



UNIVERSITY OF
BIRMINGHAM

BIRMINGHAM
BUSINESS
SCHOOL

Birmingham Business School

**Guide to Module Choices for
Incoming Exchange Students
2019/20.**

Introduction

This booklet sets out the modules offered to exchange students visiting Birmingham Business School at the University of Birmingham in 2018-19. 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.²

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 sending 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.

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.

The contents of this booklet were accurate when it was compiled, but this does not exclude the possibility of changes of detail at short notice. Modules and exam formats change from year to year. Please note that the semester in which modules are taught are subject to change.

Accounting and Finance Year 1

Module title	Decision Making and Control
School	Birmingham Business School
Department	Birmingham Business School
Module credits	20
Semester	2
Module description	<p>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.</p>
Learning Outcomes	<p>Learning outcomes</p> <p>By the end of the module students should be able to:</p> <p>Explain the main concepts of management accounting and business analytics and the context in which they operate.</p> <p>Outline the history of management accounting and how it shapes contemporary management accounting practice.</p> <p>Apply the basic concepts, techniques and practices of business analytics and management accounting, to solve structured problems in managing organisations.</p> <p>Compare the alternative approaches and theories of management accounting.</p> <p>Discuss the use of management accounting and other information in organisational management and the strengths of varying approaches.</p> <p>Assess the potential of analytic techniques in addressing business issues.</p>

	Identify and apply a range of analytical techniques to business cases.
Assessment	Group case study report, 3,000 words (30%) 3 hour examination (70%)
Method/s of reassessment	Reassessment: 3 hour examination (100%)
Contacts	Module Co-ordinator: Julia Cann and Dan Herbert

Module title	Financial Accounting and Accountability
School	Birmingham Business School
Department	Birmingham Business School
Module credits	20
Semester	1
Module description	<p>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.</p> <p>The module also introduces the concept of accountability and holding stakeholders to account.</p>
Module outcomes	<p>By the end of the module students should be able to:</p> <p>Explain the need for the provision of accounting information.</p> <p>Apply the principles of double entry bookkeeping.</p> <p>Prepare the basic financial statements of sole traders and limited companies.</p> <p>Discuss the information in published financial reports.</p> <p>Appraise and interpret financial accounting information.</p> <p>Examine different aspects of accountability and the importance of holding stakeholders and others to account.</p>

Assessment method	<p>Assessments:</p> <p>1 hour class test (30%)</p> <p>3 hour examination (70%)</p>
Contacts	<p>Module lead: Jo Watkins</p> <p>School/Institute administrative contact: Katherine Butcher</p> <p>College administrative contact: Caroline Hetherington</p>

Module title	Numeracy, Statistical Analysis and Financial Literacy (A)
School	Birmingham Business School
Department	Birmingham Business School
Module credits	20
Semester	1 & 2
Module description	<p>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.</p> <p>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.</p>
Module outcomes	<p>By the end of the module students should be able to:</p> <p>Formulate, manipulate and solve algebraic expressions.</p> <p>Apply a critical approach to solving worded business type problems.</p> <p>Calculate a range of financial calculations.</p>

	<p>Calculate and comment upon summarising statistics using a computer software package.</p> <p>Apply the basic principles of hypothesis testing.</p> <p>Carry out simple correlation and regression analysis.</p>
Assessment methods	<p>Assessments:</p> <p>A written examination of 2 hours. (60%)</p> <p>750-word computer based assignment (30%)</p> <p>MCQ test (10%)</p>
Method/s of reassessment	Reassessment: A written examination of 2 hours. (100%)
Contacts	Module lead: Robert Fleming

Accounting and Finance Year 2

Module Title	LI Law for Accountancy and Business
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 26305 (Main) 26961 (Semester 1) 26963 (Semester 2)
Module Lead	Gordon Scott
Level	Intermediate Level
Credits	20
Semester	Full Term
Pre-requisites	
Co-requisites	
Restrictions	None
Contact Hours	Lecture-42 hours Seminar-28 hours Guided independent study-130 hours Total: 200 hours
Exclusions	
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: <ul style="list-style-type: none"> • identify the role, nature and different sources of law; • explain how to form a company and identify the various forms of trusts; • demonstrate an understanding of the legal implications of issuing share and loan capital and how returns are made to the providers of such capital;

	<ul style="list-style-type: none"> 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.
Assessment	26305-01 : Exam : Exam (Centrally Timetabled) - Written Unseen (75%) 26305-02 : Class Test : Class Test (25%)
Assessment Methods & Exceptions	<p>Assessments:</p> <p>A written examination of 2 hours. (75%)</p> <p>A Class test or assignment based on Semester 1 material (25%)</p> <p>Reassessment: 2 hour examination (100%)</p>

Module Title	Financial Reporting
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 28188
Module Lead	Jo Watkins
Level	Intermediate Level
Credits	10
Semester	Semester 1
Pre-requisites	
Co-requisites	
Restrictions	None
Contact Hours	Lecture-22 hours Seminar-8 hours

	Guided independent study-70 hours Total: 100 hours
Exclusions	
Description	The module builds on the introductory bookkeeping and financial accounting concepts students developed in introductory module(s). This module introduces theoretic 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. On completion of the module students will be able to prepare and appraise the basic financial statements of an entity.
Learning Outcomes	By the end of the module students should be able to: <ul style="list-style-type: none"> • Prepare in accordance with International Accounting Standards a set of consolidated group accounts (Income statement and statements of financial position) which include associates and subsidiaries. • Account for a variety of different tangible assets using International Accounting Standards; • Account for intangible assets using International Accounting Standards.
Assessment	28188-01 : FR Examination : Exam (Centrally Timetabled) - Written Unseen (60%) 28188-02 : FR Class Test : Class Test (40%)
Assessment Methods & Exceptions	One hour class test – multiple choice and objective test questions (40%) 2hr exam (60%) Reassessment: 2 hr exam (100%)
Other	None

Module Title	LI Control and Governance Systems
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 28738
Module Lead	Nick Rowbottom

