts in which these methods are used. Students will become prepared for the deeper study that will occur in later modules drawing on mathematical ideas. After (1) initial comments on how to apply maths to the real-world subject of economics, we consider (2) how to apply the calculus technique of differentiation; (3) mathematical fundamentals such as logic; (4) uncertainty and probability; (5) the use of vectors and matrices in dealing with large amounts of information; (6) complex numbers as they are used in economics and econometrics.

Learning Outcomes

By the end of the module, students should be able to:

- demonstrate knowledge and understanding of fundamental concepts and definitions of mathematical economics and econometrics
- carry out standard mathematical techniques and manipulations logically and accurately
- appraise how these techniques and manipulations can be used in certain standard contexts.

Please note: you may not choose both 29186 Introduction to Mathematics for Economics and 31832 Mathematics for Economics. If you wish to choose one of these modules, you must choose the correct option based on your previous studies in mathematics.

If you have the equivalent of A-level Mathematics grade A*, A or B then you may take 31832 Mathematics for Economics.

If you have the equivalent of A-level Mathematics grade C or below, or if you do not have any mathematics qualification at this level, then you may take 29186 Introduction to Mathematics for Economics.



LC Principles of Economics

Module Code: **29194**

Credits: 20

Level: LC

Taught: Semester 1

Department: Economics

Assessment Method: Exam (50%), Assignment 1: Coursework (25%), Assignment 2: Coursework (25%)

Module Description

This module provides an introduction to economics for students taking a degree in which economics is a major component. The main purpose is to equip students with knowledge of the main economic concepts, theories and principles and the basic tools and methods of economic analysis. The module is designed to provide a reasonably complete perspective, at an introductory level, of microeconomics and macroeconomics. The microeconomics part explores the standard analytical frameworks used in examining concepts such as consumer preferences, optimal choice, firms' costs and production decisions, demand and supply, market structures, market failure etc. The macroeconomics part deals with the main macroeconomic variables (GDP, inflation, unemployment) and their measurement, and the basic macroeconomic theory including models of short-run and long-run aggregate demand and supply, and economic growth.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and understanding of basic concepts, theories and models in economics
- apply the appropriate methods of analysis to specified economic situations and problems
- interpret economic information presented in written, numerical and graphical form



LI Econometrics

Module Code: **29172**

Credits: 20

Level: LI

Taught: Semester 1

Department: Economics

Assessment Method: Exam (50%), Class Test (25%), 1,000 word Assignment

Coursework (25%)

Only available to 2276 Aff Economics students

Module Description

This module builds on LC Applied Economics and Statistics and develops ideas of random variables, sampling, estimation, hypothesis testing and related aspects of inferential methods in more detail. Two variable and multiple regression models are developed and estimation procedures considered under the classical assumptions as well as violations of these assumptions. Applications to empirical economics are introduced to link the statistical and econometric methods to a range of problems in economics. Problem set classes and computer laboratory sessions support the lectures.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of econometric theory;
- apply a range of methods of inference to practical problems in econometrics and empirical economics;
- interpret econometric results.



LI Macroeconomics

Module Code: **29189**

Credits: 20

Level: LI

Taught: Semester 1

Department: Economics

Assessment Method: Exam (50%), Class Test 1 (25%), Class Test 2 (25%)

Only available to 2276 Aff Economics students

Module Description

This module is the intermediate macroeconomics modules. It considers theories of behaviour of the aggregate economy beyond the introductory Principles of Economics module. The main purpose of the module is to provide richer theoretical foundations for the study of macroeconomics in the short- and long-run and to equip students with the basic toolbox of macroeconomic analysis. The topics covered include: IS/LM and AD/AS in closed and open economies, inflation, unemployment, monetary policy, growth, fiscal policy and theories of consumption and investment. Issues arising from modern behavioural macroeconomics are also discussed.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of the concepts of ‘comparative static analysis’ and ‘dynamic macroeconomic equilibrium’;
- use the theoretical models developed throughout the module to analyse the impact of shocks and macroeconomic policy on aggregate economic variables;
- critically evaluate these theoretical models with reference to empirical evidence, including macroeconomic policy examples;
- explain how macroeconomic relationships derive from the behaviour of individual economic agents (i.e., consumers, firms and policymakers).



LI Microeconomics

Module Code: **28536**

Credits: 20

Level: LI

Taught: Semester 1

Department: Economics

Assessment Method: Exam (50%), Class Test (25%), 1,000 word assignment coursework (25%)

Only available to 2276 Aff Economics students

Module Description

This core module covers intermediate microeconomics. It provides students with a broader, yet more in-depth understanding of core microeconomic topics covered in the introductory Principles of Economics AB module and equips students with the analytical skills and tools that are necessary for undertaking a more comprehensive economic analysis. This module provides the solid underpinning needed in all microeconomics - based modules in subsequent terms.

At the start, the module is primarily concerned with the theories of consumer behaviour under certainty and uncertainty, including game theory. Then, it covers the firm and the theory of perfectly and imperfectly competitive markets. The module introduces general equilibrium analysis and then develops students' understanding of externalities and public goods, before concluding with the introduction of asymmetric information.

The module adopts microeconomic methods and tools used in the real life economic analysis . Basic mathematical techniques and calculus are used.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of core microeconomic theories and concepts;
- analyse the workings of different market structures;
- apply core microeconomic concepts to various economic situations, such as producer and consumer optimal decisions, efficiency and welfare, market failure.



LH Advanced Behavioural and Experimental Economics

Module Code: **33102**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Group presentation (25%), Essay (75%)

Pre-requisites: 32216 LI Behavioural & Experimental Economics or equivalent

Module Description

This module extends the behavioural and experimental economics learned at Level I. The course will discuss some of the more recent developments in behavioural and experimental economics. Students will have the opportunity to design their own experiments to test behavioural economic hypotheses. The course will also focus on the behaviour change paradigm and discuss the insights surrounding how behavioural economics can be used to influence individuals' behaviour.

Learning Outcomes

By the end of the module students should be able to:

- assess behavioural economic accounts of individual and strategic decision making
- produce experimental designs to test behavioural economic hypotheses
- analyse and interpret the results of economics experiments
- evaluate and appraise existing behavioural economics interventions
- design new behaviour change interventions based on behavioural economic theory



LH Advanced Econometrics: Theory and Applications

Module Code: **33105**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Coursework (50%); Exam (50%)

Pre-requisites: 34484 LI Econometrics or equivalent

Module Description

The aim of this module is to provide students with the knowledge of the types of advanced econometric methods used in the analysis of cross-sectional, panel and time-series data sets. The module content is organized into two parts. The first part includes topics on the analysis of cross-section and panel data, such as systems of equations, binary dependent variables and static and dynamic panel data models, among others. The second part includes topics in time series analysis such as linear time series models, nonstationary time series, multivariate time series models and nonlinear models, among others. Applications in the areas of microeconomics, macroeconomics and finance will be considered. This module is for students who wish to gain competence in critically evaluating research results and carry out empirical work using modern econometric methods.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate rigorous knowledge of econometric methods
- identify the most appropriate techniques for any given empirical exercise
- interpret empirical results from economic models



LH Advanced Macroeconomics

Module Code: **33109**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Class test (25%), Coursework (25%), Exam (50%)

Pre-requisites: 29189 LI Macroeconomics or equivalent

Module Description

This module builds on the main macroeconomic models studied at Level I. The first part of the module will be concerned with macroeconomic developments in the long run and discusses in a theoretical and empirical context topics such as exogenous and endogenous growth as well as structural unemployment and structural change. The second part will focus on the macro-economy in the short run. This includes discussion of empirical business cycle facts and the development of an appropriate framework which allows for the discussion of topical issues such as the short run effects of fiscal policy, unemployment fluctuations and exchange rate dynamics.

Learning Outcomes

By the end of the module students should be able to:

- analyse the theoretical models of modern macroeconomics research to discuss the main issues relating to business cycles and long-run growth
- analyse issues relating to business cycles and long-run growth both in the UK and in the wider international economy
- appraise selected papers from professional journals



LH Advanced Microeconomics

Module Code: **33151**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Assignment (50%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

This module studies advanced concepts in microeconomics building upon foundations acquired in Level I Microeconomics. The module uses calculus and formal mathematical arguments to analyse microeconomic models. Advanced tools such as fixed point theorems and separation theorems will be introduced as necessary in a self-contained way. The first half of the module will largely be based on the topics of individual decision-making such as consumer and producer theory, duality, choice under uncertainty, and intertemporal choice. This leads to the study of aggregate economic outcomes and multi-market equilibrium. The purpose is to enable students to develop a deeper understanding of the market mechanism both in terms of ideal outcomes and when there is market failure. Topics may include existence of competitive equilibrium, the two fundamental theorems of welfare, public goods and externalities, equilibrium under uncertainty, social choice theory – Arrow's impossibility theorem, voting, and an introduction to mechanism design. The key concepts of the economics of information may also be covered. This will lead to an appreciation of what economic interventions can and cannot achieve in a market economy.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate an in-depth understanding of microeconomic modelling
- assess existing and potential economic policies by relating them to relevant microeconomic theories and models
- apply advanced mathematical skills to formalise concepts pertaining to general equilibrium and social welfare and derive the relevant theorems
- critically analyse economic problems by making systematic and clear predictions and interpretations based on theoretical constructs



LH Economics of the European Union

Module Code: **29176**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Essay (50%), Exam (50%)

Module Description

This module explores key elements in the economics of European integration. Its main goal is to provide an analysis of the rationale and the consequences for European countries of the establishment of common economic policies. Discussions on economic policy are based upon analysis of the theory and the methodology and data that have been applied in empirical assessment together with implications of the results obtained. Topics covered include: preferential trading areas, trade policy, the EU's internal market, financing the EU, monetary union, EU enlargement, UK exit from the EU, plus internal policies such as regional policy and competition policy. While the focus is principally on the economic dimension of the European Union, it is firmly placed within the context of the surrounding political debates.

Learning Outcomes

By the end of the module students should be able to:

- apply economic theory to a range of EU issues
- critically assess theories of economic integration
- critically evaluate economic policies of the EU
- research EU issues by using a range of information sources and assess the appropriateness of these sources
- demonstrate communication skills and the abilities to collaborate and work in a team effectively



LH International Trade Theory & Policy

Module Code: **33170**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Coursework (50%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

The module will provide a rigorous analysis of the theoretical concepts that the students have encountered in LI Microeconomics, used for developing trade theory. The module introduces the core of international trade theory and uses these models as the basis for further policy analysis.

The prevailing challenge is to explain the determinants of national comparative advantage, by considering the major traditional theories, including relative differences in labour productivity, factor endowments, production functions and factor specificity followed by more recent explanations of trade patterns such as differences in market structures, the effects of imperfect competition, and scales in production, as well as the theory of trade policy. Relevant empirical evidence relating to these theories and to what degree it provides support for them, will also be investigated.

Following from the theory-based analysis, the module is devoted to the analysis of government trade policies. Topics covered include strategic trade policy (which analyses trade policy under imperfect competition) and political economy (which analyses how trade policy is determined under both median voter and lobbying models). This is followed by examining global and regional moves towards free trade and how these interact with each other. Finally the module considers the motivation for foreign direct investment (FDI), how trade affects growth, and controversies in trade policy. While the focus is mainly on understanding the theory underlying policy choices, examples are used to illustrate the ideas.

