

Course Information Sheet

BSc (Hons)

Business and Financial Management

Mode and course length – Full-Time (3 years)

Location – ARU London Campus (East India Dock)

Awarding Body – Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



Overview

At ARU London, we realise that the financial function of an organisation is the bedrock of dynamic, entrepreneurial, and resilient business. This course's syllabus evaluates the key financial management concepts and skills of forward-thinking and originality essential to business sustainability in the digital age, whilst building core knowledge in the areas of financial markets, budgeting and financial risk management and corporate financial management.

Our lecturers are experts in their fields, and all have industry experience. With the growing importance of the online campaign, you will also consider the role of digital marketing in marketing strategy and the key metrics for measuring effectiveness. With financial management knowledge and skills grounded in key concepts, this course lays the balanced foundations for a successful career.

On successful completion of this course, you might choose to move onto our postgraduate studies, such as our MSc Accounting and Financial Management or Master of Business Administration (MBA) International.

Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into a number of 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: Academic and Professional Skills

The skills that employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing these skills, students simultaneously improve their success in their university experience and enhance their employability.

Designed to promote the academic development of entering students, this entry-level module applies basic management concepts to the process of learning. It covers note taking, using numbers, information sources, critical thinking skills, working in groups, and the academic tools needed for success in core curriculum courses and for navigating the transition into university-level study.

Year 1: Sustainable Business in the Contemporary Environment

This module explores the evolving business environment, focusing on environmental, social, and governance (ESG) issues. Students will develop creative solutions for contemporary challenges and understand how sustainability and innovation drive long-term value. It reviews the business environment's political, economic, socio-cultural, technological, ethical, and legal influences. Emphasizing sustainability as a strategic advantage, the module introduces principles of effective management and innovative approaches in response to rapid changes and competition. Using case studies, it blends theory with practical application, helping students link academic content to real-world employability skills and development.

Year 1: Financial Markets and Institutions

This module provides students with an understanding of the structure, function and regulation of financial markets and institutions. It explores the dynamic relationship between financial intermediaries, markets, and instruments in both domestic and global contexts. Emphasis is placed on how financial institutions operate within a regulatory environment, how risks are managed and how markets evolve in response to economic, political, and technological change. Students will critically assess the role of central banks, commercial banks, investment firms and regulatory bodies, as well as the importance of ethics and sustainability in finance.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting, focusing on financial reporting and management for non-financial managers. Emphasizing practical applications, it covers financial concepts, accounting principles, and financial management through a corporate-oriented approach. Key topics include financial reporting

principles, understanding and evaluating financial statements, management accounting, cost analysis, budgeting, decision-making, financing a business, and capital investment decisions. The module incorporates practical examples, case studies, and international market applications. Assessment includes a midterm assignment and a final exam, with multicultural considerations reflected in the module's design and assessments.

Year 2: Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is crucial for any student preparing for the international business world to understand the HR function. This module aims to introduce students to the theoretical basis of Human Resource Management and the range of activities it encompasses. It will also explore the role that HRM plays in the strategic planning and development of both domestic and multinational organisations. Assessment will be conducted through a written piece of coursework and a final practical assessment.

Year 2: Sustainability in Career Development

This module addresses the rapid advancements in technology, global movement, information exchange, and climate science shaping the 21st century. It emphasizes the importance of developing a dynamic skill set for future graduates, who will operate as global citizens in an ever-changing world. Students are encouraged to adopt a critical approach to global situations, recognizing that professions are evolving rather than static. The module also highlights the need for sustainability in personal and professional contexts. Through reflective practice, students will enhance their skills and prepare for future career paths while contributing to a sustainable future.

Year 2: Entrepreneurial Finance

This module challenges students to develop and pitch an entrepreneurial solution to a real-world business problem. This module provides students with a deep understanding of financial principles critical to entrepreneurial ventures. Students will learn to assess funding needs, evaluate financial feasibility, and explore various financing options for start-ups and growing businesses. Students work in teams or individually to co-create ideas that demonstrate innovation, commercial potential, and societal value. They explore opportunity identification, business model innovation, market validation, financial feasibility, and strategic execution. Emphasis is placed on creativity, sustainability, and the application of entrepreneurial thinking in both start-up and corporate settings.

Year 2: Principles and Practice of Marketing

This module covers the principles and practices of Marketing, emphasizing their integration into organizational management and planning for growth and competitive advantage. Students will explore the marketing mix, analysing strategies for both short-term and long-term demands. The module examines how classical and contemporary theories influence marketing decisions across domestic, international, and global levels, addressing issues like equality, multiculturalism, and sustainability. It also highlights the impact of internal and external factors on business decisions. Employability, digital, and professional skills are key focuses, with assessment through coursework and a practical task.

Year 2: Budgeting and Financial Risk Management

This module provides students with the essential skills to develop, analyse and manage budgets while identifying and mitigating financial risks in business settings. Students will

explore budgeting techniques, risk assessment frameworks and financial contingency planning, applying these tools to real-world scenarios. Sustainability, ethics, technology, and uncertainty are integrated into the learning design. Emphasis is placed on collaborative problem-solving, communication and professional decision-making

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 utilize information from a variety of business areas covered in the Business Core including: Accounting, Information Systems, Finance, Marketing, and Management.

Year 3: Leadership and Change Management

Team working is of paramount importance in Health and Social Care.

This module will provide students with the knowledge and understanding of team formation, group dynamics and team working. Students will assess different leadership styles and skills which may be utilised to effectively lead teams.

Further, Health and Social Care organisations need to continually implement change(s) to meet the needs of the populations that they serve and the demands of the external environment. Therefore, using case studies and practical application, students will explore different types of change and change management theories. Students will examine and critically assess how change may be successfully introduced, implemented and evaluated in organisations.

Throughout the module students will be encouraged to reflect upon and self-evaluate their own leadership style.

Year 3: Corporate Financial Management in the Digital Age

This module explores the core principles of corporate finance and cutting-edge digital advancements that are transforming financial decision-making. It covers capital structure, dividend policy, valuation, working capital and corporate funding through both traditional and tech-enabled lenses. The module equips students with the skills to conduct a holistic analysis of a publicly traded company, integrating financial performance, digital transformation, sustainability, risk management and corporate governance.

Year 3: Undergraduate Major Project (Business and Financial Analysis)

This final-year module requires students to integrate and apply the knowledge, skills and techniques acquired throughout their degree to conduct a comprehensive financial and strategic analysis of a real listed company. Through independent research, students will evaluate a firm's financial health, strategic position, and market environment, making evidence-based recommendations. The module emphasises analytical rigour, digital literacy, financial storytelling, and ethical insight, which are key skills for careers in finance, business analysis and consultancy. The module promotes the application of critical thinking, data interpretation and business storytelling. It helps students develop

consultancy-style skills and produce a professional, evidence-based business report that includes practical recommendations for improvement or growth.

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