

## Course Information Sheet

# BSc (Hons) Business and Marketing

## Modules

### Year 1: Business Environment

This module is designed to develop a student's understanding of business structure and organisational purpose and to enhance a student's insight into corporate governance and ethics and how they affect the organisation both internally and within the external environment. It will develop knowledge and understanding of the external business environment and the influences and constraints these have on organisations and the key stakeholders both internally and connected to an organisation. The impact of socio-cultural, technological, ethical, environmental, economic, legal and regulatory influences will be considered on issues such as employment, health and safety and corporate governance. It will develop student knowledge and understanding of the key principles of effective management and how culture can influence how an organisation evolves and works. The student will also review differing styles of leadership and examine how leadership style affects the overall culture of an organisation. The student will also look at the critical role which financial information plays in an organisation's business planning. The effects of diversity and multiculturalism on an organisation and the business environment have also been considered during the design of this module. A multi-disciplinary perspective for purposes of analysis will be adopted throughout, and extensive use will be made of up-to date case study and applied materials. This module will be assessed by a midterm written assignment and a final project.

### Year 1: Academic and Professional Skills

The skills which employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing those skills students simultaneously improve their success in their university experience and make themselves more employable. Designed to promote the academic development of entering students this entry level module applies basic management concepts to the process of learning. Included are 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 success in navigating the transition into university level stud. Throughout the module an emphasis is placed on writing skills and English grammar with regular formative assignments. There are two assessment instruments in this module, a portfolio of work presented at midterm, a group presentation, and a final project

### 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 how economists go beyond individual units and analyse the overall economy. 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 familiarizing 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 project.

### Year 1: Business Finance

This module introduces the 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 module develops an understanding of economic concepts, accounting principles and mathematics. 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 project. Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written.

### Year 2: Legal Aspects of Business

This module is designed to introduce the student to the English legal system and sources of law. In particular it will study those areas which underpin the day to day business transactions. This will include the law of obligations including contract and tort, employment law and human rights legislation. It will then develop a detailed knowledge of company law so that a student will be able to understand the framework for the formation and constitution of companies and the legal requirements for their successful management. An understanding of corporate governance, ethics and ethical behaviour will be interwoven throughout the module. Multiculturalism has also been considered during the design of this module. Assessment for this module will be in the form of a midterm written assignment and a final project.

### 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 vital that any student, preparing for the international business world, should have an understanding of the HR function. This module aims to introduce students to both the theoretical basis for Human Resource Management and the range of activities covered by the function. It will also explore the role that HRM plays in the strategic planning and development of domestic and multinational organisations. Assessment of this module is a midterm assignment and a final portfolio presentation. Multiculturalism has also been considered during the design of this module.

### Year 2: Principles and Practice of Marketing

The module aims to enable students to understand thoroughly the process of Marketing and how it fits into an organization's overall management and planning process. The emphasis will be on the role that marketing can play in implementing and controlling the marketing planning process at both a domestic and international level. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated looking at both the short and long-term organisation and market demands. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. Assessment will be by way of a midterm written assignment and a final project. Multiculturalism has been considered during the design of this module.

### Year 2: Marketing Communications

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 organizations. Students in this module will learn and practice message and touch point integration with special attention to effectiveness and measurable results. Communication professionals are now more than ever accountable for their programs and strategies. They also have more power to shape the way in which marketing organizations do business. The student taking this module will be at the forefront of the important Integrated Marketing Communication movement that looks forward to an integrated brand experience on the part of the customer. It should be clear that 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 a midterm assignment and a final examination.

### Year 3: Consumer Behaviour

We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, we also know that consumers are different from one another. We buy different clothes, drive different cars, and eat different foods. Moreover, even the same consumer can make different decisions depending on the situation. So how are we to construct coherent marketing strategies? In this module we will try to learn how and why consumers behave the way that they do. We will explore our intuitions about our own behaviour. We will learn about theories developed in marketing, psychology and other behavioural sciences. And we will learn how to use these theories to predict how consumers will respond to different marketing activities. The goals of this class are to:

- Acquire a framework for analysing consumer behaviour problems
- Learn how consumer behaviour can be affected by different marketing strategies
- Show how behavioural evidence can be used to evaluate alternative marketing strategies
- Develop a deeper understanding of consumer behaviour by learning about relevant psychological and sociological theories
- Acquire experience in applying these theories to real-world consumer behaviour problems

The module will be assessed through a midterm assignment and an end of module examination.

### Year 3: 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. 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: Digital Marketing

Digital marketing is central to the employability of ARUL students. Most modern marketing jobs involve the knowledge of digital marketing as a central component. The transferable skills gained by students studying this module will greatly enhance the employability of our graduating students. The module enables students to consider the essential elements of digital marketing to include its uses in and applications to customer databases and its links to strategic marketing. Importantly, it affords a consideration of the growing relevance of social media and the legal environment impacting on digital marketing.

### Year 3: Major Project

The Undergraduate Major Project module allows students to engage in a substantial piece of individual research, based upon a real world case study. The student will acquire knowledge and skills to design and complete research on an agreed topic. The module is designed to enable the student to consolidate their prior learning through conducting secondary research. Students will develop their information searching skills by learning about the range of sector-specific information sources and how to access and retrieve relevant information from these sources. For example, business students will explore sources of company and market data; similarly, students studying health and social care will explore the range of information on how to deliver health and social care. All students will consolidate their knowledge and skills in accessing academic research repositories. The student will have the opportunity to, in consultation with the module tutor, chose a topic area or issue of interest to analyse; and then evaluate management action required from within that topic area. The student will conduct data-searches and select data suitable to answer and defend research questions. The student will further use models or techniques appropriately in order to analyse the data collected. The student will also be required to recommend possible solutions to issues, problems and challenges identified. Ultimately, the module will enable the student to use the learned critical skills to present a limited set of justifiable recommendations for management action. This module is exempted from the full ethical approval process in accordance with Regulation 6.5; since all research that all and any students enrolled on the module would undertake will fall into the green (low risk) category.