Learning Outcomes

Demonstrate a critical understanding of central international trade theories, explaining the patterns of trade and the empirical evidence relating to these theories:

- apply partial and general equilibrium models to analyse international trade and evaluate the effects of trade and trade-related policies on welfare
- critically analyse how economic theory is used to formulate trade policy
- demonstrate an advanced, systematic knowledge and understanding of alternative reasons for using trade policy and the institutions governing trade



LH Labour Economics

Module Code: **22870**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: Test (25%), Coursework (25%), Exam (50%)

Pre-requisites: 34484 LI Econometrics or equivalent

Module Description

This module examines labour economics and econometrics. It seeks to develop an empirical and analytical understanding of key labour market phenomena and policies. In the first semester, the main techniques behind labour econometrics are discussed by studying seminal articles and by econometric exercises, including computer practicals. Two main topics are covered: the determination of wages (estimated using least-squares techniques) and the determination of employment (estimated using limited dependent variable techniques such as Probit and Logit). In the second semester, the theory of contemporary labour economics is discussed. The analytical tools of neoclassical economics are used to examine labour supply and demand, which, in turn, are used to develop an understanding of wage formation and employment levels in labour markets. The module concludes with an examination of sources of wage differentials, considering the effects of education, unions, discrimination, and compensating wage differentials.

Learning Outcomes

On successful completion of the module students should be able to:

- interpret the output of linear and limited dependent variable regressions, in relation to labour economics
- identify and appraise key characteristics of, and recent developments in, labour markets in modern economies
- apply optimisation techniques to solve stylised problems relating to labour markets
- critically evaluate empirical findings relating to major research areas in labour economics



LH Advanced Management Accounting & Control

Module Code: **33834**

Credits: 20

Level: LH

Taught: Semester 1

Department: Economics

Assessment Method: 1500-word essay (50%), exam (50%)

Pre-requisites: Management Accounting

Module Description

This course builds on the knowledge of management accounting concepts and techniques developed in years 1 and 2 and applies them to issues of control and strategic management.

The course entails an in-depth exploration of management control and performance measurement systems. It focuses on designing management accounting systems that are tailored to a range of contexts and potential behavioural consequences. It does so by reflecting on the role of management accounting in different settings, such as: the public sector, non-governmental organisations, financial crises, and in addressing contemporary global challenges. Academic journal articles provide both the conceptual basis for the module as well as case studies of specific management accounting techniques in action.

Learning Outcomes

On successful completion of the module students should be able to:

- Evaluate the suitability and likely dysfunctional consequences of performance measurement and incentive systems, and design improved alternative systems.
- Use conceptual frameworks to examine complex case studies, and use this analysis to recommend improvements
- Compare and contrast theoretical understandings of the role of accounting in modern organisations, and evaluate their insight into the evolution of management accounting
- Select and apply suitable advanced quantitative methods for analysing particular cases and situations, and provide advice on how to use that analysis as well as its limitations
- Design management accounting systems that inform and operationalise strategy



LC Introduction to Marketing & Communications

Module Code: **31704**

Credits: 20

Level: LC

Taught: Semester 1

Department: Marketing

Assessment Method: Group Presentation (50%), Exam (50%)

Module Description

The purpose of the module is to examine and understand the role of both communications and marketing in the modern business structure. It provides the theoretical under-pinning for future study in both business communications and marketing, so that students understand and can apply theory to contemporary examples and cases. Teaching also draws on the professional experience of lecturers and guest lecturers.

The module examines the importance of organisational communication in regional and global contexts in relation to internal and external stakeholders, business strategies and organisational structure. It examines changing communications technologies, audiences and stakeholder needs. Key building blocks for business communications, including corporate identity, image, and culture will be examined, including the role of visual identity. Students will be encouraged to apply learning to appreciate and understand the impact communications has on the everyday running of a business, from the efficacy of email to managing key stakeholder relationships, and the importance of both putting people at the heart of business communications and the perspective of the individual in an organisation. Alongside the focus on communications, the module builds on the corporate identity theme to develop study into the role of marketing in business strategy; its part in brand building and its relationship with how brand identity is built and communicated; how marketing links in with business communications; how it increasingly places the consumer at the heart of campaigns. Students will explore core components of marketing, including market research and buyer behaviour, market segmentation and positioning.

Throughout the module practical examples will be studied to understand the success and failure of both communications and marketing strategies, how the roles support each other, and how regional culture can impact global marketing positioning. It will provide students with the essential background to understand communications and marketing planning processes, and the communications mix.

The ethics of communications, marketing and associated advertising and an introduction to the use of interactive and digital media are also module themes.

The module aims for students to grow their individual and group communications skills, with opportunities to develop and express creative responses to set tasks as a part of both formative and assessed learning. It provides the foundational knowledge and understanding for students to build on as they consider both Communications and Marketing based modules at a higher level from year 2.

Learning Outcomes

By the end of the module, students should be able to:

- Explain the different classifications of marketing, organisational, and management communications and demonstrate an understanding of the roles each play in business
- Describe and display understanding of a range of core communications and marketing concepts to define and analyse stakeholders and consumers
- Assess the effectiveness and appropriateness of different styles of communication within an organisation and between an organisation and key stakeholders, including marketing materials
- Recognise and discuss the role of corporate identity, including visual identity, in business communications and marketing
- Identify information needed by organisations, e.g. market conditions and other external environments, required to plan and manage marketing and communications strategies
- Understand and apply planning models for both organisational communications and marketing
- Use a “tool-box” to develop communications collateral, e.g. a corporate story for a company website
- Describe and display understanding of the foundation of the marketing mix for products and services
- Critically evaluate the sources of research materials to advise appropriate courses of action, and engage with different marketing theories and options to make decisions to demonstrate knowledge and understanding of the role corporate communication plays in business activities
- Evaluate, compare, and contrast selected individual components of corporate communications and marketing via case studies and assessed group work



LC Organisations, Management and Entrepreneurship

Module Code: **31705**

Credits: 20

Level: LC

Taught: Semester 1

Department: Management

Assessment Method: Exam (50%), Group Assessment/ Coursework (50%)

Module Description

This module is part of the foundation year and therefore is compulsory. The purpose of the module is to draw organisational analysis, management and entrepreneurial thinking together, extracting the implications from different strands of organisational thinking, and highlighting the conceptual issues implied in management problems. It focuses on different aspects of organisations – their relationship to the individuals who constitute them, to social groups and cultures, networks and markets, governance and goals. Drawing upon transaction cost thinking, each organisation is treated as a work in progress that has permeable boundaries and may always give birth to new enterprise. The module therefore aims to provide a practice- based introduction to understanding and developing core entrepreneurial capabilities and awareness. Its focus will be on developing student's opportunity recognition abilities, team entrepreneurship skills and their analytical competences in designing and presenting feasible business opportunities. Learning is facilitated and reinforced through practical case studies and exercises conducted in a series of seminar classes. Students on the module will be expected to develop their own business idea – developed through a series of workshops and consultation activities.

Learning Outcomes

By the end of the module students should be able to be able to

- demonstrate knowledge and understanding of modern organisations and small businesses, how these are designed, developed and managed
- Apply these theories and perspectives to the analysis of managerial and organisational processes and problems, and to the development of entrepreneurial opportunities
- Knowledge and understanding of the external environment in which large, small and new businesses operate

- Undertake the feasibility planning process towards a small business, including the nature of markets and customer preferences, and construct a feasibility study
- Demonstrate a critical awareness of the importance of opportunity recognition processes involved in creating and developing business opportunities
- Explain how to implement and evaluate such a study, both at the opportunity recognition and the study implementation stages
- Show critical awareness of the legal, political and ethical context and consequences of managerial and entrepreneurial decisions



LC Widening Business Horizons

Module Code: **33979**

Credits: 10

Level: LC

Taught: Semester 1

Department: Management

Assessment Method: 100% Coursework

Module Description

Following on from the overview on digital opportunities in business explored in the module Digital Business, this module aims to provide first year students with a broad overview of the many opportunities and arising challenges of contemporary business.

The module delivery is structured around a set of five key topics that represent significant aspects of managing modern business organisations. In particular, the content of the module focuses on:

- Knowledge creation in business organisations
- Artificial intelligence for business
- Managing uncertainty
- Leadership in the digital age
- Global business challenges

Across the macro topics, lectures will be integrated with 'Talk' sessions delivered by an external speaker working in a relevant area of business - including some of the University's partners. Lectures and Talks will be connected to reinforce key points and provides linkages to theory and applied practice.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate critical awareness and engagement with broader issues and opportunities in global contemporary business
- Practise connective learning by evaluating business and management theory in the context of contemporary global business challenges
- Demonstrate reflective practice on business challenges facing the world
- Identify appropriate sources of information and data to explore and monitor issues and opportunities in the wider business environment.



LC Management Education and Learning A

Module Code: **33981**

Credits: 10

Level: LC

Taught: Semester 1

Department: Management

Assessment Method: Reflective Piece/ Coursework (20%), Essay (Literature Review)/ Coursework (80%)

Pre-requisites: Students choosing this module will need to choose Management Education and Learning B (33984) in Semester 2

Module Description

In conjunction with Management Education and Learning B, this module aims to support first year students' personal, professional, and academic development within the context of Management Education and Learning at Birmingham Business School and the University of Birmingham. These modules emphasise the importance and practice of situated learning, reflectivity, and communities of practice within Management Education and Learning to develop a university career. These modules run in synergy with the personal tutorial system, meetings, and activities. As such, across the Management Education and Learning A & B, some dedicated peer-learning sets will be run with personal tutors. In addition, the module delivery includes a mix of learning activities within which students will be interacting with their peers, their personal tutors, other academic staff, Ph.D. students, Alumni, the Career Network and the Academic Skills Centre. Management Education and Learning A focuses more particularly on:

- Academic skills such as critical thinking, academic writing, writing a literature review, reflectivity, referencing, exam revision, etc.
- Personal and professional skills such as becoming an independent learner, reflectivity in practice, interacting with others, and learning as part of a community of practice

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate engagement with own personal, academic and professional development activities and planning within the context of Management Education and Learning
- Understand what reflective practice is and apply it to own personal, academic and professional development
- Define critical thinking and critique academic work of others and selves
- Undertake independent academic study and writing to produce a basic literature review on a Management issue



LI Consumer Behaviour

Module Code: **32116**

Credits: 20

Level: LI

Taught: Semester 1

Department: Management

Assessment Method: Group coursework (50%), Exam (50%)

Only available to 6745 Aff Business students

Module Description

The aim of the module is to investigate and understand consumer behaviour in a contemporary context. It provides the theoretical perspectives as well as the most up to date research that give insights into consumer behaviour, changing patterns of consumption and marketing technology applications shaping businesses as they aim to market to the consumer more effectively.

The most recent research papers and case studies will be used to help students make connections between theory and practice explicitly. Learning will also be supported by professional experience of tutors, lecturers and guest lecturers.

The role of technology and the subsequent impact on consumer behaviour will be explored with digital consumption, online consumer behaviour, big data and data use as particularly important areas for focus. The current debate on the impact of GDPR will also be explored – with a particular focus on data privacy. Case studies on the latest consumer behaviour technologies will be introduced to demonstrate changes in the traditional marketing channels. Students will explore the changing customer journey in the context of Omnichannel and Unichannel marketing. Technological applications such as Marketing automation and Augmented Reality will be of focus.

Students will also explore important issues on responsible business and ethical consumption using the most recent research papers on sustainability including issues on packaging and recycling.

Throughout the module relevant case studies and current research papers will be used to help students explore and understand the issues, and also make the connection between theory, research and practice explicitly. A global context will be incorporated in the use of such resources.

The module examines the latest issues and developments in behavioural, psychological, and sociological thinking and students will be encouraged to discuss

such perspectives in tutorial sessions, applying the conceptual frameworks introduced in lectures to such discourse.

The module aims for students to develop good research and applicative skills as they make explicit connections between theory, research and practice. It also aims for students to develop group-working skills through group-based work as part of both formative and assessed learning. As a core to pathway module, it provides knowledge on fundamental aspects of consumer behaviour which offers potential for specialism in the final year.

