

External Erasmus/Exchange Students – Module Options

As an incoming Erasmus/Occasional student outside the Business School you can take a maximum of 20 credits worth of Business module (i.e. 2 unlinked modules or 1 linked module). You should note that only First Year (Level I) and Second year (Level II) modules have resit opportunities in August (see below); final year modules (Level III) do not have resit possibilities. Postgraduate modules are not available to Erasmus students. You may only take Business modules listed in this brochure. To register please see Gemma Ryan in the undergraduate office of the Business School (University House) or email her on g.ryan@bham.ac.uk

Assessment

Erasmus and occasional students take the normal assessments as Birmingham students. There are **no** special arrangements for Erasmus students such as projects instead of exams; please do not ask for this as you will be given the firm answer of 'NO'. This is particularly important as unless you take the normal assessment (usually coursework and exam) your module mark will not be entered into the university mark system and will not appear on your transcript (with the result that you will not receive credit back home).

Dates of Terms and Examinations

The University organises its teaching and examinations into two periods called 'Semesters' which are mapped into three 'Terms'. The two words are sometimes used loosely or interchangeably in casual conversation and this can cause confusion. The dates of terms and semesters for the academic year 2010-11 are as follows:

Autumn Term 4 October 2010 – 17 December 2010

Spring Term 17 January 2011 – 1 April 2011

Summer Term 3 May 2011 – 24 June 2011

Examinations start week beginning 16 May, 2011 and may last for up to four weeks.

Resits Examinations start week beginning 22 August, 2011 and may last more than one week.

Coursework

Submission **PLEASE READ VERY IMPORTANT**

The majority of the Business modules will have assessed coursework which will need to be submitted to the Undergraduate Office in the Business School by 12:00 pm on the date specified.

You will need to complete a "Coursework Submission" form that can be found on the top of the counter in the Business School Undergraduate Office. **You need to give in one stapled hardcopy and submit one electronically on Webct** (to do this you need to go to www.weblearn.bham.ac.uk and the "Erasmus and Exchange" link to submit the file and then follow the instructions found in this section). After uploading your work on Webct you will need to print off a receipt of submission, which will then be handed in with the printed copy of your work. **Both receipt and printed copy must be handed in by the coursework deadline for the submission to be accepted. Do not leave the electronic submission to the last minute.**

Late Penalty

You need to submit all work by the deadline specified (it is your responsibility to find out the submission dates for the coursework and this will not be considered an excuse for late submission – if you are unsure of the date check with Gemma Ryan in the Undergraduate Office).

All work needs to be submitted by 12:00 pm on the specified date (both electronic and hardcopy), even a minute after this will entail a late penalty mark, so try and submit it as early as possible.

The Undergraduate Office is closed between 12.00 and 12.30 every day, so if you come after 12.00 you will have to wait until 12.30 to submit your work.

The penalty is 5 marks deducted for every 24 hours late.

The penalty is non-negotiable and computer issues such as printing will not justify a late submission.

Extensions and Mitigations

Requests for extensions/mitigations for coursework are to be lodged with your Personal Tutor in your home school and not in the Business School. All requests for extensions need to be made in advance of the submission date and not afterwards. Extensions will only be granted in exceptional circumstances such as medical and personal ones and never for computer related issues. If you are granted an extension you need to submit the work in the normal way, in the Business School Undergraduate Office by 12:00pm on the new date specified.

Linked Modules

Some modules are weighted at 20 Birmingham credits and run throughout the year. You must take the entire module.

Webct, Email and Notice Boards

Webct (www.weblearn@bham.ac.uk) and the various links on it will be your first port of call for information on matters such as coursework, course outlines and other resources. Please check regularly. Also please check your bham email accounts as this will be used as the main form of communication. The Erasmus and Exchange notice board, located just past the undergraduate office in the Business School (down the first corridor on the right), will also be useful.

Fails / Resits

The pass mark at Birmingham is 40%. Students failing a first year (Level I) or second year (Level II) module have the right to resit during the Supplementary Exam period (late August – early September). Final year (Level III) modules do not have resits, so there is no chance here for you to retrieve fails (you may wish to bear this in mind during your module selection! Be particularly careful on the few modules where there is no coursework element.)

Please note that no special arrangements can be made if you fail modules; the only opportunity to pass the module is to resit the exam in August/September.