Level	Intermediate Level
Credits	10
Semester	Semester 1
Pre-requisites	
Co-requisites	
Restrictions	BSc Accounting and Finance students only
Exclusions	
Description	This module focuses on the role and use of internal control systems and corporate governance systems within modern business organisations. In doing so, it introduces students to the ethical issues faced by accounting and finance professionals. The module examines and appraises accepted models of control and governance systems, and uses accounting and financial case studies (e.g. Barings Bank, Enron, WorldCom, Lehman Brothers, LIBOR) to provide students with practical exposure to control and governance applications.
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a thorough knowledge and understanding of the ethical issues faced by accounting and finance professionals; • Appraise the role, function and operation of internal controls and corporate systems within modern business environments; • Evaluate the effectiveness of control and governance systems in practice.
Assessment	28738-01 : Coursework : Coursework (100%)
Assessment Methods & Exceptions	<p>Groupwork project including 3,000 word case study report (100%)</p> <p>Reassessment: 2 hour examination (100%)</p>
Other	None

Module Title	LI Corporate Financial Management
School	Birmingham Business School
Department	Birmingham Business School

Module Code	07 12401
Module Lead	Dr Nick Carline
Level	Intermediate Level
Credits	10
Semester	Semester 1
Pre-requisites	
Co-requisites	
Restrictions	BSc Accounting and Finance, BSc Money, Banking and Finance,
Contact Hours	Lecture-22 hours Seminar-5 hours Guided independent study-73 hours Total: 100 hours
Exclusions	
Description	The module aims to cover some of the more advanced building-blocks of finance that are of primary concern to corporate managers, and some of the more advanced considerations needed to make financial decisions both inside and outside the firm. At its core, the module will extensively consider the fundamental relationship between risk and return, and concept of an efficient market. It will then introduce the theory and practice of financing and dividend decisions. Although the module will inevitably contain material of a technical and theoretical nature, it is designed for a cohort of aspiring general managers, as well as accounting and finance specialists.
Learning Outcomes	By the end of the module the student should be able to: <ul style="list-style-type: none"> • 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; • explain the principles underlying asset valuation and market efficiency; • discuss the theories and practice of capital structure, and apply the valuation techniques to the levered firm; and discuss the theories and practice of dividend policy.
Assessment	12401-02 : Examination : Exam (Centrally Timetabled) - Written Unseen (100%)
Assessment Methods & Exceptions	Assessment: 2 hour written unseen examination (100%) Reassessment: 2 written unseen examination 100%)

Module Title	LI Management Accounting
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 12402
Module Lead	Tim Mason
Level	Intermediate Level
Credits	10
Semester	Semester 1
Pre-requisites	Introduction to Management Accounting - (07 19663)
Co-requisites	
Restrictions	Students on BSc Money, Banking and Finance must have passed 07 26357 Introduction to Management Accounting in order to be eligible to register upon this module.
Contact Hours	Lecture-22 hours Seminar-5 hours Guided independent study-73 hours Total: 100 hours
Exclusions	
Description	This module starts by re-visiting product costing, before moving to activity-based, process, joint and by-product costing. The next part of the module focuses on budgeting and related issues. Finally we address standard costing and variance analysis.
Learning Outcomes	<p>By the end of the module the student will be able to:</p> <ul style="list-style-type: none"> • prepare product costs using both the traditional and activity based approaches; • apply costing techniques to organisations engaged in process production and be able to prepare process, normal loss, abnormal loss and abnormal gain accounts; and value closing stock of work-in-progress using different stock valuations methods; • present relevant financial information for decisions relating to joint and by-products;

	<ul style="list-style-type: none"> • demonstrate knowledge and understanding of the roles of budgetary control systems in different types of organisations and be able to prepare various budgets; • demonstrate knowledge and understanding of the role of standard costing techniques and be able to prepare variance analysis statements; • evaluate the limitations of budgetary control and standard costing systems in today's dynamic business environment.
Assessment	12402-01 : Coursework : Coursework (40%) 12402-02 : Exam : Exam (Centrally Timetabled) - Written Unseen (60%)
Assessment Methods & Exceptions	Assessment: Individual 1,000 word essay (40%); 2 hour exam (centrally timetabled) - Written Unseen (60%). Reassessment: 2 hour written examination (100%)

Module Title	LI Introduction to Marketing
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 02767
Module Lead	Lloyd Harris
Level	Intermediate Level
Credits	10
Semester	Semester 1
Pre-requisites	
Co-requisites	
Restrictions	Available to BSc Accounting and Finance, BSc International Accounting and Finance - compulsory
Contact Hours	Lecture-22 hours Guided independent study-78 hours Total: 100 hours
Exclusions	none

Description	The nature of marketing: core concepts and orientation; key elements of Marketing Information Systems (MIS), marketing research and buyer behaviour; portfolio analysis and marketing strategy; setting objectives, market segmentation and positioning; marketing mix: branding, products, services, distribution, pricing, marketing communications; evaluating marketing; marketing management and planning.
Learning Outcomes	By the end of this course students should be able to: (a) understand the concept of marketing/customer orientation; (b) to recognise the complex and dynamic environmental influences which impact upon an organisation's ability to market their products; (c) to understand the Marketing mix and how it applies in a variety of market situations; (d) to appreciate the specialist functions within the broad area of marketing.
Assessment	02767-02 : Exam : Exam (Centrally Timetabled) - Written Unseen (100%)
Assessment Methods & Exceptions	2 hr written examination (75%) Project (25%)
Other	none
Reading List	Philip Kotler, John Saunders, Gary Armstrong (2004), Principles of Marketing: European Edition, FT Prentice Hall, ISBN: 0273684566

Accounting and Finance Year 2 Semester 2

Module Title	LI Auditing
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 22690
Module Lead	Steve Keepax
Level	Intermediate Level
Credits	10
Semester	Semester 2
Pre-requisites	
Co-requisites	
Restrictions	BSc Accounting and Finance, BSc International Accounting and Finance - compulsory
Contact Hours	Lecture-22 hours Guided independent study-78 hours Total: 100 hours
Exclusions	
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, audit process and audit risk, internal control; the auditors' report and the true and fair view.
Learning Outcomes	By the end of the module the student will be able to: <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the underlying conceptual frameworks of an audit and related ethical and regulatory issues; • demonstrate a critical awareness of the role of international auditing standards; • explain the nature of audit evidence how it is established and evaluated and how auditors reach conclusions and judgements;