Learning Outcomes

By the end of the module students should be able to:

- Apply relevant models to analyse and understand contemporary consumer behaviour
- Understand and apply consumer behaviour theory to practice in a marketing context
- Explain the relevant issues in ethical consumption including packaging and recycling
- Recognise and discuss the role of technology in the changing customer journey and consumption patterns



LI Managing Business to Business Markets

Module Code: **32139**

Credits: 20

Level: LI

Taught: Semester 1

Department: Management

Assessment Method: 2 x 2000 word assessed projects (50% each)

Only available to 6745 Aff Business students

Module Description

In an attempt to achieve superior profitability, firms need to consider three critical tasks. First, firms need to position themselves within what are called business networks. This is part of corporate strategy and can involve re-positioning, divestment and outsourcing. Second, firms need to market and sell their products and/or services to customers - in this module, business customers, i.e. other firms. Third, firms need to manage suppliers via the procurement and supplier management process in an attempt to obtain best value for money.

This module assesses how firms might undertake these critical tasks in an effective manner (and the obstacles to doing that) and also shows that they are inter-related. In addition to considerations of corporate strategy and positioning, the module will cover topics such as organisational buying behaviour (the B2B version of consumer behaviour), supplier pricing strategies and tactics, negotiation, contract law, customer relationship management and its counterpart supplier relationship management, B2B sales and procurement technologies and conflict management.

While including theory and concepts, the module is also highly practical and involves real-life case studies, including those developed by the module's lecturers from their extensive research and consultancy experience. The module's lectures combine lecture input with cases, activities, films and exercises. The lectures are supported by a series of seminar sessions and bespoke module lecture films.

Learning Outcomes

By the end of the module students should be able to:

- Recognise the concept of the extended business network
- Understand the factors driving firm positioning within extended business networks
- Understand and critique the boundary of the firm (outsourcing) decisions made by firms in extended business networks
- Understand the key concepts relevant to managing downstream customers
- Understand the key concepts relevant to managing upstream suppliers
- Have knowledge of the management tasks involved in downstream and upstream management and assess the challenges of implementation
- Be able to interpret case examples of firms operating within extended business networks

LI Models of Business

Module Code: **34380**

Credits: 20

Level: LI

Taught: Semester 1

Department: Management

Assessment Method: Critical Analysis essay (15%), Individual Assignment (50%), Exam (35%)

Only available to 6745 Aff Business students

Module Description

In modern economies businesses are organised in a variety of forms and many very different models co-exist. Firms vary in size, managerial structures, and forms of governance. Some of them focus on a core business and operate in a single nation (or indeed a region or a city), while others are multinational. Some use, or even develop, state-of-the-art technologies, while others rely on cheap labour and very basic techniques. The aim of this module is to analyse the causes and consequences of the existence of such a variety of models of business and forms of organisation. To do so the module investigates the development and functioning of various models of business over time and space.

The module is logically divided into two sections; the first one is chronologic and analyses the development of models of business over time, starting with the forms of organisation which dominated the western world before the beginning of the process of industrialisation, to finish with contemporary phenomena of downsizing and outsourcing.

The second part looks at national variations in models of business organisation and the structure of capitalism. It will focus on national (and in some cases regional) differences in the organisation and governance of firms and how they interact with the broader business environment. An important theme running through this second part is how national differences in organisational form influence the way firms innovate.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate comprehensive knowledge and understanding of the features of different models of business, how they evolve over time and space, and how they function
- Critically appraise various theories of the firm
- Apply such theories to the study of the evolution of business structure
- Evaluate the relative ability of these theories to explain the reality of firms' organization and behaviour



LI Organisational Behaviour

Module Code: 34381

Credits: 20

Level: LI

Taught: Semester 1

Department: Management

Assessment Method: Class test (30%), Essay (50%), Group presentation (20%)

Module Description

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. More specifically, the module introduces key organisational concepts and theories, which can be used to help us understand how organisations operate and how people operate within them. Topics covered throughout the module include culture, power, ethics, management style and organisational space. We also explore how these concepts and ideas influence management practice.

The module takes a critical approach to organisational behaviour. We begin by discussing traditional managerialist approaches but also discuss critiques of many of these approaches as well as organisational theories that do not encourage a managerialist approach.

Throughout, the module encourages students to recognise the approaches and concepts covered in the managerial practices they are surrounded by or witness on a day to day basis. In addition, each week of the module takes popular texts from cinema, television or fiction to explore the ideas presented.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate a comprehensive knowledge and understanding of how the approaches and concepts studied underpins management practice
- critically appraise the practical applications that these concepts and theories are put to
- analyse management practice and popular representations of organisation using relevant approaches and theories from the module

LI Change Management

Module Code: **34378**

Credits: 20

Level: LI

Taught: Semester 1

Department: Management

Assessment Method: Coursework (50%), Exam (50%)

Only available to 6745 Aff Business students

Module Description

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. More specifically, the module introduces key organisational concepts and theories, which can be used to help us understand how organisations operate and how people operate within them. Topics covered throughout the module include culture, power, ethics, management style and organisational space. We also explore how these concepts and ideas influence management practice.

The module takes a critical approach to organisational behaviour. We begin by discussing traditional managerialist approaches but also discuss critiques of many of these approaches as well as organisational theories that do not encourage a managerialist approach.

Throughout, the module encourages students to recognise the approaches and concepts covered in the managerial practices they are surrounded by or witness on a day to day basis. In addition, each week of the module takes popular texts from cinema, television or fiction to explore the ideas presented.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate a comprehensive knowledge and understanding of how the approaches and concepts studied underpins management practice
- critically appraise the practical applications that these concepts and theories are put to
- analyse management practice and popular representations of organisation using relevant approaches and theories from the module



LH Economics of Strategy, Risk and Globalisation

Module Code: **38044**

Credits: 20

Level: LH

Taught: Semester 1

Department: Management

Assessment Method: Class Test (25%), Class Test 2 (25%), Exam (50%)

Module Description

This module in business economics focuses on the analysis of the international economy, the economic environment in which individuals, firms and governments operate and decision making by economic agents. The module examines the interplay between economic theory and economic policy and critically examines arguments for regulation. Topics covered include trade, economic growth, strategic decision making by firms, the economics of information and risk, global labour markets and economic policy issues.

Learning Outcomes

By the end of the module the student should be able to:

- Critically evaluate economic theory and analysis in relation to the international economy, market failures and the strategic behaviour of firms
- Critically assess economic discourse relating to the international economy, international business and regulation in both private and public spheres
- Apply economic theory to assess alternative economic policy solutions for problems facing international organisations, governments and firms
- Apply economic theory to analyse the determinants of international trade; differential impact of economic globalisation in various parts of the world; the determinants of international growth
- Critically appraise the international economy and the differential impact of globalisation in different parts of the world



LH Strategic Global Communication

Module Code: **32057**

Credits: 20

Level: LH

Taught: Semester 1

Department: Marketing

Assessment Method: Group assignment (25%), Individual assignment (75%)

Module Description

This module examines the theories, principles and practice of strategic stakeholder communications in an international context. It focuses on advanced level management and organisational communications, from both cross-cultural and analytical standpoints.

The module aims to equip future Marketing Communications specialists, and Public Relations leaders 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 also analyses the role of leaders in strategic communications, and provides frameworks for cross cultural approaches as a part of the programmes' global approach. Students will also apply contemporary frameworks for customer relationship management and reputation building. Pedagogy includes in class formative exercises continuing the experiential learning of the communications theme within the Business Management degree structure at an advanced level.

Learning Outcomes

By the end of the module students should be able to:

- Display understanding and application of strategic stakeholder communications planning and mapping across both organisational and management communications
- Apply a range of theoretical frameworks to manage communications and relationships with different groups of stakeholders in a global context
- Critically analyse and assess communication strategies in stakeholder relationship management, including customer relationship management

- Evaluate, compare and contrast communication strategies across leadership communications
- Demonstrate an understanding of the concepts of societal and managerial culture, and the underlying attitudes, values and behaviours of different cultures
- Analyse and synthesise contemporary research on the impact of cultural differences in management and communication



LH Responsible Marketing and Consumption

Module Code: **32056**

Credits: 20

Level: LH

Taught: Semester 1

Department: Marketing

Assessment Method: Coursework (50%), Exam (50%)

Module Description

Marketing is sometimes seen as antithetic to positive societal and sustainable goals, but applying its principles can also serve to effectively promote societal outcomes. Concepts such as responsible, social and sustainability marketing are at the forefront of current marketing thinking and practice, and the current module aims to expose the marketing practitioners of tomorrow to a range of responsible marketing practices. In doing this, the module aims to encourage students to develop their own, well-informed understanding of, and position on, being and becoming a responsible marketer and consumer.

More specifically, the module will examine societal and environmental problems marketers currently face by addressing the interrelationship between marketing, public policy, and social and environmental values. These concepts are broadly underpinned by the idea that companies and consumers must behave ethically and sustainably in their attempts to address the social and environmental issues currently threatening the future wellbeing of societies and environmental systems across the globe (Belz and Peattie, 2012).

Topics include responsible marketing, social marketing and public policy, sustainability marketing, as well as ethical philosophy and frameworks that facilitate the analysis of responsibility issues in marketing and consumption.

Learning and teaching within this module will be fostered through a combination of lectures, case studies, quizzes, videos, research-led group discussions, and blogs. It is expected that students actively contribute to, and participate in, classroom and online debates; the aim is to foster a collaborative, non-judgemental and inclusive learning environment.

Learning Outcomes

By the end of the module the student should be able to:

- Demonstrate critical knowledge and understanding of the ethical, social and sustainability issues, ambiguities and challenges in marketing and consumption
- Explain the complex and dynamic influences that impact upon the socially and environmentally (ir)responsible decisions made by marketers and consumers
- Discuss conceptual frameworks related to ethical, sustainable and social marketing as well as consumption
- Apply relevant theoretical frameworks to diagnose and solve responsible, social and sustainability marketing and consumption problems
- Synthesise arguments from a range of sources, and critically analyse the work of researchers and authors in this field
- Search for relevant sources of information to conceptualise and deliver formative and summative coursework
- Take part in face-to-face and online discussions and, thus, enhance their communication and critical skills, and their ability to formulate compelling arguments
- Engage in reflexivity when addressing social, ethical and sustainability issues in marketing and consumption
- Show self-management and independent learning by planning, making decisions and exercising judgement in relation to their own work
- Demonstrate awareness of, and sensitivity towards, the sociocultural embeddedness of responsible, social and sustainability marketing problems and solutions



LH Globalisation, Innovation and Competitiveness

Module Code: **31974**

Credits: 20

Level: LH

Taught: Semester 1

Department: Management

Assessment Method: Course work (50%), Exam (50%)

Module Description

Modern day businesses are developing and competing in an increasingly dynamic and global context which is shaped by institutional change as well as developments in knowledge, technology and innovation. The aim of the module is to provide students with the theoretical and empirical understanding of the economics and management of globalisation, innovation and their effects on competitiveness.

The module will study the nature and dynamics of present day global business as well as the institutional context in which firms operate. The creation and diffusion of knowledge, innovation and technological change are also central themes in this course. The module includes topics such as global value chains and global innovation networks, clusters and national innovation systems as well as the challenges that the new technologies of digitalisation, automation and artificial intelligence pose to the competitiveness of firms.

Learning Outcomes

By the end of the module, students should be able to:

- Develop a critical understanding the economic environment of firms' decision making in terms of modes of production and innovation
- Demonstrate an in-depth understanding of the nature and dynamics of innovation as a systemic process taking place within and across firms
- Evaluate and critically assess the role of Government in issues related to competitiveness and innovation
- Critically analyse the impact of contemporary processes of globalisation on the creation and diffusion of knowledge in global value chains and on national and regional systems of innovation



LH Fundamentals of Leadership

Module Code: **31971**

Credits: 20

Level: LH

Taught: Semester 1

Department: Management

Assessment Method: Essay (50%), Reflective report (25%), Class test (25%)

Module Description

The course is about understanding and explaining leaders and leading. We explore what leadership is – and debate the difference leadership makes and why. We introduce leadership theory – discuss the contribution(s) and limits of theory - and discuss and debate varieties of leadership experience across different ‘real life’ settings.