Students can resit either in Birmingham or, through special arrangements, in your home country (at a British Council office). The latter involves a fee (details from the examinations office) and takes time to organise, so students need to register their interest in resitting overseas at an early date (usually early July) with the Examinations Office.



Barbara Armstrong
Programme Director
Erasmus / Undergraduate Exchanges
Birmingham Business School

MODULES AVAILABLE:

Year 1 unlinked modules			
Semester 1	Semester 2	Prerequisite	Page
	07 02720 Introduction to Economics		4
07 14505 Introduction to financial analysis			5
07 14507 Business Organisation and management			6
	07 02694 International Economy		7
Year 2 Unlinked Modules			
Semester 1	Semester 2	Prerequisite	Page
07 14508 Financial Decision Making			8
07 02662 Introduction to Marketing			9
	07 20327 Global Marketing	Any basic marketing course	10
	07 03059 Human Resource Management		11
Year 3 Linked Modules			
Semester 1	Semester 2	Prerequisite	Page
07 14730 Strategic Management A	07 14731 Strategic Management B		12
Year 3 Unlinked Modules			
Semester 1	Semester 2	Prerequisite	Page
07 14511 Supply Chain Management			13
	07 14512 Corporate Finance		14

INTRODUCTION TO ECONOMICS

07 02720

Semester 2

10 credits

Description: Microeconomic topics covered include: demand and supply; cost analysis; influence of market structures; perfect and imperfect competition; economic analysis of monopoly and oligopoly. The module provides an introduction to microeconomic theory and principles. It aims at combining economic theory with applications in a programme designed to help understand current and topical industrial and economic problems.

Learning Outcomes: On completion of this module the student will be able to: display a thorough grounding in microeconomics; analyse firms' decision-making processes when facing different competitive scenarios, including perfect competition, monopoly and oligopoly; appreciate the impact of economic decisions/events on individuals and businesses.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">2hr examination 75% Coursework/class tests 25%</p>

INTRODUCTION TO FINANCIAL ANALYSIS

07 14505

Semester 1

10 Credits

Description:

Topics are covered at an interpretative level to develop a critical understanding of the content and format of accounting statements, accounting concepts and valuation approaches. Technical and critical abilities will be developed in appraising company financial performance using ratio analysis and management accounting techniques of planning, operational control and decision making. Judgement will be developed in understanding the uses, strengths and limitations of accounting information.

Learning Outcomes:

By the end of the course students should (a) have an understanding of the fundamental principles under which Profit and Loss Accounts and , Balance Sheets and Cashflow Statements are prepared (b) and be able to produce a simple Profit and Loss Account and Balance Sheet for a limited company; (c) have a basic understanding of Cashflow Statements and Forecasts (d) be able to use use financial ratios to interpret the performance of companies; (eb) have an understanding of a selection of basic management accounting techniques and be able to use them to prepare statements to assist in management decision making; (cf) be able to discuss the appropriateness of different accounting techniques for different purposes and the organizational context in which management accounting operates.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">Class Test 25%</p>

<p style="text-align: center;">2 hr examination 75%</p>

BUSINESS ORGANISATION AND MANAGEMENT

07 14507

Semester 1

10 credits

Description:

The aim of this module is to acquaint students with the theory and practice of managing organisations.

Learning Outcomes:

By the end of the module the student should be able to: Understand the concept of "optimisation" in its various manifestations; Appreciate why organisations exist and what purposes they serve in society; Apply key optimisation theory concepts to organisational problems; Propose ways of improving organisational performance through case study analysis; Analyse and present their findings on management problems.

Assessment

Coursework 30%

Examination 70%

INTERNATIONAL ECONOMY

07 02694

Semester 2

10 credits

Description:

Current and capital accounts. Exchange rate regimes. Purchasing power parity and interest rate parity. European Monetary Union. The purpose of the module is to provide an insight into the working of the international economy. The operation of international financial markets is studied as are current international issues in the economy. Throughout the module, the policy implications of theoretical models are stressed. Topics studied: National income accounting.

Macroeconomic theory. Theory of monetary and fiscal policy. Exchange rate regimes. Purchasing power parity and interest rate parity. European monetary union.

Learning Outcomes:

On completion of this linked module the student will be able to: understand modern macroeconomics; understand how various macroeconomic developments, shocks and policies might be expected to affect the economic environment in an open economy.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">Examination 75%</p>
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<p style="text-align: center;">Class Test 25%</p>

FINANCIAL DECISION MAKING

07 14508

Semester 1

10 Credits

Description:

Examines investment projects using discounting methods under the conditions of certainty and risk using both traditional and portfolio methods. Demonstrates how to calculate and use cost of capital for geared companies, and how to evaluate leasing projects.

