**Course Information Sheet**

**BSc (Hons) Business and Marketing**

**Modules**

Year 1: Sustainable Business in the Contemporary Environment

This module is designed to introduce students to Business as an academic discipline in the context of climate breakdown. The course models the world of business as a series of concentric circles, beginning with the outermost external domain, which incorporates analyses of the political, economic, socio-cultural, ethical and legal environments within which firms must operate. Next, students are introduced to the internal activities of the company, ranging from finance, accounting, marketing, innovation and human resource management. Having developed foundational understandings of both the wider environment and core business functions, the latter phase of the module seeks to bridge the internal/external analytical divide by examining the organisational and strategic settings of firm management. Unlike many introductory business modules, which often present sustainability as an isolated topic under the rubric of CSR or ESG, this course consistently integrates sustainability as a central theme. Case studies are typically used to highlight and reflect upon the urgent challenges facing society on a warming planet, with a particular focus on the major role that business necessarily plays as both a spoiler and a potential problem-solver. Several introductory business models and theories are presented across the module, while also adopting a multi-disciplinary approach to analysis throughout. Students are assessed via a mid-term practical assessment and a final written coursework.

Year 1: Academic and Professional Skills

Academic and Professional Skills (APS) is a highly participative module that focuses on the development of the skills students need to succeed academically and professionally. On this module, students gain the skills they need to succeed and thrive in a higher education environment, and simultaneously make themselves more employable by building on a range of professional skills. Skills covered on APS include critical thinking, reading efficiently, using sources, referencing, making presentations and structuring written work, as well as many other skills. The module uses a wide range of engaging activities and tasks to boost academic and professional development. Receiving and engaging with feedback is a core component of the module, and students are given regular opportunities for self-reflection, as well as receiving personalised formative feedback from their lecturer. This module is typically assessed via a written report and a presentation, and the module content is designed to support students throughout the assessment process.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting. The module has been developed to help prepare students for a successful career in business. The emphasis is on developing understanding of concepts such as financial reporting and management for non-financial managers, rather than only quantitative skills. The module develops an understanding of financial concepts, accounting principles, and financial management. The module is corporate-oriented with emphasis on practical applications and problem-solving techniques. Students will be expected to work on practical examples and case studies for discussion and clarification in tutorials. The key issues addressed will be financial reporting principles (context, purposes, and regulatory framework), understanding and evaluating financial statements, management accounting, cost data analysis, budgeting, decision making, financing a business and capital investment decisions. The application of the topics to international markets will be made whenever possible. This module is assessed with a midterm written assignment and a final examination. Multiculturalism has also been considered during the design of this module.

Year 1: Economics for Business

Economics is the study of the use of scarce resources to satisfy unlimited human wants. In Microeconomics, we study how these scarce resources are allocated within the market (or price) system. Within this system, we consider the actions and the interactions of three economic agents: 1) the consumers, 2) the firms and 3) the government. In this course, students will be introduced to simple, abstract models of behaviour of the three economics agents. Using these models, we will analyse the outcomes when these agents interact in the marketplace. In addition, we will also examine the performance of aggregate economic indicators such as changes in economic output, inflation, interest and foreign exchange rates, and the balance of payments. This area of economics is known as Macroeconomics. We will find that what works for individual markets may not necessarily translate to similar outcomes in the overall economy. By familiarising themselves with both the microeconomic and the macroeconomic concepts taught in this class, students will be able to understand the complex economic issues and problems that our modern society faces. This module will be assessed by a midterm assignment and a final presentation.

Year 2: Sustainability in Career Development  
This module helps student prepare for the transition from higher education to the world of work. This is a really important step and we are here to help find a career that is great for you. Throughout the module, we will explore what your personal motivators are, developing an in-depth understanding of what you are seeking from your future career (by considering your values, occupational interests, strengths and personality). This will help you achieve both career satisfaction and success. We will explore the labour market and the changing nature of different industries and sectors (including the impact of automation, artificial intelligence and globalisation). Given the large number of roles available within the economy, we help students understand what their options are and what they need to do to enter these careers. In addition to this, we equip students with the tools they need to successfully navigate the recruitment cycle (including CVs and applications, interview techniques, assessment centres and psychometric tests). Some of our graduates would prefer to work for themselves and we provide support and guidance for those wishing to start their own enterprise. By the end of the module, you will have a comprehensive career plan and know what steps you need to take to secure your dream job.

Year 2: Marketing Communications

Consumers are finding it increasingly difficult to cut through the masses of communications they receive daily. Which messages should they ignore, delete, or engage with? Undoubtedly, the key to this is effective marketing communications and branding that make organisations relevant, transparent, and stand out from their competitors. This module is designed for students who will become decision makers in almost any company concerned with consumer/customer communications including advertising, public relations, promotions, Internet marketing, media and client organisations. In this module you will learn about the key tools of marketing communications and how they strengthen brands. Key theories and strategies will form the basis of the course to help you better understand the industry. Learning will be applied through case study and practical tasks that focus on message and touch point integration that delivers an integrated brand experience for customers, with special attention to effectiveness and measurable results. We will also explore newer technologies and the role they play in this exciting subject. Your proactive participation in this module will determine the extent to which you will benefit from the knowledge and practice that the module offers. Assessment is by way of one written and one practical assignment.