The course then introduces students to the ideas of critical reflection and self-reflexivity in leadership studies - and in relation to the ‘actual & real’ enactment of leading/leadership. We discuss and debate the limits and possibilities of leadership. In the small group seminars, we help students to begin to develop a sense of their own leadership potential and aptitude(s). Finally, students are introduced to the most recent thinking and ideas in leadership studies around leading in/for ‘responsible business’ and in relation to debates around diversity and inclusivity.

Learning Outcomes

By the end of the module the student should be able to:

- Have an understanding of the nature and dynamics of leadership
- Understand the contribution academic theory makes to explaining leaders & leadership
- Be able to draw upon relevant theories and concepts from the academic literature when analysing and explaining leaders and leadership styles and approaches
- Understand the importance of context – and how leadership plays differently through different real life settings
- Begin to develop a sense of the possibilities and limits of leadership
- Have gained a sense of their own leadership potential and aptitude(s)
- Have gained a sense of some of the new thinking – and the challenges to be overcome - around leading in/for responsible business and in an era of diversity and inclusion



LH Business Strategies in Emerging Economies

Module Code: **34370**

Credits: 20

Level: LH

Taught: Semester 1

Department: Management

Assessment Method: Group report (50%), Exam (50%)

Module Description

This module has the objective to give our students a perspective on the particular opportunities and problems firms have to deal with in the Developing economies context.

Learning Outcomes

By the end of the module, students should be able to:

- Demonstrate knowledge and understanding the specific economic context of developing nations
- Gain background knowledge of the institutional, economic, political, cultural and technological environments in order to assess the opportunities and difficulties for firms operating in the developing economies context
- Demonstrate knowledge and understanding of how culture and management practices vary across the developing economies
- Learn how to develop effective strategies for the developing world context
- Use the theory and background knowledge learned to enhance your general understanding of the significance and likely impacts of different business decisions
- Critically analyse case studies drawing on the relevant theories
- Learn how to obtain information about developing economies and businesses



LH Employment Relations

Module Code: **39098**

Credits: 20

Level: LH

Taught: Semester 1

Department: Management

Assessment Method: Coursework (100%)

Module Description

The course analyses key issues in employment relations. These include new management approaches, the decline of unions, the increase in workforce diversity, and the role of management and labour law in shaping employment relations. The module focuses on the impact of these issues in the UK, and the role of these issues in shaping ER in EU countries, the USA and Asia.

Learning Outcomes

By the end of the module students should be able to:

- develop a sophisticated understanding of the main changes in employment relations over the last 20 years and the nature and degree of these changes which vary according to national context
- critically analyse the main conceptual issues underlying employment relations, including issues of worker participation and industrial disputes
- critically evaluate channels of management-worker interaction, including decentralised collective bargaining and developments in 'employee voice'



Semester 2 Modules

Accounting & Finance Modules:

Module Code	Module Title	Credits	Year
32181	LC Decision Making and Control	20	1
33977	LC Widening Accounting Horizons B	10	1
33956	LC Critical Thinking A	10	1
33169	LI Audit	20	2
33175	LI Financial Reporting	20	2
33179	LI Taxation: Principles and Planning	20	2
33831	LH Advanced Financial Accounting Practice & Theory	20	3
34272	LH Business Analytics	20	3
33840	LH Comparative & International Taxation	20	3

Economics Modules:

Module Code	Module Title	Credits	Year
29165	LC Applied Economics & Statistics	20	1
31836	LC The Global Economy	20	1
32213	LI China & the World Economy	20	2
23274	LI Contemporary Issues in the UK Economy	20	2
29168	LI Development Economics	20	2
34484	LI Econometrics	20	2
29179	LI Environmental Economic	20	2
32216	LI Behavioural and Experimental Economics	20	2
33189	LI Mathematical Methods for Economics	20	2
33191	LI Mathematical Methods for Statistics and Econometrics	20	2
33106	LH Advanced Financial Markets & Institutions	20	3
33152	LH Decision Theory & Games	20	3
33158	LH Health Economics	20	3
29183	LH History of Economic Thought	20	3
33167	LH Industrial Organisation	20	3
32223	LH Monetary Policy & Dynamic Macroeconomics	20	3
32226	LH Public Economics	20	3

Business Management Modules:

Module Code	Module Title	Credits	Year
32428	LC Managing Financial Resources	20	1
33967	LC Digital Business	10	1
33984	LC Management Education and Learning B	10	1
33799	LC Introduction to Economics & Finance	20	1
24111	LI Intermediate Business Economics & Macroeconomy	20	2
32101	LI Business, Economy and Government	20	2
38150	LI Event and Festival Management	20	2
32120	LI Managerial Finance	20	2
32148	LI Managing Operations & Projects	20	2
32263	LI Public Relations and Reputation Management	20	3
32119	LI Human Resource Management	20	3
34379	LI Contemporary Capitalism	20	3
32238	LI Marketing & New Technology	20	3
25280	LH Small Business & Entrepreneurship	20	3
35193	LH Personnel Economics	20	3
34373	LH Crisis Management	20	3
29864	LH Organisation Studies: Past, Present and Future	20	3

LC Decision Making & Control

Module Code: **32181**

Credits: 20

Level: LC

Taught: Semester 2

Department: Accounting

Assessment Method: Group Assessment - Coursework (40%), Group Assessment - Practical (10%), Exam (50%)

Module Description

This module provides students with core skills relating to the use of financial and other information for making decisions and controlling the operations of an organisation. The module introduces students to the core accounting techniques that can underpin and inform decisions and allow for control processes to operate. Using ideas from strategic management accounting the module extends this to show how accounting and other information can be used together to improve business decision making. The module uses examples of typical decisions as exemplars and develops students' analytic and decision making skills as they work to develop recommendations based on cases. The module will build students' skills in using analytic tools to manipulate information and to present information in ways understandable to potential users.

Learning Outcomes

By the end of the module, students should be able to:

- Explain the main concepts of management accounting and business analytics and the context in which they operate
- Outline the history of management accounting and how it shapes contemporary management accounting practice
- Apply the basic concepts, techniques and practices of business analytics and management accounting, to solve structured problems in managing organisations
- Compare the alternative approaches and theories of management accounting
- Discuss the use of management accounting and other information in organisational management and the strengths of varying approaches
- Assess the potential of analytic techniques in addressing business issues
- Identify and apply a range of analytical techniques to business cases



LC Widening Accounting Horizons B

Module Code: **33977**

Credits: 10

Level: LC

Taught: Semester 2

Department: Accounting

Assessment Method: 1500 word essay - Coursework (60%), 1 hour unseen exam (40%)

Module Description

This is a 10 credit module that will focus on introducing subjects linked to accounting.

Business knowledge will be introduced that will enable students to transfer to the business management programme if desired at the end of year one.

Students with English as a first language will complete this module and students with English as a second language will be expected to complete Business Communications.

This module will provide a broad overview of organisational behaviour. The topic will be examined through a look at key concepts, their applications and limitations.

Personal skills such as becoming a responsible individual within an organisation, looking at resilience, diversity and volunteering will be included and will be taught in collaboration with the team from Responsible Business.

Learning Outcomes

By the end of the module, students should be able to:

- Identify and assess responsible business practices and ways to enhance them at an individual level within organisations;
- Applying analytical techniques within a business setting;
- Discuss core marketing concepts and principles.



LC Critical Thinking A

Module Code: **33956**

Credits: 10

Level: LC

Taught: Semester 2

Department: Accounting

Assessment Method: 1500 word essay - coursework (80%), 750 word reflective report – coursework (20%)

Module Description

This module will develop discussion around ethics and critical thinking in the second semester, which will build on the foundation work covered in the first term. The aim of the module will be to prepare students for essay writing and thinking critically throughout the remainder of their degree.

This module will be run in synergy with the personal tutorial system and activities. The module delivery includes a mix of learning activities within which students will be interacting with their peers, their personal tutors, other academic staff, and Ph.D. students, Alumni, the Career Network and the Academic Skills Centre. The content of focuses more particularly on:

- Research skills such as how to conduct research using secondary data and documents and how to carry out a case study analysis, etc;
- Personal skills such becoming a responsible individual within organisation looking at resilience, diversity and volunteering.

Professional skills such as career development, developing IT skills, CV writing, reflectivity in practice, networking and personal branding.

Learning Outcomes

By the end of the module, students should be able to:

- Identify and explain the key building blocks of academic arguments. Demonstrate engagement with own personal, academic and professional development activities;
- Demonstrate the ability to formulate and deliver logical arguments;
- Apply reflective practice to personal and professional development;
- Define critical thinking and practice critique of the academic work of others and selves.

LI Audit

Module Code: **33169**

Credits: 20

Level: LI

Taught: Semester 2

Department: Accounting

Assessment Method: Exam (50%), Class test (50%)

Module Description

This module introduces students to the theory and practice of auditing. The module introduces the conceptual framework of audit and relates it to real life examples. The following topics are examined:

- The regulation of audit, authority to audit and the role of the professions; Ethics and independence
- Auditor's duty and the expectation gap
- International auditing standards
- The nature of evidence and its application to assertions including the assessment of evidence and audit judgements
- The techniques of audit
- The distinctions between internal and external audit
- Audit process and audit risk
- Internal control
- Contemporary business issues and its impact on external audit
- The auditors' report and the true and fair view

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate a critical awareness of the role and responsibilities of an auditor
- Demonstrate knowledge of the underlying conceptual frameworks of an audit and related ethical and regulatory issues
- Identify and evaluate the techniques of auditing and the processes of audit
- Explain the nature of audit evidence, demonstrate how it is established and evaluate how auditors reach conclusions and judgements
- Contrast the theoretical basis of an audit with the practicalities of delivering an external audit in a contemporary, commercial environment
- Critically analyse the external audit process and evaluate the effectiveness of an auditors report

LI Financial Reporting

Module Code: **33175**

Credits: 20

Level: LI

Taught: Semester 2

Department: Accounting

Assessment Method: Assignment (50%), Exam (50%)

Pre-Requisites: Students must have studied Financial Accounting previously to enrol

Module Description

The module builds on the introductory bookkeeping and financial accounting concepts students developed in introductory module(s). This module introduces theoretical and practical topics required for advanced financial reporting. The module will cover the following topics in respect of financial reporting for UK corporate bodies; the regulatory framework; the reporting entity including accounting for groups; reporting financial performance; accounting for tangible and intangible assets; accounting for government grants accounting for inventories; accounting for tax; accounting for provisions; preparation of the statement of profit or loss and other comprehensive income, statement of changes in equity, statement of financial position and statement of cashflow for a single entity.

On completion of the module students will be able to prepare and appraise the financial statements of an entity.

Learning Outcomes

By the end of the module students should be able to:

- Describe and evaluate the historical, conceptual and regulatory framework of UK financial reporting
- Prepare, in accordance with IFRS, the financial statements of a group of companies including subsidiary and associate
- Explain and critically evaluate accounting for tangible and intangible assets, inventories, tax, provisions and the reporting of financial performance
- Explain the information in published financial reports
- Prepare in accordance with IFRS the statement of profit or loss and other comprehensive income, statement of changes in equity, statement of financial position and statement of cash flow for a single entity

LI Taxation: Principles and Planning

Module Code: **33179**

Credits: 20

Level: LI

Taught: Semester 2

Department: Accounting

Assessment Method: Individual Report: Coursework (50%), Exam (50%)

Module Description

It is essential that accountants have a sound working knowledge of the taxation system to enable them to ensure individuals and businesses comply with the current tax legislation and to allow them to provide accurate tax planning advice.

This module introduces students to the current taxation system applicable to individuals, businesses, and companies. Students will learn how to calculate taxation liabilities arising in areas such as personal tax, employment tax, capital taxes, corporation tax and VAT. Students will also have the opportunity to provide tax planning advice in scenarios that reflect those experienced in real life. The different forms of environmental taxes and incentives will be explored, including the rationale for such taxes and their impact. Furthermore, this module will explore the theoretical, ethical, and administrative aspects of taxation.