	<ul style="list-style-type: none"> • identify and evaluate the techniques of auditing and the processes of audit; • critically analyse the contents of the auditors report.
Assessment	22690-01 : Examination : Exam (Centrally Timetabled) - Written Unseen (100%)
Assessment Methods & Exceptions	2 hour written examination (100%) Reassessment: 2 hour written examination (100%)

Module Title	Financial Accounting Theory
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 28186
Module Lead	Elisavet Mantzari
Level	Intermediate Level
Credits	10
Semester	Semester 2
Pre-requisites	
Co-requisites	
Restrictions	None
Contact Hours	Lecture-20 hours Seminar-5 hours Guided independent study-75 hours Total: 100 hours
Exclusions	
Description	<p>The module examines the forms of theorising in financial accounting, in the international business context, including policy-making in financial accounting, conceptual framework projects, market-based accounting research, CSR reporting, and critical perspectives in accounting. This provides students with the theoretic knowledge upon which to base their critical analysis of accounting concepts and practice. The content encourages students to see beyond accounting as practiced to the possibilities of accounting and the role of accounting in society.</p>
Learning Outcomes	By the end of the module students should be able to critically evaluate:

	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of financial accounting theory and be able to compare and contrast different approaches to theorising financial accounting; • Critically evaluate financial accounting policy-making in the international context; • Apply and analyse conceptual frameworks of financial accounting; • Appraise various perspectives on accounting.
Assessment	28186-01 : Individual Essay : Coursework (70%) 28186-02 : Group Assignment : Group Assessment - Coursework (30%)
Assessment Methods & Exceptions	Assessment: Individual essay assignment, 1,500 words (70%); Group presentations (30%) Reassessment: 2000-word individual essay (100%)
Other	None
Reading List	

Module Title	LI Human Resource Management
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 21656
Module Lead	Tony Dobbins
Level	Intermediate Level
Credits	10
Semester	Semester 2
Pre-requisites	
Co-requisites	
Restrictions	None
Contact Hours	Lecture-22 hours Guided independent study-78 hours Total: 100 hours
Exclusions	
Description	<p>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. The module will examine the key issues and debates within the functional areas of employee resourcing, employee development, employee relations and performance management and reward. Finally the module will consider the ways in which HRM can add value to a business and evaluate the role of HR professionals and line managers in delivering effective HR interventions.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the origins and development of HRM and critically evaluate the reason for its prominence in the contemporary work environment; • critically appraise the effect of HRM 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,

	<ul style="list-style-type: none"> demonstrate comprehensive understanding of the relationship between and more traditional forms of participation such as collective bargaining industrial relations and evaluate the impact of the former on the latter
Assessment	21656-02 : Exam : Exam (Centrally Timetabled) - Written Unseen (100%)
Assessment Methods & Exceptions	1 x 2 hr examination (100%) Reassessment: 2 hr examination (100%).

Module Title	LI Information Systems for Accounting
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 28740
Module Lead	Steve Keepax
Level	Intermediate Level
Credits	10
Semester	Semester 2
Pre-requisites	
Co-requisites	
Restrictions	BSc Accountancy and Finance students only
Exclusions	
Description	<p>This module focuses on the nature, detail and development of information accounting systems.</p> <p>In doing so, it introduces students to legacy systems, Enterprise Resource Planning Systems, the Systems Development Life Cycle and Processes and Controls.</p> <p>The Module also utilises a Cloud based accountancy system in a Computer Workshop environment to allow each students to establish a "sandbox" accounting system, building in master data for suppliers / customers / inventory before "building" and selling stock. This allows the students to see the lecture material in as close to a "real world context" as is possible.</p>

Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate a thorough knowledge and understanding of the ethical issues faced by accounting and finance professionals. • appraise the role, function and operation of internal controls and corporate systems within modern business environments. • evaluate the effectiveness of control and governance systems in practice.
Assessment	28740-01 : Exam : Exam (Centrally Timetabled) - Written Unseen (100%)
Assessment Methods & Exceptions	<p>2 hour examination (100%)</p> <p>Reassessment: 2 hour examination (100%)</p>
Other	None

Module Title	LI Taxation
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 22691
Module Lead	TBC
Level	Intermediate Level
Credits	10
Semester	Semester 2
Pre-requisites	
Co-requisites	
Restrictions	BSc Accounting and Finance, BSc International Accounting and Finance - compulsory
Contact Hours	<p>Lecture-22 hours</p> <p>Seminar-4 hours</p> <p>Guided independent study-74 hours</p> <p>Total: 100 hours</p>
Exclusions	

Description	This module introduces students to the UK taxation system. It outlines taxation theory, including legal economic and political perspectives, examines the main UK taxes, demonstrates tax computations and discusses issues related to taxation planning and management for individuals, businesses and companies.
Learning Outcomes	<p>By the end of the module the student will be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the basic theoretical foundations of a modern domestic tax system; • identify and explain the use of various taxes to make up the UK tax system; • perform personal, business, and corporate taxation calculations; • apply a variety of tax rules to real life situations; • appraise the influence of taxes on decision making in commercial and domestic environments; • critically evaluate the wider social impact of taxes and fiscal policy.
Assessment	<p>22691-01 : Group Essay : Coursework (50%)</p> <p>22691-04 : Taxation Class Test : Class Test (50%)</p>
Assessment Methods & Exceptions	<p>Assessment: 1 hour class test (50%) and Group essay: 5,000 word (50%)</p> <p>Reassessment: 2 hour examination (100%)</p>

PLEASE NOTE THAT BSC ECONOMICS FIRST YEAR MODULES HAVE NOT YET BEEN FINALISED. THESE WILL BE SENT TO YOU AT A LATER DATE.