Learning Outcomes:

By the end of the module the student will be able to: evaluate investment decisions using discounted cash flow methods under the assumption of certainty; apply traditional and portfolio approaches to incorporate risk in investment decisions; calculate and make use of the appropriate costs of capital for all equity-financed and geared companies.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">Coursework 25%</p>

<p style="text-align: center;">Written examination 75%</p>
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INTRODUCTION TO MARKETING

07 02622

Semester 1

10 credits

Description:

Introduction to marketing and the marketing environment; marketing functions; the 4 P's of marketing. In general the module is intended to introduce the marketing concept

Learning Outcomes:

In general the module is intended to introduce the marketing concept and to indicate its role in shaping organisational activities and attitudes; to examine the ways in which the nature of the organisation and of its environment influence marketing strategies and activities; analysis of buyer behaviour.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">Coursework 50%</p>

<p style="text-align: center;">2 hr Examination 50%</p>

GLOBAL MARKETING

07 20327

Semester 2

10 credits

Description The module aims to provide an introduction to the issues involved with global marketing management, and to critically analyse business topics and develop their own informed views.

Learning Outcomes:

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

- Understand the differences between domestic and global marketing
- Devise a global marketing strategy for a company

Assessment 100% coursework

HUMAN RESOURCE MANAGEMENT

07 03059

Semester 2

10 credits

Description:

Processes of planning for acquiring and utilising human resources in organisations.

Learning Outcomes:

To introduce students to the issues relating to the management of people.

<p>Assessment</p>

<p>Class test 25%</p> <p>2hr examination 75%</p>
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STRATEGIC MANGEMENT

07 14730 + 07 14731

All Year

20 credits

Description

In the first semester work will primarily be in the form of attending lectures to cover the underlying theories of strategic management. The second semester will be concerned entirely with company case studies and students will work in small teams of particular companies to make presentations of their analysis to larger groups. A high level of personal and collective effort is required.

Learning Outcomes:

The module is concerned with the formulation, evaluation and implementation of long run strategies of business organisations both in the manufacturing and service sectors. It is primarily concerned with introducing students to the higher levels of management decision-making rather than the behavioural management of particular business functions. The objectives of the module are to provide an understanding of various approaches to strategic management analysis and to develop the students' personal skills in analysing and evaluating corporate strategies in complex case studies and to develop the ability of the student to work in case study teams and to present collective analysis effectively.

Assessment

3 hr examination 75%
1 written case study report 25%

SUPPLY CHAIN MANAGEMENT

07 14511

Semester 1

10 Credits

Description:

In their attempts to achieve superior profitability for their firms, managers need to consider two critical tasks. First, firms need to position themselves by matching their internal capabilities with external market opportunities to maximise the revenue flowing into the organisation. Second, firms need to organise themselves so that as little of that revenue as possible flows out of the organisation and into the pockets of their suppliers. This module discusses how managers might undertake these critical tasks in an effective manner and also shows that the two tasks are inter-related.

Learning Outcome:

By the end of the module the student should be able to: Understand the concept of the extended business network; Understand the factors driving firm positioning within extended business networks; Understand the boundary of the firm decisions made by firms in extended business networks; Understand the key concepts relevant to the effective management of supply inputs; Have knowledge of the management tasks involved in managing the firm's immediate suppliers; Have knowledge of the management tasks involved in any attempt to manage an extended chain of suppliers; To be able to interpret case examples of firms operating within extended business networks.

<p style="text-align: center;">Assessment Coursework 100%</p>
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CORPORATE FINANCE

07 14512

Semester 2

10 credits

Description:

Attention is given to important aspects of corporate finance, with the main emphasis placed on understanding how technical methods can be applied. Topics include: gearing; dividend policies and financial options.

Learning Outcomes:

By the end of the module the student should be able to: Evaluate company dividend policy; Understand financial aspects of mergers and acquisitions; Understand the different capital instruments available for raising finance by companies; Explain the nature of financial derivatives and their use in hedging risk.

<p style="text-align: center;">Assessment</p>
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<p style="text-align: center;">Coursework 25%</p>

<p style="text-align: center;">Examination 75%</p>
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