Learning Outcomes

By the end of the module students should be able to:

- Describe the theoretical framework of the tax system; the scope and administration of the tax system applicable to individuals and companies; and the implications for non-compliance
- Discuss the ethical issues arising in the performance of tax work, particularly around tax avoidance and tax evasion
- Apply requirements of tax legislation by preparing computations and calculations in respect of income tax, national insurance, inheritance tax, capital gains tax, corporation tax and VAT
- Appraise the rationale for, and influence of, environmental taxes and incentives
- Evaluate a real life-scenario to provide tax planning advice in areas such as: the choice of business form, personal taxation, loss relief, capital gains tax, inheritance tax, capital expenditure or VAT

LH Advanced Financial Accounting Practice & Theory

Module Code: **33831**

Credits: 20

Level: LH

Taught: Semester 2

Assessment Method: Group Report (30%), Group Coursework Task (20%), Exam (50%)

Pre-requisite: Students must have studied Financial Accounting previously to enrol

Module Description

This module builds on the intermediate financial reporting and financial accounting topics covered in the pre-requisite modules. Students will be introduced to advanced topics in financial reporting and financial accounting for liabilities, equity, and complex group structures. The module will also incorporate theories of financial reporting and discuss contemporary issues in financial reporting as they arise.

Learning Outcomes

By the end of the module students should be able to:

- Apply the relevant accounting standards in solving a range of advanced accounting problems
- Demonstrate technical competence required in evaluating, analysing and solving advanced accounting problems
- Evaluate the techniques, standards and methods applied in solving advanced accounting problems
- Appraise the different theoretical aspects of financial reporting, comparing and contrasting different approaches where applicable
- Discuss and evaluate the problems of regulating accounting practice contemporary issues in financial reporting

LH Business Analytics

Module Code: **34272**

Credits: 20

Level: LH

Taught: Semester 2

Department: Accounting

Assessment Method: Individual Analytics Task (75%), Group Presentation (25%)

Module Description

The module will introduce core concepts including but not limited to business intelligence, predictive analytic techniques, visualisation, big data and machine learning.

This module develops students' familiarity with practical aspects of business analytics, such as types of data, sources, extraction, cleaning, manipulation and visualisation. It provides exposure to real-world business analytics applications and challenges.

Students will be introduced to core concepts in analytics and the issues relating to the deployment of analytics projects in organisations. They will also consider the social, ethical and privacy issues arising from the use of analytics in organisations as well as the opportunities that flow from developments such as the use of open data.

Learning Outcomes

By the end of the module the student should be able to:

- Critically evaluate the potential of analytic techniques in addressing business issues
- Discuss ethical and privacy issues as they relate to analytics, machine learning and AI
- Critically evaluate the role of big data in business
- Select, evaluate and apply data extraction techniques to real-world datasets
- Critically appraise techniques used for data cleaning, manipulation, and analysis and apply these techniques to real-world datasets using industry standard software tools
- Select and implement techniques for data visualisation and apply this to real-world datasets

LH Comparative & International Taxation

Module Code: **33840**

Credits: 20

Level: LH

Taught: Semester 2

Department: Accounting

Assessment Method: Group Report & Presentation (25%), Individual Essay (75%)

Pre-Requisites: LI Taxation: Principles and Planning (07 33179)

Module Description

This course addresses topics of tax system design via a comparative framework for understanding how different approaches to taxation can be achieved in practice. It addresses design issues related to income, capital and expenditure taxes and discusses the issues that arise in each case, and possible solutions as applied in different countries to these issues.

This course also addresses how tax systems interact with environmental and corporate social responsibility issues at both national and international levels focusing on how this relates to the desire for corporations to act responsibly and critically exploring the extent to which this is achieved in practice. The first half of the course also addresses issues of tax complexity, compliance and reform as three key issues that all countries must address to develop their national tax systems.

This course also considers what tax principles should be applied when a business considers how it will organise its international activities. It focuses on both the micro decision making process and elements of public finance/ macro perspectives to provide a rounded picture of the subject. Coverage will be given to specific principles that currently underpin the taxation of cross border trade such as anti-avoidance measures and the role of double taxation treaties. Some consideration will also be given to tax history, issues of jurisdictions, administration and compliance costs, direct v indirect taxation, capital taxes and the impact of technology on international taxation.

Prior knowledge of UK taxation is assumed in this course. It is assumed all students have successfully taken Taxation (2nd year course), or a comparable module, prior to opting for this advanced taxation option course.

Learning Outcomes

By the end of the module the student should be able to:

- Describe and analyse the principles of comparative taxation

- Illustrate the activity associated with the taxation of international business operations including how corporate social responsibility affects tax policy and practice
- Explain the ways in which these principles are currently applied in key jurisdictions across the world, including how they are administered by tax authorities
- Evaluate the effectiveness of current approaches to international business taxation

LC Applied Economics & Statistics

Module Code: **29165**

Credits: 20

Level: LC

Taught: Semester 2

Department: Economics

Assessment Method: Class Test (40%), Coursework (30%) Group Assessment -
Coursework (30%)

Module Description

This module is designed to integrate the elements of applied economics - theory, data and statistical inference - so that students acquire the theoretical understanding and the practical skills necessary to analyse actual economic phenomena. The module aims at providing the foundations for the use of statistical techniques to analyse and interpret real-life economic problems and data. Topics covered include: statistical inference, analysis of variance, correlation and regression. The module will train students in the efficient use of Microsoft Excel and the application of basic statistical techniques to relevant empirical examples, such as inequality, poverty, happiness and crime.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and understanding of basic statistical methods
- apply economic knowledge to real world data
- use Microsoft Excel to manipulate, analyse and display economic data in graphical form

LC The Global Economy

Module Code: **31836**

Credits: 20

Level: LC

Taught: Semester 2

Department: Economics

Assessment Method: Essay: Coursework (50%), Exam (50%)

Module Description

This course offers an overview of various aspects of the global economy and its links to resources, development, geography, international business and trade. To understand how economies work in an increasingly interconnected world this course will consider historical context, the economic performance of countries, economic and political economic theories and studies of sectors such as telecommunications.

Learning Outcomes

By the end of the module, students should be able to:

- recognise the fundamentals behind the dynamics of the global economy
- explain the importance of location decisions of firms
- discuss the evolution of the world economy
- identify how key macroeconomic theories can be applied to growth, trade and business cycles in a historical context

LI China & the World Economy

Module Code: **32213**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Essay (50%), Exam (50%)

Pre-Requisites: 08 29194 LC Principles of Economics

Module Description

This module considers China's impressive economic growth since 1979. Its main purpose is to examine this complex economy, which is a mix of transition economy and a developing country. This module aims to keep pace with the economic transformation of China by providing an overview of the major developments in China's economy, assessing the determinants and the prospects of its continuing growth, and its role in the world economy. Topics may include: economic and social history, economic growth, fiscal and monetary policy, the financial system, corporate sector, household sector, housing market, international trade, exchange rates, foreign investment, inequality, and environmental problems. This module may also cover topical discussions incorporating recent data and developments.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of China's recent economic historical development
- identify and apply economic concepts and principles to explain the characteristics of China's economic transition, economic development and its role in the world economy
- use data to examine and analyse the determinants of China's recent phenomenal economic growth
- demonstrate critical knowledge and understanding of the main problems faced by the Chinese economy

LI Contemporary Issues in the UK Economy

Module Code: **23274**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Essay (25%), Individual video (25%), Exam (50%)

Pre-requisites: 29189 LI Macroeconomics & 28536 LI Microeconomics or equivalent

Module Description

This module focuses on the application of economic theory to the understanding and assessment of UK economic performance and policy. It is designed to complement core microeconomics and macroeconomics modules, looking at applications of the theory and policy analysis, with a specific focus on the UK and on issues relevant to current policy debate. The syllabus will be adapted to reflect current policy issues. Topics that might be covered include: the housing market; immigration; the financial crisis and recession; fiscal policy; the pensions crisis.

Learning Outcomes

By the end of the module students should be able to:

- critically evaluate aspects of UK economic performance and policy
- apply their understanding of economic concepts to real-world situations
- demonstrate an understanding of how economic theory is used to formulate policy

LI Development Economics

Module Code: **29168**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Essay (25%), Problem set (25%), Exam (50%)

Pre-requisites: 08 29194 Principles of Economics

Module Description

This module provides an in-depth treatment of contemporary issues in development economics. It is concerned with general theoretical and empirical themes and their policy implications for developing countries. Topics cover classical and modern theories of economic growth and development, as well as issues related to rural-urban migration, rural development, governance and institutional economics. Topics also cover domestic issues including human capital (health and education) and microfinance, as well as macroeconomic issues such as foreign aid and foreign finance.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of core economic theories and concepts of development
- identify relevant constraints to economic development
- critically evaluate the relationships between policies addressing key constraints to development and development outcomes

LI Econometrics

Module Code: **34484**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: MCQ test (25%); Assignment (25%), Exam (50%)

Pre-requisites: 29186 Introduction to Mathematics for Economics or 29162 Mathematics for Economics

Only offered to 2276 Aff Economics students

Module Description

This module reviews basic concepts of probability, statistical theory and methods introduced in the first year modules. It develops ideas of random variables, sampling, estimation, hypothesis testing and related aspects of inferential methods in more detail. Two variable and multiple regression models are developed and estimation procedures considered under the classical assumptions as well as violations of these assumptions. Applications to empirical economics are introduced to link the statistical and econometric methods to a range of problems in economics. Weekly problem classes and computer laboratory sessions support the lectures.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of econometric theory
- apply a range of methods of inference to practical problems in econometrics and empirical economics
- interpret econometric results

LI Environmental Economics

Module Code: **29179**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: 2 x essays (25% each), Exam (50%)

Pre-requisites: 08 29194 Principles of Economics

Module Description

This module analyses the interactions between the economy and the environment with the main focus on the economic causes and effects of environmental degradation. The module provides an advanced analysis of environmental economics. In the first part particular attention is paid to the inefficiency associated with environmental externalities and the various policies to deal with them. In the second part, the focus is on the various methods for valuing environmental assets together with an examination of the linkages between trade and the environment and environmental regulations and competitiveness. The module covers various topics, such as fishery and forestry economics, waste management, road pricing, the economics of climate change.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of environmental economics both in theory and in practice
- identify and critically evaluate the role of environmental valuation methods
- demonstrate knowledge and critical understanding of the economic linkages between trade and the environment and environmental regulations and competitiveness

LI Behavioural and Experimental Economics

Module Code: **32216**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Essay (50%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

This module introduces students to behavioural and experimental economics. The assumptions of “homo economicus” – the traditionally economically rational agent – are relaxed and more behaviourally realistic models of decision making are introduced. The course will cover important behavioural topics of individual and strategic decision making. We will introduce practical examples of experimental design and incentivisation and experimental data analysis.

Learning Outcomes

By the end of the module students should be able to:

- explain behavioural economic accounts of individual and strategic decision making
- discuss different experimental paradigms in economics
- identify strengths and weaknesses of experimental designs and incentive structures
- produce experimental designs to test behavioural economic hypotheses

LI Mathematical Methods for Economics

Module Code: **33189**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Take-home problem sheet (50%), Exam (50%)

Module Description

Students will build on the mathematical knowledge and experience gained in certificate-level mathematics modules, especially vector and matrix methods, to gain a wider and deeper understanding of intermediate economics and intermediate econometrics. We will try to understand the results algebraically, geometrically, and economically. The subjects discussed are not just isolated topics, but have a unity deriving from their common relationship with the broad subject of optimization, which is a dominant theme in both economics and econometrics. The main areas to be covered are unconstrained optimization and constrained optimization. In unconstrained optimization we shall achieve a widening of scope from one or two choice variables to many variables, starting from quadratic functions and gradually generalizing both results and methods. We shall discuss the application of these methods to econometric estimation. Under constrained optimization we will consider several topics important in economics, for instance problems with equality constraints, inequality constraints, problems involving time (the subject of dynamic optimization) and methods of resource allocation (such as Linear Programming). There are likely to be other topics of importance in their own right to economics and econometrics, such as comparative statics, the broad phenomenon of convexity, and the Envelope Theorem, which discusses how an optimal choice changes, when the parameters change.