Department of Economics: Home
BSc Economics (3041)

Intermediate Level

Banner Code	Department	Credits	Semester	Module Title
08 29172	ECONOMICS	20	1 & 2	Econometrics
08 29189	ECONOMICS	20	1 & 2	Macroeconomics
08 28536	ECONOMICS	20	1 & 2	Microeconomics
07 26790	ECONOMICS	10	1	China and the World Economy
07 23274	ECONOMICS	20	1 & 2	Contemporary Issues in the UK Economy
08 08352	ECONOMICS	10	2	Decision Theory and Games
08 29168	ECONOMICS	20	1 & 2	Development Economics
08 21726	ECONOMICS	10	2	Econometric Methods
08 08344	ECONOMICS	10	2	Economics of Corporate Finance
08 29179	ECONOMICS	20	1 & 2	Environmental Economics
08 29192	ECONOMICS	10	1	Mathematical Statistics for Economics
08 08332	ECONOMICS	10	1	Microfoundations of Macroeconomics
08 03319	ECONOMICS	10	1	Optimization for Economists
08 29197	ECONOMICS	10	2	Public Economics
07 02888	ECONOMICS	10	2	Regulatory Framework of Banking

<i>Banner Code</i>	08 29172
<i>Title</i>	ECONOMETRICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Joanne Ercolani (Semester 1) and Dr Yiannis Karavias (Semester 2)
<i>Level</i>	Intermediate
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is compulsory or who have passed either 08 29186 Introduction to Mathematics for Economics or 08 29162 Advanced Mathematics for Economics.
<i>Contact hours</i>	56
<i>Delivery</i>	40 hours of lectures, 16 hours of seminars.
<i>Description</i>	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.
<i>Outcomes</i>	By the end of the module students should be able to: <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	Test (25%), 3 hour examination (75%)

<i>Banner Code</i>	08 29189
<i>Title</i>	MACROECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof David Dickinson (Semester 1) and Dr Ceri Davies (Semester 2)
<i>Level</i>	Intermediate
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is a compulsory module or who have passed 08 29194 Principles of Economics
<i>Contact hours</i>	48
<i>Delivery</i>	40 hours of lectures, 8 hours of seminars.
<i>Description</i>	<p>This module is the intermediate macroeconomics module. 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.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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).
<i>Assessment</i>	Test (25%), 3 hour written examination (75%)

<i>Banner Code</i>	08 28536
<i>Title</i>	MICROECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Kamilya Suleymenova (Semester 1) and Dr Rebecca McDonald (Semester 2)
<i>Level</i>	Intermediate
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is compulsory or who have passed 08 11095/08 11096 Principles of Economics AB.
<i>Contact hours</i>	48
<i>Delivery</i>	40 hours of lectures, 8 hours of seminars.
<i>Description</i>	<p>This core module covers intermediate microeconomics. It provides students with a 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 the final year.</p> <p>In the first part (semester 1), the module is primarily concerned with the theories of the firm and consumer behaviour, and the theory of perfectly competitive markets, supply and demand analysis. In the second part (semester 2), it examines microeconomic methods and tools used in real-life economic analysis. Following this study of markets, monopoly, game theory, oligopoly, externalities and public goods are discussed and analysed in more depth. Particular attention is paid to public policy applications of this analysis. Basic mathematical techniques and calculus are used in this module.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	Test (25%), 3 hour written unseen examination (75%)

<i>Banner Code</i>	07 26790
<i>Title</i>	CHINA AND THE WORLD ECONOMY
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof Alessandra Guariglia, Prof Rob Elliott and Prof David Dickinson
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	1
<i>Pre-requisites</i>	08 29194 LC Principles of Economics
<i>Co-requisites</i>	None
<i>Contact hours</i>	27
<i>Delivery</i>	22 hours of lectures, 5 hours of seminars.
<i>Description</i>	<p>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 covered include: history of Chinese economy, growth in finance, corporate sector, consumption, international trade and foreign investment. This module may also cover topical discussions incorporating recent data and developments.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 23274
<i>Title</i>	CONTEMPORARY ISSUES IN THE UK ECONOMY
<i>Department</i>	Economics
<i>Department</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Ceri Davies
<i>Level</i>	Intermediate
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	LI Macroeconomics - (08 29189)
<i>Restrictions</i>	Available to all second year students in the Department of Economics
<i>Contact hours</i>	50
<i>Delivery</i>	42 hours of lectures, 8 hours of seminars.
<i>Description</i>	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.
<i>Outcomes</i>	By the end of the module the student should be able to: <ul style="list-style-type: none"> • 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
<i>Assessment</i>	1000 word essay (25%), 3 hour written unseen examination (75%)

<i>Banner Code</i>	08 08352
<i>Title</i>	DECISION THEORY AND GAMES
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Zhihua Li
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is compulsory or who have passed 08 29162 Advanced Mathematics for Economics; other students who wish to take the module must first consult the lecturer
<i>Contact hours</i>	24
<i>Delivery</i>	20 hours of lectures, 4 hours of seminars,
<i>Description</i>	This module examines the principles and algorithms for making decisions. It provides a more precise and systematic study of the formal or abstract properties of decision-making scenarios. The module considers decisions of a single individual and situations where the decisions of more than two parties are involved. Topics covered in the first part include: subjective probability, rational preferences and utility, expected utility, risk aversion, objections and alternatives to expected utility theory, and group decisions. The second part provides an introduction to major concepts of game theory.
<i>Outcomes</i>	By the end of the module students should be able to: <ul style="list-style-type: none"> • demonstrate knowledge and critical understanding of the major concepts of decision theory and games; • identify and evaluate the interrelation of these concepts and their use in applications of economics; • appraise alternative viewpoints concerning the applicability of decision theory and games.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 21726
<i>Title</i>	ECONOMETRIC METHODS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr William Pouliot
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	LI Econometrics - (08 29172)
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is a compulsory module or who have passed 08 29162 Advanced Mathematics for Economics.
<i>Contact hours</i>	25
<i>Delivery</i>	20 hours of lectures, 5 hours of seminars.
<i>Description</i>	<p>This module covers many of the econometric topics from the Econometrics module, but uses a different method of analysis: it covers linear regression analysis, OLS and its properties, violations of the classical assumptions etc. using matrices. In this module, regression models are represented in matrix form, the OLS estimator is derived using matrix differentiation, and so on. Specifically this module involves: revision of matrix algebra; matrix differentiation, Gauss-Markov theorem, statistical distributions, hypothesis testing of linear restrictions, non-spherical errors and restricted least squares estimation.</p>
<i>Outcomes</i>	<p>On completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and critical understanding of the fundamentals of econometric theory; • derive estimators under certain conditions and prove their properties; • derive the distributions of various hypothesis test statistics for testing parameter restrictions.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 08344
<i>Title</i>	ECONOMICS OF CORPORATE FINANCE
<i>Department</i>	Birmingham Business School
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Domenico Moro
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	LI Microeconomics - (08 28536)
<i>Restrictions</i>	None
<i>Contact hours</i>	24
<i>Delivery</i>	20 hours of lectures, 4 hours of seminars.
<i>Description</i>	<p>This module examines firms' investment and financial decisions. The economics of corporate finance studies these decisions in the light of incentives, information and institutions. The module introduces students to major themes in modern corporate finance and aims at: developing appreciation of its applications to a range of problems and contexts, and equipping students with appropriate tools of analysis to tackle issues and solve problems of corporate finance. Topics covered include: economics of corporate finance, financing decisions and market efficiency, Modigliani-Miller's capital structure irrelevance.</p>
<i>Outcomes</i>	<p>By the end of the module students will be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge of the modern theories of corporate finance; • analyse optimal financial policy on a firm level; • demonstrate knowledge and critical understanding of how the actual financial decisions of firms may be explained in theoretical terms; • demonstrate communication skills and the abilities to collaborate and work in a team effectively.
<i>Assessment</i>	2 hour examination (100%)