Year 2: Legal Aspects of Business

This module is designed to introduce the student to the basic principles of the English legal system and its sources of law. In particular, it will study those areas which underpin day-to-day business transactions. The module starts with a very basic introduction to the constitutional order and the legal system, then moves to an introduction to the law of obligations (contract and tort), and a basic introduction to employment law. This module will then develop a more detailed understanding of business law so that a student will be able to recognise partnerships as well as the framework for the formation and constitution of private and public companies and the legal requirements for their successful management. Assessment for this module will be in the form of a written exam including multiple choice, and ‘short answer’ questions.

Year 2: Principles and Practice of Marketing

The aim of the module is to enable students to gain familiarity and competence with marketing and it's fit in an organisation’s management, operational structure and processes. The module emphasises the role of research-based marketing within implementation and marketing planning processes at a domestic and international level. It shall explore, discuss, analyse, and evaluate topics such as the internal and external environment, marketing strategies such segmentation, targeting, positioning, and tactics such as the marketing mix. Consumer metrics, branding, marketing ethics and law pertaining to marketing, business-to-business marketing, and customer relationship management will also be explored. All the topics will be in congruence with the short-term and long-term organisational and market demands. A fundamental aspect of the module is that of multiculturalism and global adaptability, which has been embedded in the module design. Furthermore, employability and professional skills are embedded implicitly in the learning outcomes and in taught sessions. Students will be assessed on two assessments, the first in the form of a mid-trimester written piece of coursework, and the second at the end-of-trimester, a final practical assessment.

Year 2: Managing Human Resources

Human Resources Management (HRM) is both a critical specialist organisational function, often with its own department, and a responsibility of line managers in the day-to-day management of people. Students preparing for graduate employment in the world of international business should have a strong understanding of HRM. This module provides students with a strong foundation in both the operation of Human Resources functions and the role of line managers. It also introduces theories which shape Human Resources strategies for organisations ranging from Small and Medium-Sized Enterprises (SMEs) to Multinational Enterprises (MNEs). Assessment is by written assignment and a practical presentation. Equality, Diversity and Inclusion has also been considered as both a subject for HRM and during the design of this module.

Year 3: Executing Business Strategy

This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilise information from a variety of business areas covered in the Business Core including Accounting, Information Systems, Finance, Marketing, and Management. Assessment in this module will be by way of a group strategy simulation exercise completed throughout the term, and an individual project exploring the experience.

Year 3: Consumer Behaviour

Have you ever wondered why you chose those pair of shoes, or your latest mobile phone, or why you watched that last film on Netflix? With this exciting module you will learn how consumers choose, use, and dispose of goods and services. The module will look at the science and the phenomena behind a variety of consumer behaviours, delving into experiences, attitudes, and beliefs that shape this important aspect of human activity. The goals of this module are to acquire a framework for analysing consumer behaviour problems, learn how consumer behaviour can be affected by different marketing strategies and show how behavioural evidence can be used to evaluate marketing strategies. The module also focuses on developing a deeper understanding of consumer behaviour by learning about relevant psychological and sociological theories taught in the module and by applying those theories to real-world consumer behaviour scenarios. There is also exploration into the impact of artificial intelligence in the field of consumer behaviour. Learning on this module will be assessed through a midterm written assessment and an end of module practical assessment.

Year 3: Digital Marketing

In today's dynamic marketing landscape, digital expertise is non-negotiable. If you’re ready to supercharge your career, the Digital Marketing module will equip you with the knowledge and transferable skills to elevate your employability, helping you stand out in the competitive contemporary job market. Explore the exciting world of digital marketing across a range of paid, owned, and earned channels. From mastering social media, to leveraging the power of search engines, to creative content marketing and influencers, this module will be your guide. But It's not just about knowing the ropes, it's also about understanding the bigger picture by delving beyond the basics. This module doesn't stop at fundamentals and does peer into the broader contexts shaping digital marketing, connecting the dots between the digital context and strategic marketing for a deeper, more holistic perspective. Digital marketing doesn’t stand still, and neither does this module; keep informed about the latest trends and prepare to hit the ground running as you head out into your chosen career.

Year 3: Undergraduate Major Project Leadership

The Undergraduate Major Project (Leadership in Practice) module will introduce students to theoretical models and frameworks specific to leadership. The module programme will allow and encourage students to engage with and perform practical leadership-oriented activities in the classroom. The students will acquire knowledge and skills through researching areas affiliated with leadership. The module is designed and delivered on the premise that leadership does not exist in isolation, thus students will actively connect leadership to associated areas such as communication, motivation and employee engagement. Students will be required to deliver an oral piece of work where they will focus on a short literature review on two leadership topics. They will be required to draw on theories, frameworks, sector specific examples as well as development strategies pertinent to leadership. At all times students will be highly encouraged, to heighten their industry awareness. They will be supported with this through having access to the many resources on the Virtual Learning Environment. It is expected that students are strategic in their allocation of self-managed time, throughout their course of study. Key employability and graduate skills such as reflective practice, communication and critical thinking remain a core part of the module.