We shall develop the skill of communication in mathematical writing, the criterion being that you should write in a way that would be clear and helpful if you were teaching the subject to a fellow student.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge and critical understanding of the most fruitful mathematical methods of economics
- identify and apply these methods logically and accurately
- solve mathematical problems arising in intermediate-level economics and econometrics
- write and organise solutions to mathematics problems in a clear and structured manner

LI Mathematical Methods for Statistics & Econometrics

Module Code: **33191**

Credits: 20

Level: LI

Taught: Semester 2

Department: Economics

Assessment Method: Canvas test (25%), LaTeX based exercise (25%), Exam (50%)

Pre-requisites: 31832 LC Mathematics for Economics

Module Description

This module introduces students to the theoretical underpinnings of statistical methodology and concentrates on inferential procedures within the framework of parametric models. The module is organised in three parts: The first part includes core topics in the theory of probability such as counting methods, sample space and events, axioms of probability, conditional probability, random variables, discrete and continuous probability distributions, multivariate probability distributions, the central limit theorem, among others. The second part includes core topics in estimation and inference, such as properties of point estimators, methods of finding estimators, confidence intervals and hypothesis testing, among others. The third part examines how the previous theory is applied in the linear regression model (which is the workhorse of econometrics), such as the simple linear regression model and derivation of the ordinary least squares (OLS) estimator, multiple linear regression and the matrix algebra form of least squares, properties of the OLS estimator and hypothesis testing, among others. This module is targeted at students who are interested in the theory side of statistics and econometrics.

Learning Outcomes

By the end of the module students should be able to:

- review the theoretical foundations of mathematical statistics
- apply statistical techniques to derive estimators, construct confidence intervals and test hypotheses
- relate the statistical theory to the linear regression model
- demonstrate the skills to prove theorems

LH Advanced Financial Markets & Institutions

Module Code: **33106**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: 2 x assignments (25% each), Exam (50%)

Pre-requisites: 33188 LI Financial Markets & Institutions or equivalent

Module Description

This module first examines economic theories of financial market behaviour and discusses their empirical relevance. The topics may include the micro-foundations of financial economics; portfolio investment decisions, e.g. the Mean-Variance model and Capital Asset Pricing Model (CAPM); more complex pricing models, such as the consumption-based CAPM and Arbitrage Pricing Theory (APT).

The module then deals with the theoretical foundations of why banks exist and how they operate, and of why and how banks are regulated. The topics may include the theory of financial intermediation, securitization and other lending techniques, deposit contracts and insurance, bank regulation and supervision; particular attention is paid to recent global developments in banking and bank regulation.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate systematic knowledge and understanding of the microeconomic basis of financial economics
- analyse the behaviour of asset markets and prices using theoretical models and critically evaluate their empirical implementation
- explain the theoretical foundations of financial intermediation and critically evaluate the current regulatory framework faced by banks

LH Decision Theory & Games

Module Code: **33152**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: Coursework (50%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

This module examines the principles and algorithms for making individual decisions and strategic decisions and provides students with advanced knowledge and analytical skills associated with decision theory and game theory and its economic applications. The purpose of the module is to develop the solid theoretical background necessary to understand the theoretic models and how and why these models were developed and how these models are applied as a tool to solve problems in different areas in economics. The main emphasis is not only on theoretical analysis of abstract decision problems, but also on the discussion and description of solution concepts appropriate for various types of practical economic problems. Decision theories discussed in the module will include Expected Utility Theory as well as a range of the most important alternatives such as Cumulative Prospect Theory. The Decision Theory part of this module will discuss decisions under risk and decisions under ambiguity/uncertainty. The Games part of this module will cover cooperative and non-cooperative games in normal and extensive form as well as game-theoretic aspects of modelling herding behaviour, boundedly rational behaviour (e.g. the level-k model, the cognitive hierarchy model, etc.) and markets (e.g. auctions and market entry games).

Learning Outcomes

By the end of the module students should be able to:

- demonstrate systematic knowledge and understanding in individual decision theory and game theory
- assess different theoretical accounts of individual and strategic decision making
- apply individual decision theory and game theory to formulate and solve complex practical problems
- critically evaluate theoretical constructs and practical applications of individual decision theory and game theory

LH Health Economics

Module Code: **33158**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: Test (25%), Essay (25%), Exam (50%)

Pre-requisites: LI Microeconomics (08 28536) or equivalent

Module Description

This module provides an introduction to the theories and practice of health economics. The first part of the module considers how aspects of market failure influence the characteristics of healthcare systems, and the behaviour of individuals and organisations within such systems. Topics may include: the demand for health and healthcare, externalities, healthcare insurance and other finance mechanisms, incentives for doctors and hospitals, and National Health Service (NHS) policy evolution.

The second part of the module focuses on economic evaluation and decision-making relating to resource prioritisation in the NHS. Economic evaluation is covered in terms of welfarism and extra-welfarism theories, and how these are applied in the methods for conducting cost-benefit analysis and cost-utility analysis, respectively.

The third part of the module focuses on empirical research in health economics. It investigates topics such as the determinants of obesity, mental health problems, health-compromising behaviours, and cardio-vascular disease. Cross-country analyses will be carried out on the different health systems, and contemporary issues, such as whether health care is a luxury good, will be examined.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate knowledge of economic theory underpinning health economics
- compare economic evaluation methods used in healthcare settings
- apply health economics to a variety of issues relating to health and healthcare
- demonstrate knowledge of the econometric techniques typically used in health economics

LH History of Economic Thought

Module Code: **29183**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: 2 x essays (25% each), Exam (50%)

Pre-requisites: LI Econometrics (08 34484) or equivalent

Module Description

This module covers the origin and evolution of several major strands of economic thought from the eighteenth century to the twentieth. The purpose is to provide students with a broad knowledge of the main features in history of modern economic thought, an understanding of major economic writings and the historical context in which they were written, and also of how each generation selects from and re-interprets (and sometimes even distorts) the work of earlier writers. Examples of key thinkers, some of whose work will be discussed include: Quesnay, Mirabeau, Adam Smith, T. R. Malthus, Ricardo, James and John Stuart Mill, Karl Marx, Leon Walras, Jevons, Menger, Alfred Marshall, Pigou, Chamberlin, John Maynard Keynes, Paul Samuelson, Robert Solow, A. W. Phillips and Robert Lucas.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate systematic knowledge and understanding of the main ideas developed by some of the major economists of the period up to the late nineteenth century
- explain the origins of some of the key concepts in modern economics
- comment critically on historical texts in economics from this period



LH Industrial Organisation

Module Code: **33167**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: Problem set (25%), Essay (25%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

This module provides students with an understanding of the theory of industrial organisation, alongside relevant empirical evidence and analysis of competition policy. The module applies concepts from microeconomic theory and game theory to help understand industrial structure, the theory of the firm and the behaviour of firms within industries. The main focus is on providing analytical tools to understand the working of imperfectly competitive markets.

The module covers topics related to how markets work, how agents (firms and consumers) interact in a market either strategically or otherwise and how environmental factors, from other firms to policy, affect the market and the participants. After initially considering different pricing strategies under monopoly, most of the module covers issues relating to oligopolistic markets, including product differentiation, advertising, collusion and mergers.

Learning Outcomes

By the end of the module students should be able to:

- apply formal economic methods to analyse firm and industry behaviour
- demonstrate systematic knowledge and understanding of relevant concepts from
- microeconomics and game theory and apply them to specified situations and problems
- critically appraise the operation of competition policy in advanced economies

LH Monetary Policy & Dynamic Macroeconomics

Module Code: **32223**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: Assignment (50%), Exam (50%)

Pre-requisites: LI Macroeconomics (08 29189) or equivalent

Module Description

This module builds on the main macroeconomic models studied at Level I and on Advanced Macroeconomics in Level H with a particular emphasis on the role of monetary policy and dynamic macroeconomics. The first part of the module will consider some of the building blocks of a monetary macroeconomic model as well as the introduction to key variables and empirical facts in monetary economics. Further, this part of the module considers optimal monetary policy strategies in theoretical frameworks and their relevance in practice. This will include the discussion of policy issues relevant to the conduct of modern monetary policy such as the transmission mechanism, inflation targeting and central bank design. The latter part of the course will provide an overview of the tools used in dynamic macroeconomics and discusses their application in the context of examples. These are related to monetary economics, such as the price puzzle or models with unconventional monetary policy. They will also go beyond the pure focus on monetary policy issues, discussing their interrelation with and the relevance of e.g. fiscal policy and technology shocks and highlighting, in this context, topical issues related to macroeconomics dynamics.

Learning Outcomes

By the end of the module students should be able to:

- analyse the theoretical models of modern macroeconomic research and their role in the conduct of monetary policy
- identify the tools of modern dynamic macroeconomics to address macroeconomic issues in practice
- identify issues relating to the conduct of monetary policy both in the UK and in the wider international economy
- appraise selected papers from professional journals

LH Public Economics

Module Code: **32226**

Credits: 20

Level: LH

Taught: Semester 2

Department: Economics

Assessment Method: Coursework assignment (50%), Exam (50%)

Pre-requisites: 28536 LI Microeconomics or equivalent

Module Description

This module provides an introduction to public economics, which is the positive and normative study of the role of government in the economy through taxation, expenditure and regulation. The module's aims are to explain the behaviour of government, the responses of individuals, households and firms to that behaviour and the welfare effects of the government's actions.

The module will explore topics related to the two main reasons for government intervention in the economy: allocation of resources, when private market outcomes are Pareto inefficient because of either market failure or the underutilisation of resources (e.g. labour); and distribution of resources, when private market outcomes lead to socially undesirable distributions of income or wealth. This exploration may include studying the notions of efficiency and incidence, which can be used to frame the effects of government intervention on the allocation and distribution of resources in the economy and which are the main measures that economists use to evaluate the welfare effects of government policy.

The first part of the module will provide an introduction to public economics, including an overview of the theoretical and empirical tools of analysis that are part of the public economist's toolkit. The second part of the module will study issues related to market failures and social insurance. Topics related to market failures may include externalities and public goods, political economy, cost benefit analysis, state and local government expenditures and specific problems and solutions related to education. Other topics may include social insurance, social security, unemployment insurance, disability insurance and income distribution and welfare programs.

The third part of the module will cover taxation in theory and practise, including an overview of what taxation means and how it works. Topics may include the equity implications of taxation, including tax incidence; inefficiencies of taxation and their implications for optimal taxation as well as taxes on labour supply, savings, risk taking, wealth, businesses and consumption.

Learning Outcomes

By the end of the module students should be able to:

- demonstrate general knowledge and understanding of public economics
- demonstrate familiarity with some applications of economics that have been specific to the study of public economics
- manipulate relevant economic models in the area of public economics
- critically analyse the empirical literature in the area of public economics
- apply critical analysis to the topics of the module, formulate concepts and hypotheses, and show how they are tested in relevant literature



LC Managing Financial Resources

Module Code: **32428**

Credits: 20

Level: LC

Taught: Semester 2

Department: Management

Assessment Method: Coursework (50%), Exam (50%)

Module Description

The purpose of the module is to examine and understand how financial resources are managed. It provides the theoretical under-pinning and an understanding of the technical aspects for future study in business, so that students understand and can apply theory and practical techniques to contemporary examples and cases.