<i>Banner Code</i>	08 29179
<i>Title</i>	ENVIROMENTAL ECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof David Maddison (Semester 1) and Dr Johannes Lohse (Semester 2)
<i>Level</i>	Intermediate
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed 08 29194 Principles of Economics
<i>Contact hours</i>	50
<i>Delivery</i>	40 hours of lectures, 10 hours of seminars.
<i>Description</i>	<p>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 (semester 1), particular attention is paid to the inefficiency associated with environmental externalities and the various policies to deal with them. In the second part (semester 2), 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.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	2 x 1000 word essays (25% each), 2 hour written examination (50%)

<i>Banner Code</i>	08 29192
<i>Title</i>	MATHEMATICAL STATISTICS FOR ECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Ioannis Karavias
<i>Level</i>	Intermediate Level
<i>Credits</i>	10
<i>Semester</i>	1
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is a compulsory module or who have passed 08 29162 Advanced Mathematics for Economics
<i>Contact hours</i>	25
<i>Delivery</i>	21 hours of lectures, 4 hours of seminars.
<i>Description</i>	<p>The module is designed for students studying economics and related subjects, who are already familiar with some fundamental statistical ideas and methods. It aims to provide economists with a broad knowledge of the different problems of statistics, the concepts that are used to think about them, the methods that are used to try to solve them, and the historical origins of each of these. Where possible we will choose examples of statistical problems in economic contexts. Examples of subjects which may be chosen for discussion are: the history of statistics; statistical decision theory; Bayesian methods; classical inference; classical estimation; likelihood theory; non-parametric statistics; bootstrap methods. Probability distributions will be studied to the extent the above topics require.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate a critical knowledge and understanding of the context, terminology, and methods associated with standard statistical problems arising in economics and related subjects; • apply such terminology and methods to the analysis of problems within specific statistical areas; • show a systematic understanding of the major concepts of statistics as an outcome of their historical development.
<i>Assessment</i>	2-hour examination (100%)

<i>Banner Code</i>	08 08332
<i>Title</i>	MICROFOUNDATIONS OF MACROECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Kamilya Suleymenova
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	1
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	LI Microeconomics - (08 28536)
<i>Restrictions</i>	Available to all students who have progressed onto the second year of a degree programme in the Department of Economics or who have passed 08 29194 Principles of Economics
<i>Contact hours</i>	24
<i>Delivery</i>	20 hours of lectures, 4 hours of seminars.
<i>Description</i>	This course employs simple conceptual examples from microeconomics to highlight the link between microeconomics and modern business cycle theory. We use examples to analyse the optimum responses of economic agents to shocks to their economic environment, and thereby create a simple model that mimics some stylized facts typically observed during the business cycle. Topics such as inter-temporal household behaviour, macroeconomic coordination failure, wage and employment bargaining between industry and labour unions, job search and unemployment will be studied.
<i>Outcomes</i>	By the end of the module the student should be able to: <ul style="list-style-type: none"> • Demonstrate understanding of the basic theory of intertemporal choice • Apply this theory to choices of consumption, leisure and work • Show how these elements can be combined to produce a model that mimics fluctuations in economic variables over the business cycle
<i>Assessment</i>	1 hour test (50%), 1200 word coursework (50%)

<i>Banner Code</i>	08 03319
<i>Title</i>	OPTIMIZATION FOR ECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Ralph Bailey
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	1
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme for which it is a compulsory module or who have passed 08 29162 Advanced Mathematics for Economics.
<i>Contact hours</i>	25
<i>Delivery</i>	20 hours of lectures, 5 hours of seminars.
<i>Description</i>	In this module, students will continue to develop the mathematical background necessary to cope with intermediate economic theory and intermediate econometrics. The core theme covered is the optimization of quantities (such as profit, utility, cost, social welfare, or likelihood) which depend on several variables that may have to satisfy constraints. Optimization theory and techniques underlie the workings of the entire subject area of economics. The main topics covered are: unconstrained optimization, numerical optimization, optimization with equality constraints, dynamic optimization, optimization with inequality constraints.
<i>Outcomes</i>	By the end of the module students should be able to: <ul style="list-style-type: none"> • demonstrate knowledge and critical understanding of the most fruitful methods of optimization; • identify and apply these methods logically and accurately; • demonstrate knowledge and critical understanding of how the principles and techniques of optimization are useful in various applications in economics.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 29197
<i>Title</i>	PUBLIC ECONOMICS
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Allan Beltran Fernandez
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed 08 29194 Principles of Economics
<i>Contact hours</i>	24
<i>Delivery</i>	20 hours of lectures, 4 hours of seminars.
<i>Description</i>	<p>This module provides a broad understanding of the scope of public economics. It examines the role of the public sector in the economy. It considers economic problems and policy issues in a range of key areas such as health, education and pensions. The main focus is on how economic principles can be used to explore key theoretical and practical issues in these areas and how empirical evidence can be used to evaluate them. The range of topics covered seeks to highlight current issues of government, national and international concern. The module begins by presenting the concepts of economic and social optimum in the context of different welfare theories. The theoretical framework is then used to study in some detail the reasons behind government intervention in selected markets, such as unemployment insurance, education, health and crime.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and critical understanding of key features of welfare theories; • identify reasons for government intervention in selected key areas; • apply economic theory and tools to analyse and evaluate government intervention in these areas.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	07 02888
<i>Title</i>	REGULATORY FRAMEWORK OF BANKING
<i>Department</i>	Economics
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Keith Pond
<i>Level</i>	Intermediate
<i>Credits</i>	10
<i>Semester</i>	2
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Restrictions</i>	None
<i>Contact hours</i>	25
<i>Delivery</i>	22 hours of lectures, 3 hours of workshops
<i>Description</i>	<p>The module provides an opportunity to research, review and evaluate typical retail banking issues common to economic systems in the UK and globally. The course studies generic, international and (some) country specific regulatory, legal and operational issues relating to banking intermediation, credit creation, retail bank delivery systems, key banking products, payment systems, the banker-customer relationship, banking contracts, consumer and microbusiness lending, individual insolvency, and taking and use of security for bank advances. Case studies and real-life examples are used throughout.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and critical understanding of key aspects of banking concepts and theories and recommend solutions to common banking problems; • appraise legal, regulatory and operational issues affecting bankers and customers; • apply credit appraisal concepts to consumer and microbusiness proposals; • explain and apply insolvency law and the effect it has upon the bank accounts and securities of individuals; • explain how banks take security for advances paying special attention to certain duties imposed by the law in these situations.
<i>Assessment</i>	1500 word group essay (50%), 1 hr examination (50%)

Department of Economics: Home
BSc Economics (3041)
Honours Level

Banner Code	Department	Credits	Semester	Title
08 29198	ECONOMICS	20	1 & 2	Topics in Economic Theory and Practice
08 29161	ECONOMICS	10	1	Advanced Econometric Theory
08 03433	ECONOMICS	10	1	Applied Econometrics
07 24240	ECONOMICS	10	1	Behavioural and Experimental Economics
08 18136	ECONOMICS	10	2	Economic Policy and Political Economy
08 19556	ECONOMICS	10	1	Economics of Banking
08 08380	ECONOMICS	10	2	Economics of Financial Markets
08 29176	ECONOMICS	20	1 & 2	Economics of the European Union
08 08375	ECONOMICS	10	2	Economics of Uncertainty and Information
08 03615	ECONOMICS	10	1	Game Theory
08 03189	ECONOMICS	10	2	General Equilibrium and Welfare
07 23467	ECONOMICS	10	2	Health Economics
08 29183	ECONOMICS	20	1 & 2	History of Economic Thought
08 03231	ECONOMICS	10	2	International and European Monetary Issues
08 28539	ECONOMICS	10	2	International Trade Policy
08 28540	ECONOMICS	10	1	International Trade Theory
08 22870	ECONOMICS	20	1 & 2	Labour Economics
08 03345	ECONOMICS	10	1	Monetary Policy
08 03579	ECONOMICS	10	2	Open Economy Macroeconomics
08 03468	ECONOMICS	10	1	Theory of Industrial Organisation

<i>Banner Code</i>	08 29198
<i>Title</i>	TOPICS IN ECONOMIC THEORY AND PRACTICE
<i>School/Department</i>	Birmingham Business School
<i>Member of Staff</i>	Panos Fouskas / Prof Peter Sinclair
<i>Level</i>	Honours
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme for which it is compulsory or who have passed Microeconomics (08 28536) and Macroeconomics (08 29189)
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	40
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This linked module examines several related areas of active application of economic theory. The topics covered vary but share the ultimate goal of developing an understanding of the fundamental assumptions underlying economic theory. The first part (semester 1) may cover discussions on the evolution of economic aggregates over time, the central ideas of economic growth, and the nature of the policy choices concerning equity and economic efficiency and some of their implications for taxation, unemployment and the distribution of income. The second part (semester 2) may discuss determinants and effects of different ways a domestic economy (a country) interacts with the rest of the world, such as effects of international trade on economic growth, institutional development, conflict, quality of institutions and forms of international relations</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of applications of technical analysis to specific economic issues and problems; • critically evaluate and interpret empirical results and the intuition behind them; • demonstrate systematic and detailed knowledge of fundamental assumptions underlying economic theory.
<i>Assessment</i>	2 x 2 hour written examination (100%)

<i>Banner Code</i>	08 29161
<i>Title</i>	ADVANCED ECONOMETRIC THEORY
<i>Department</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Marco Barassi
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	<p>Available to all students who have been allowed onto the final year of a degree programme for which it is compulsory or who have passed 08 21726 Econometric Methods (08 21726) and Mathematical Statistics for Economics</p> <p>Other students must first consult the lecturer.</p>
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	1 hour of lectures, 1 hour of seminars per week
<i>Description</i>	<p>This module is designed to provide a rigorous training in econometric theory in order to enable students to develop and apply advanced econometric knowledge and skills. It is strongly maths-based and covers advanced material. Topics covered in the first part of the module include: Maximum Likelihood Estimation in general; properties of the score, information, efficiency, consistency, asymptotic distributions. Tests based on MLE: Likelihood ratio, Wald and Lagrange Multiplier. In the second part of the module, stationary and non-stationary time series, unit root testing and cointegration, GARCH models are discussed.</p>
<i>Outcomes</i>	<p>On completion of this module the student will be able to:</p> <ul style="list-style-type: none"> • demonstrate in depth knowledge and ability to derive likelihood estimators for various models; • identify and critically appraise the properties of estimators; • demonstrate systematic understanding of statistical theory and properties of stationary and non-stationary time series models.
<i>Assessment</i>	2-hour examination (100%)