The module examines understanding and interpreting corporate financial reports and accounts; understanding and interpreting costs and budgets and how these are used for decision making, and sources of finance. It provides an introduction to management accounting and its role in supporting the management of business entities, with particular focus on large organisations. Attention is given to the use of accounting information in making decisions, in producing plans, in the monitoring and control of operations, and in relating to the external financial environment.

The approach concentrates on an understanding of the basis and limitations of financial accounting and management accounting information to permit its application and adaptation to business practice rather than the detailed operation of accounting systems and procedures. There is specific recognition of aspects of the economic context including financial markets and those for goods and services; behavioural considerations; uncertainty and the role of perception.

Learning Outcomes

By the end of the module students should be able to:

- Explain the need for the provision of accounting information
- Explain the framework within which financial performance is evaluated and reported
- Produce simple financial statements, discuss alternative valuation approaches and calculate and critique financial ratios

- Discuss the information revealed in published financial reports
- Evaluate the use of management accounting in the operation of business entities
- Explain how management accounting relates to financial accounting and the relevance for financial markets
- Apply appropriate accounting techniques to a range of management tasks
- Demonstrate understanding of the nature of profit and cost, giving attention to cash, cost behaviour, overheads, contribution, opportunity cost
- Extend the application of management techniques to an analysis of business cases
- Describe the various different sources of finance available to business ventures in general and limited companies in particular

LC Digital Business

Module Code: **33967**

Credits: 10

Level: LC

Taught: Semester 2

Department: Management

Assessment Method: Coursework 1 (50%), Coursework 2 (50%)

Co-requisite: Widening Business Horizons 33979

Module Description

This module aims to provide first year students with a broad overview of the many opportunities and challenges of the digital business revolution. As companies increasingly integrate digital technologies into their business, it is increasingly important to identify digital opportunities and capabilities of digital technology as well as effectively understand how to embed them within firms through novel digital strategies and business models. The module delivery is structured around a set of five key topics that represent significant aspects of managing digital transformation into modern business organisations. In particular, the content of the module focuses on:

- Data analytics
- Digital strategies for business
- Big Data from start-up to enterprise-scale
- Managing digital transformation
- Broader contemporary digital challenges

Across the macro topics, lectures will be integrated with 'Talk' sessions delivered by an external speaker working in a relevant area of business - including some of the University's partners. Lectures and Talks will be connected to reinforce key points and provides linkages to theory and applied practice.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate critical awareness and engagement with broader issues and opportunities in digital business
- Practise connective learning by evaluating business and management theory in the context of digital business transformations
- Demonstrate reflective practice on opportunities and challenges of the digital revolution
- Identify appropriate sources of information and data to explore and monitor issues and opportunities of digital transformation in the wider business environment



LC Management Education and Learning B

Module Code: **33984**

Credits: 10

Level: LC

Taught: Semester 2

Department: Management

Assessment Method: Reflective Essay/ Coursework (20%), Case study/ Coursework (80%)

Pre-requisites: Management Education and Learning A (33981)

Module Description

In conjunction with Management Education and Learning A, this module aims to support first year students' personal, professional and academic development within the context of Management Education and Learning at Birmingham Business School and the University of Birmingham. These modules emphasise the importance and practice of situated learning and communities of practice within Management Education and Learning to develop a university career. These modules run in synergy with the personal tutorial system, meetings and activities. As such, across the Management Education and Learning A & B, some dedicated peer-learning sets will be run with personal tutors. The modules' delivery includes a mix of learning activities within which students will be interacting with their peers, their personal tutors, other academic staff, Ph.D. students, Alumni, the Career Network and the Academic Skills Centre. The content of Management Education and Learning B focuses more particularly on:

- Research skills such as how to conduct research using secondary data and documents and how to carry out a case study analysis, etc.
- Personal skills such becoming a responsible individual within organisation including resilience, diversity and volunteering, etc.
- Professional skills such as career development, developing IT skills, CV writing, reflectivity in practice, networking and personal branding, etc.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate engagement with own personal, academic and professional development activities and planning within the context of Management Education and Learning
- Understand what reflective practice is and apply it to own personal and professional development

- Identify appropriate sources of data, start to practise research and analysis using various academic and secondary data sources
- Conduct a case study analysis and discuss, identify and assess responsible business practices and ways to enhance them at an individual level within organisations
- Produce at least one professional tool such as a CV, a website, or an online professional profile

LC Introduction to Economics & Finance

Module Code: **33799**

Credits: 10

Level: LC

Taught: Semester 2

Department: Management

Assessment Method:

Module Description

The aim of the module is to introduce core concepts in economics and finance which have a relevance to business.

The module will include grounding in microeconomic concepts and financial analysis related to the appraisal of company financial performance.

Syllabus

The content of the economics part of the module will include introduction to alternative approaches to economics and socio economics, demand and supply, elasticity, intervention in the market, marginal utility theory, production and cost analysis, market structure, including analysis of monopoly and oligopoly, and alternative theories of the firm. The content of the finance part of the module will include accounting statements, accounting concepts and valuation approaches. Appraising company financial performance and value creation using ratio analysis to understand the past and inform future decision making by stakeholders such as shareholders, lenders and trading partners. The uses, strengths and limitations of accounting information.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate knowledge and understanding of microeconomic concepts relevant to business organisations;
- Critically evaluate different market structures using microeconomic theory;
- Explain the role and impacts of government intervention in the market;
- Apply key accounting concepts and valuation approaches;
- Critically evaluate both historic and expectations for future business performance and value creation;
- Explain the uses, strengths and limitations of accounting information for a range of stakeholders.



LI Intermediate Business Economics and the Macroeconomy

Module Code: **24111**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Essay 50%, Exam 50%

Module Description

The module provides a general coverage of the main issues and debates in business economics and the macroeconomic environment.

Part 1 focuses on the following topics:

- price theory
- industrial organisation
- economics of competition
- competition policy
- regulation of natural monopolies
- deregulation of oligopolistic markets

Part 2 focuses in particular on the following aspects:

- Growth and productivity
- The problems of inflation and unemployment
- The balance of payments, exchange rates and trade
- Fiscal Policy and the role of the state
- Monetary policy and the role of central banks
- Common Currency areas and the European Monetary Union
- The Economic crisis 2007-2009

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate a knowledge of economic analysis and policy issues in relation to the operation and strategic behaviour of firms in markets

- Apply economic analysis to case studies of firms
- Evaluate economic policy as it relates to the operation of markets

- Demonstrate understanding how the economic environment impacts on the way in which businesses operate
- Have an educated and critical opinion in debates such as the role of the state in the economy and the causes and consequences of banking and financial crises
- Apply economic analysis to understand and make predictions about the impact of economic variables on the macroeconomic environment of business
- Critically analyse the impacts of institutions on innovation and competitiveness
- Employ analytical arguments more generally

LI Business, Economy and Government

Module Code: **32101**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Coursework (100%)

Only offered to 6745 Aff Business students

Module Description

The main aim of this module is to enable students to understand and critically assess the economic and political context within which businesses operate.

It begins by looking at the institutional architecture of the governments of the UK, the EU and at international scales before looking at the state of the UK, EU and global economy, to enable students to understand the economic and political context within which business operates and the issues facing governments in the UK and other countries.

The module then turns to look at theories explaining the spatial distribution of economic activity: It asks what is globalisation? What is regionalisation? What is meant by agglomeration, Milieux and clusters? Is it 'one world' or is the world divided into regional blocs? Is proximity important to businesses for innovation and in achieving competitive advantage? The final part of the module takes a critical overview of three different economic theories which embody a different view on how economies work. These shape economic and industrial policies needed to secure the development of businesses, economic growth, competitiveness and prosperity. It asks: Which is the most appropriate policy model to address the problems we face?

Learning Outcomes

By the end of this module students should be able to:

- Demonstrate knowledge of the governance structure of the UK and European Union and to have an awareness of international economic institutions
- Assess the current state of the British, European and international economy
- Understand why the geography of production matters
- Construct a critical analysis of the relationship between economic theories and government policies for the development of businesses, economic growth and prosperity



LI Event and Festival Management

Module Code: **38150**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Group presentation (20%), Group written report (20%), Individual essay (60%)

Only available to 6745 Aff Business students

Module Description

The events industry, including festivals, meetings, conferences, exhibitions, incentives, sports and a range of other events, is rapidly developing and making significant contributions to the economic, social, cultural and business environment. Consequently, events have amplified importance on destination marketing activities. With the increased regulation requirements and the growth of government and corporate involvement in events, they comprise complex interactions among several stakeholders, such as the participants, event venue, design, the management system flow, volunteers, staff, and government. Event managers are now required to identify and service this wide range of stakeholders and balance their needs and objectives.

The main aim of this module is to introduce participants to the theory and practice of Event Management and Destination Marketing. The module comprises the basic concepts in Event Management and Destination Marketing through a marketing and communications perspective, including but not limited to: the strategic purpose of special events, event objectives, the importance of event theme, marketing planning and communications, and the key areas in event planning process. The Destination Marketing perspective will invite students to explore the role and importance of destination branding and management in crafting, securing and maintaining a desirable market position.

The management of a destination is crucial to ensuring ongoing investment, visitations and interest. The module will explore contemporary Destination Marketing issues such as; stakeholder management, crisis response, destination regeneration, film tourism and the impact of social media. The module will consider the strategies for creating successful Destination Marketing campaigns. Students will critically review the implications and effectiveness of Destination Marketing efforts with a particular focus on the economic, socio- cultural and environmental impacts of tourist development.

These topics are taught in lectures using blended methods such as in-class exercises and video discussions and backed up by case study analysis. Students are expected to have completed background reading, work on exercises, and prepare for case studies out of class time.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate the necessary skills to pitch an event as required by the events industry
- Demonstrate an understanding of events industry and destination marketing within its broader context
- Show a critical knowledge and understanding of the qualities and abilities needed by an Events Manager and of the organizational and team challenges they face
- Critically evaluate the importance of Event Management and Destination Marketing, specifically from 3 perspectives: marketing and communications; planning and strategy
- Demonstrate knowledge and critical understanding of planning, scheduling and managing events using key event management processes and techniques
- Critically assess the importance of sustainable events and destination marketing activities
- Critically evaluate the key issues affecting the events industry and destination marketing activities
- Develop and demonstrate an experiential understanding of different roles in event management industry and destination marketing
- Debate the role of destination marketing in the broader context of events industry



LI Managerial Finance

Module Code: **32120**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Group assignment (50%), Exam (50%)

Only available to 6745 Aff Business students

Module Description

Corporate Finance is at the core of any comprehensive business education as it covers a range of important topics that are considered critical to managerial decision making. It is truly the big picture module, which draws on accounting, statistics, economics and several management disciplines to develop the first principle that should govern decision making within any size or form of business entity. Particular attention will be given to Investment, Financing and Profit Distribution decisions. However, in light of recent financial fiascos the teaching will come with required warnings, flagging the tension between “theory” and “practice”, ethical/societal issues in financial decision making, potential pitfalls etc.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate understanding of essential principles of corporate finance
- Demonstrate problem solving, analytical and quantitative skills by applying theory and appropriate analytical tools to complex financial problems
- Demonstrate skills in working with modern valuation tools and how to apply them in valuation of firms and projects
- Demonstrate critical understanding of financial risk measurement and management at firm and market level
- Demonstrate understanding of how/when financial theories depart from reality, their potential pitfalls and misuse

LI Managing Operations & Projects

Module Code: **32148**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Group assignment (50%), Exam (50%)

Only available to 6745 Aff Business students

Module Description

This module introduces the fundamental principles of Operations and Project 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 and Project Management. The module will therefore explore the development of operational and project strategies that are congruent with the company's business and marketing strategies. This is then developed into an understanding of key operational and project management techniques to enable delivery of the strategy. Essentially the module comprises a series of themes: operations and project strategy, design, planning and control, and quality/improvement. The major topics covered are:

- Operations and Project Management in Context
- Projects and their relationship to operations
- Operations and Project sustainability
- Designing Business and Service Processes Organisational and leadership issues in projects
- Product and Service development as a project
- Planning and Controlling Resources for operations and projects, including inventory and capacity
- management, CPA, resource scheduling and control
- Risk in projects and operations
- Developing Lean Operations Managing Quality Systems

These topics are taught in lectures, supported by in-class exercises and video discussions, and backed up by case study analysis.