<i>Banner Code</i>	08 03433
<i>Title</i>	APPLIED ECONOMETRICS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Federico Lampis
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme for which it is compulsory or who have passed 08 29172 Econometrics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	30
<i>Delivery</i>	2 hours of lectures per week, plus computer classes and exercise classes
<i>Description</i>	<p>This module illustrates econometric model selection for different substantive issues. The topics covered may vary but share the ultimate goal of developing a solid understanding of econometrics and its applications. Topics covered include: equation misspecification, omitted variables, simultaneous equation bias, instrumental variables, dynamic single equation models, foreign exchange markets efficiency tests, static, dynamic and equilibrium-correction models, causality and exogeneity, cointegration tests, Johansen's estimator and a money-demand function, generalised linear models for binary and categorized dependent variables, fixed and random effect models for panel and other multilevel structures. Diagnostic testing is discussed as it arises.</p>
<i>Outcomes</i>	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of econometric methods and tools and their application to specific problems; • explain how formal econometric models are developed and used; • conduct complex empirical econometric investigations and interpret their results.
<i>Assessment</i>	2-hour written examination (100%)

<i>Banner Code</i>	07 24240
<i>Title</i>	BEHAVIOURAL AND EXPERIMENTAL ECONOMICS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof Michalis Drouvelis
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Available to all final-year students in the Department of Economics and students who have passed 08 28536 Microeconomics.
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module provides a comprehensive and up-to-date introduction to behavioural and experimental economics, which are among the most rapidly advancing areas in economics today. It explores some of the overwhelming evidence that economic actors do not always behave the way standard economic models assume and its implications for understanding how real people make choices. While focusing on discussing the main developments in behavioural and experimental economics, the module aims to study the methodology of experimental economics and how it can be used to empirically test economic theory. The purpose is to develop critical appreciation of the theoretical tools used in these relatively new but increasing important areas of economics, and their applications to a variety of economic contexts. These include choice under risk, individual decision-making and interaction in strategic contexts. The module also discusses recent advancements in behavioural and experimental economics from a methodological perspective and examines several areas of economic and policy analysis in which they are applied.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of core areas of behavioural and experimental economics; • critically evaluate how economic theories are tested; • appraise contexts within which the methods of experimental economics are applied; • use empirical findings to analyse specified economic contexts.
<i>Assessment</i>	Assignment - 1000 words essay (30%), 1-hour examination (70%)

<i>Banner Code</i>	08 18136
<i>Title</i>	ECONOMIC POLICY AND POLITICAL ECONOMY
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Kamilya Suleymenova
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 28536 LI Microeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module examines non-market decision-making, in particular of political decision-making from an economist's perspective. The module uses the 'rational choice' perspective to understand the process of economic and political decision-making in a democracy and to study some particular issues in developed and developing countries. The approach combines the study of advanced theoretical background with examples and critical evaluations of existing policies. For instance, 'rational choice' perspective is used to study problems of government resource allocation. Other examples include: government health and education policies, economics of crime and conflict.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of the microeconomic basis of financial economics; • critically evaluate government policies; • set up and solve formal models of political decision-making.
<i>Assessment</i>	Coursework/problem set (25%), 1-hour written unseen examination (75%)

<i>Banner Code</i>	08 19556
<i>Title</i>	ECONOMICS OF BANKING
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Frank Strobel
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 28536 Microeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	This module focuses on the conceptual foundations and key institutional details of banking and credit markets. It introduces key elements of the theory of financial intermediation, such as why banks exist, the roles of credit analysis and loan contract design, the possibility of credit rationing, the emerging use of securitisation, the specifics of deposit contracts and the role of deposit insurance. It further examines the rationale for why banks are so extensively regulated, and discusses in detail the key international regulatory framework applicable to banks in this context.
<i>Outcomes</i>	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of key bank operations and their regulation; • critically appraise the fragility of modern banking; • demonstrate detailed knowledge of the international regulation framework applicable to banks.
<i>Assessment</i>	2-hour examination (100%)

<i>Banner Code</i>	08 08380
<i>Title</i>	ECONOMICS OF FINANCIAL MARKETS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof John Fender
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the second year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 28536 LI Microeconomics and 08 29189 Macroeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module examines economic theories of financial market behaviour and discusses their empirical relevance. A prime focus is the determination of asset prices. The first part of the module concentrates on bond markets. It discusses how bond prices are determined and the term structure of interest rates. The second part of the module explores portfolio allocation decisions, using the Mean-Variance model of Markowitz and the Capital Asset Pricing Model (CAPM). The third part of the module explores the efficiency of financial markets (particularly stock markets). The determination of share prices and the Efficient Markets Hypothesis are discussed, as well as some of the many stock market 'anomalies'. This leads us on to a discussion of bubbles and crashes and the implications of heterogeneous investors for asset market behaviour. If time permits, we will finally discuss the implications of what we have learned in the course for both policy and investor behaviour.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of the microeconomic basis of financial economics; • analyse the behaviour of asset markets and prices using theoretical models; • apply these models to specific context and critically evaluate their empirical implementation.
<i>Assessment</i>	2-hour written unseen examination (100%)

<i>Banner Code</i>	08 29176
<i>Title</i>	ECONOMICS OF THE EUROPEAN UNION
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Michael Walsh
<i>Level</i>	Honours
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Restrictions</i>	Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed Microeconomics (08 28536).
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	40
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>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.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	2-hour written examination (50%), 2000 words essay (50%)

<i>Banner Code</i>	08 08375
<i>Title</i>	ECONOMICS OF UNCERTAINTY AND INFORMATION
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Amalia Di Girolamo
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme for which it is a compulsory module or who have passed Microeconomics (08 28536)
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures and 1 hour of workshop per week
<i>Description</i>	This is a strongly theoretical and mathematical economics module. The focus of attention is on how individuals make choices under uncertainty and asymmetric information. The first part of the module focuses mainly on two models: Expected Utility Theory and Prospect Theory. These are followed by discussions on major concepts and models of the Theory of Choice under Uncertainty and the Economics of Information with detailed micro-level analysis. Relevant applications are also discussed, such as individual Portfolio Theory and the Principal-Agent problem
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of and be able to formally define main theories and models of individual decision-making and the role of individual risk attitude in them; • apply these theories and models to specified individual decision-making problems; • critically appraise and compare these models by describing their main assumptions and limitations.
<i>Assessment</i>	2500 word essay/individual project (100%)