Learning Outcomes

By the end of the module students should be able to:

- Identify and evaluate the characteristics of operations and project processes and the various approaches, methodologies and techniques that may be adopted in their design and analysis
- Identify and critically appraise the competencies a project and operations manager needs and the organisational and leadership challenges they face
- Appreciate techniques and technologies available for the control of operations and projects, including the ability to systematically plan, schedule and control operations and projects using appropriate tools and techniques
- Demonstrate comprehensive knowledge and understanding of conventional quality control and modern approaches to risk and quality management

LI Public Relations and Reputation Management

Module Code: **32263**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Report (50%), Press Release and Campaign (30%), Video Presentation (20%)

Only available to 6745 Aff Business students

Module Description

Reputation Management is increasingly important for businesses, it's influenced by performance, behaviour and by the way organisations communicate with all stakeholder groups.

This module examines how reputations are built, and sometimes threatened or destroyed. It analyses the use of communications across a range of contemporary channels which influence perceptions of organisations.

The pedagogic approach involves extensive analysis of highly contemporary, international case studies which track reputation through different PR strategies during pro-active Public Relations campaigns but also through organisational crises. The module examines trends in both reputation and trust and analyses attempts at trust building by businesses and organisations. In doing so the module encourages a multi-perspective approach to case studies and so builds student understanding of the challenges of PR.

Grounded in theoretical frameworks, the module builds insight into, and understanding of the way in which PR is used to engage and influence a range of different stakeholders with different needs. It further encourages students to think critically about how organisations manage the flow of information to stakeholders, using a range of contemporary media channels to manage their relationships to develop relationships, build trust and influence.

To achieve this, the module includes demonstration of how reputation can be managed through use of PR planning techniques, due concern for ethical decision making, issues tracking and crisis communications planning, and the use of tools to assist with creative campaigns for competitive edge, including those which either support, or are integral to, marketing campaigns.

The module therefore equips future business leaders and communicators with core knowledge and frameworks to understand how to manage reputation in relation to brand image, employee behaviour, and ethical values.

Learning Outcomes

By the end of the module students should be able to:

- Identify and critically appraise the relationship and key differences between public relations and marketing, and analyse the use of PR as a part of an integrated marketing campaign
- Demonstrate knowledge, understanding and an ability to apply a range of public relations tactics, tools and theories to examples of practice
- Critically evaluate an organisation's current reputation and create a plan to improve reputation through a public relations programme of campaigns
- Apply crisis communications and reputation management models and theories to deliver appropriate responses to a range of threats to reputation
- Develop an innovative theory-driven communication plan based on building trust and enhancing or protecting reputation
- Understand and analyse the ethical challenges and practices as experienced by PR professionals and the impact and influence of organisations' decisions on reputation

LI Human Resource Management

Module Code: **32119**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Assignment 1 (30%), Assignment 2 (70%)

Only available to 6745 Aff Business students

Module Description

This module covers the key concepts and issues involved in the management of people and in particular the practices and controversies associated with contemporary Human Resource Management (HRM). During the module, students will look at the environmental context within which HRM operates and consider the relationship between strategic management and HRM, both in a national and international context. In the first semester, students will be introduced to the employment relationship: industrial relations and personnel management, before focusing on key issues and debates within the functional areas of employee resourcing, employee development, employee relations and performance management and reward. In the second semester, students will consider a variety of perspectives on HRM: contrasting the functional perspective with the critical; evaluating the high commitment and high control models of HRM; and assessing the potential contribution of HRM to business ethics and corporate social responsibility.

Learning Outcomes

By the end of the module students should be able to:

- Critically appraise the way in which, and effect to which, HRM impacts on the competitive advantage of the firm
- Critically evaluate the impact of HRM policies and practices in various industrial sectors and for various occupational groups
- Demonstrate comprehensive understanding of the relationship between HRM and more traditional forms of participation such as collective bargaining and industrial relations and evaluate the impact of the former on the latter
- Critically assess the contribution of HRM to business ethics and corporate social responsibility



LI Contemporary Capitalism

Module Code: **34379**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Individual essay (50%), Exam (50%)

Only available to 6745 Aff Business students

Module Description

This module involves a theoretical and conceptual evaluation of key issues in contemporary capitalism. Drawing upon historical and institutional background, cases and applications, students are encouraged to critically analyse key features of the international environment in which business operates and their broader implications for society. Key concepts and contemporary issues underpinning the course include the historical development and features of globalisation, how firms operate within global value chains, the role of the financial sector, different national varieties of capitalism and the responses to globalisation from nation states and international institutions.

Learning Outcomes

By the end of the module students should be able to:

- Understand and critically evaluate the way businesses interact with institutions and global economy
- Critically evaluate the evolution of the global market and current topical debates surrounding globalization
- Analyse the institutional, legal, political, cultural and technological environments that constitute contemporary capitalism



LI Marketing and New Technology

Module Code: **32238**

Credits: 20

Level: LI

Taught: Semester 2

Department: Management

Assessment Method: Essay (25%), Marketing Plan (75%)

Only available to 6745 Aff Business students

Module Description

This module focuses on managing marketing data associated with traditional and new technologies used in marketing practice for decision making and planning. This includes identification of target market selection, planning marketing activities, product and service development and monitoring consumer perceptions. Furthermore, the module examines the role of marketing measurement techniques and the importance of the selection of the appropriate measurement metrics and tools. Students will develop the skills to critically analyze and assess the continuously evolving digital landscape, building the essential skills required by modern marketers to remain competitive in an 'always on' society.

Learning Outcomes

By the end of the module students should be able to:

- Identify and deploy relevant, key traditional- and digital- measures of marketing performance, and use marketing data to plan and critically evaluate marketing activities
- Critically analyse the impact and influence of new technologies on marketing activities
- Identify and critically evaluate appropriate sources of data for marketing analysis and use various analytical and social tools for marketing insight and decision making
- Identify and deploy key digital tools and platforms, with a focus on how they can be coordinated to support marketing and enhance consumer experiences



LH Small Business & Entrepreneurship

Module Code: **25280**

Credits: 20

Level: LH

Taught: Semester 2

Department: Management

Assessment Method: Essay (50%), Essay (50%)

Module Description

The aim of this module is to provide a solid conceptual and analytical understanding of small business and entrepreneurship. Lectures and small group teaching will allow students to discuss and critically evaluate key theories and understandings of small businesses and entrepreneurial firms. Firstly, the focus is on the entrepreneurial development of new firms and then the focus shifts to analytically developing understandings of business growth and wider issues in entrepreneurship.

Learning Outcomes

By the end of the module students should be able to:

- Demonstrate a comprehensive understanding of the differences between small and large businesses in terms of uncertainty, employment, and innovation
- Explain the different conceptual approaches and models that underlie entrepreneurial processes and outcomes
- Critically analyse empirical data and key readings
- Critically evaluate evidence and identify its strategic implications for small business and entrepreneurship practice

LH Personnel Economics

Module Code: **35193**

Credits: 20

Level: LH

Taught: Semester 2

Department: Management

Assessment Method: Project (50%), Debate presentation (25%), Class test (25%)

Module Description

We look at the economic approach to personnel issues, taking both the micro side based on the firm, and the macro side driven by government labour and education policies. On the micro side, we start with analysis of the worker (labour supply) and the firm (demand). We then consider realistic personnel problems including management of worker turnover (recruitment and dismissal), payment systems, job design (teams and high-performance work systems), and worker involvement practices (works councils).

We also consider government labour policies which affect business. These include training (should there be a tax on firms to pay for training?), discrimination (should there be equal pay for work of “equal value”?), health and safety at work (should more be done?), minimum wage legislation (does the living wage destroy jobs?), job security, zero-hours contracts and gig work (should we have more employment protection?). We need also to consider the broader labour picture which sets the business context including education policy (e.g. higher or lower uni fees) and unemployment assistance programmes (how to increase benefits without reducing work incentives).

The main disciplinary component of the module is economics. Material from the industrial relations, European studies and HRM fields is also used.

Learning Outcomes

- Understand in depth how labour markets work to determine wages and employment of different worker groups including skilled and unskilled, old and young, males and females
- Appreciate key labour policy issues, including minimum wages, fees for higher education, industrial training, unemployment benefits, and trade union support
- Understand the main conceptual and practical issues underlying firms' human resource strategies
- Make significant contributions to debates on labour market propositions using actual experience in a team before the lecture group



LH Crisis Management

Module Code: **34373**

Credits: 20

Level: LH

Taught: Semester 2

Department: Management

Assessment Method: Individual assignment (75%), Group report (25%)

Module Description

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

Previously, if a crisis arose, it was often assumed to be the result of a single flawed decision, often by one or more blameworthy individuals. In this view a crisis was an aberration, an unfortunate accident—as much a tragedy for the well-meaning and generally competent leaders who made the decision as for its more direct victims. In contrast in this module we consider 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 organizational culture. Blending theory and practice, students will work in teams, applying course material in the analysis of real-world crisis management challenges.

Learning Outcomes

By the end of the module students should be able to:

- Analyse causes of crisis at the individual, group, and systemic levels
- Demonstrate comprehensive knowledge and understanding of the complexity of leading and managing crisis within organizational cultures and established systems
- Identify and appraise a range of intervention strategies that may be required to manage crisis in today's complex workplaces
- Examine crisis related organizational emotions—conscious and unconscious—that can undermine the success of leadership efforts
- Choose and apply the relevant concepts and tools in the analysis of a crisis management case study and identify lessons learned that can be applied to other organizational environments

LH Organisation Studies: Past, Present and Future

Module Code: **29864**

Credits: 20

Level: LH

Department: Management

Taught: Semester 2

Assessment Method: Class test (25%), Film (25%), Individual essay (50%)

Module Description

Expertise in marketing, accounting, or logistics is little use if you don't have a good understanding of organisation theory. This module provides the analytical and theoretical tools to understand and critically examine organizations and the processes involved in organising. We consider the theory and practice of organising in the past, present and future, to show how theory and practice change over time and become embedded in everyday working practices. The module initially focuses on long-established approaches to organisation, such as management theories that assume a rational individual, and their established critiques. We then move on to understanding and evaluating contemporary approaches to organising used by the managers we interact with on a daily basis. Finally, we consider contemporary forms of organising and some organisations which adopt unusual or alternative approaches. Throughout we engage with social science perspectives on organisation and society, and empirical studies of organisation theory.

We approach the problematic of 'how and why do people organise the way they do' in two key ways:

1. Theoretical contributions to organisation studies, usually in the form of academic journal articles. In order to bring these theories and concepts to life we also draw on experiences of interactions with organisations as employees and customers. This module will encourage you to reflect on your own experiences of engaging with organisations, challenging you to think about how and why they organise the way they do, and how this impacts your and others interactions with them.
2. The course also engages with representations of organisation on film as a way of making the key issues and theories accessible and meaningful. Contemporary and classic film, including user generated content, is used to illustrate the key theoretical contributions introduced during the module and to encourage reflection on issues such as power, narratives, gender, feminism, ethics, interests, ethnicity, class and globalisation. The films are intended to help you think more reflectively about how the way we organize work impacts individuals, society, the environment and social justice.

Learning Outcomes

By the end of the module students should be able to:

- Critically analyse the theory and practice of organisation as manifest in workplaces and societies
- Assess the contribution made by contemporary work organisations to society, especially wider social purposes such as equality, wellbeing, and development
- Explain and critically analyse the concept of organisation and its implications for individuals, groups and societies
- Produce an original analysis of the past, present and future of work organisations as an important aspect of society.

For further information or guidance, please contact:

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