<i>Banner Code</i>	08 03615
<i>Title</i>	GAME THEORY
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof Ganna Pogrebna
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	<p>Available to all students who have been allowed onto the final year of a degree programme for which it is compulsory or who have passed 08 28536 Microeconomics.</p> <p>Other students who wish to take the module must first consult the lecturer.</p>
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module provides students with advanced knowledge and analytical skills associated with game theory and its economic applications. The main emphasis is on the discussion and description of solution concepts appropriate for various types of economic problems. The purpose of the module is to develop the solid theoretical background necessary to understand game theoretic models and how these models are applied as a tool to solve problems in different areas in economics. The module will not only introduce theoretical concepts of Game Theory but also focus on a variety of applications and use examples from the real world situations.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding in game theory; • apply game theory to formulate and solve complex practical problems; • critically evaluate theoretical constructs and practical applications of game theory.
<i>Assessment</i>	A choice of either 5 mins video assignment (100%) OR 2500-words essay (100%).

<i>Banner Code</i>	08 03189
<i>Title</i>	GENERAL EQUILIBRIUM AND WELFARE
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof Aditya Goenka
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme for which it is compulsory or who have passed 08 28536 Microeconomics.
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	23
<i>Delivery</i>	2 hours per week, 4 hour of seminars per term
<i>Description</i>	<p>This module considers the behaviour of individual agents and builds from this foundation to a theory of aggregate economic outcomes. The aim is to develop deeper and advanced understanding of the working of the market mechanism, in terms of both ideal outcomes and market failure. It touches upon the theories of consumer and producer behaviour to explain the concepts of partial and general equilibrium. Topics covered may include: existence of general equilibrium; the first and second welfare theorems; general equilibrium under uncertainty; public goods and externalities; Arrow's impossibility theorem and social decisions.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of theoretical general equilibrium and social welfare constructs; • 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.
<i>Assessment</i>	2-hour written unseen examination (100%)

<i>Banner Code</i>	07 23467
<i>Title</i>	HEALTH ECONOMICS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Hugh McLeod
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 28536 Microeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours per week, 3 hour of seminars per term
<i>Description</i>	<p>This module is designed to provide an introduction to the various key concepts within health economics, specifically with respect to health care systems and to individual behaviour within such systems. The module is split into two parts. Part one covers the principles and theories of health economics. Part two covers economic evaluation. The specific objectives of the module are: to provide information on the relevant economic theories that are applicable to health economics, to demonstrate how economic analysis can inform decisions on health policy, to analyse alternative systems of health care delivery and to explore practical issues involved when conducting an economic evaluation. Topics covered include: demand for health and health care, health care systems, cost-benefit analysis, QALYs and rationing.</p>
<i>Outcomes</i>	<p>On successful completion of this module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge of the principles and theories of health economics; • critically analyse health policy issues; • apply the principles of health economics to a variety of applications in health economics.
<i>Assessment</i>	2-hour written examination (100%)

<i>Banner Code</i>	08 29183
<i>Title</i>	HISTORY OF ECONOMIC THOUGHT
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Keith Tribe / Prof Roger Backhouse
<i>Level</i>	Honours
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Restrictions</i>	Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed Principles of Economics (08 29194).
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	40
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>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.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of the main ideas developed by some of the major economists of the period up to the late twentieth century; • explain the origins of some of the key concepts in modern economics; • comment critically on historical texts in economics from this period.
<i>Assessment</i>	2 x 1250 word essays (25% each), 2 hour examination (50%)

<i>Banner Code</i>	08 03231
<i>Title</i>	INTERNATIONAL AND EUROPEAN MONETARY ISSUES
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Pei Kuang
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 29189 Macroeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module examines key issues of the international monetary system with a focus on Europe. It begins by examining the historical context and evolution, which form the basis of analysis of the political and the economic background leading to the formation of European Monetary Union. The module provides theoretical and empirical analysis of the costs and benefits of monetary union (basic framework and tools in international macroeconomics are introduced where needed). Other topics covered include: fiscal policy and the stability pact, monetary policy decision making in the European Monetary Union, and incomplete monetary union.</p>
<i>Outcomes</i>	<p>On completion of this module students will be able to:</p> <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of the formation of European Monetary Union and its economic policy decision making process; • conduct cost and benefit analysis of monetary union logically and accurately; • analyse and discuss theoretical and empirical issues in the topical area of monetary integration.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 28539
<i>Title</i>	INTERNATIONAL TRADE POLICY
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Wanyu Chung
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	None
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	International Trade Theory (08 28540)
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module follows on from International Trade Theory, using the theoretical models covered as the basis for further policy analysis. While the focus is mainly on understanding the theory underlying policy choices, examples are used to illustrate the ideas. It begins by examining global and regional moves towards free trade, and how these interact with each other. This is followed by sections on strategic trade policy, which analyses trade policy under oligopoly, and political economy, with analysis of both median voter and lobbying models. There follows an analysis of the motivation for foreign direct investment (FDI), focusing on the choice between FDI and exporting and the impact of trade policy on this choice. The final section considers the effects of technological change on trade and of trade on growth.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate an advanced, systematic knowledge and understanding of alternative reasons for using trade policy and the institutions governing trade; • critically analyse how economic theory is used to formulate trade policy; • critically evaluate the policy significance of a number of models of trade policy.
<i>Assessment</i>	2 hour written unseen examination (100%)

<i>Banner Code</i>	08 28540
<i>Title</i>	INTERNATIONAL TRADE THEORY
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Gunes Bebek
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 28536 Microeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	23
<i>Delivery</i>	2 hours of lectures per week, 3 hours of seminars per term
<i>Description</i>	<p>This module provides an advanced introduction to the core of international trade theory. Attention is paid to the use and relevance of various economic models in explaining international trade patterns and evaluating international trade policy. The main areas covered are: the Ricardian model of comparative advantage; neoclassical production and trade; factor endowments and trade; market structure, imperfect competition and trade and the theory of trade policy. Attention is also paid to the empirical evidence relating to these theories, and to what degree it provides support for them.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate a critical understanding of central international trade theories explaining the patterns of trade, and the empirical evidence relating to these theories; • examine and evaluate the effects of trade and trade-related policies on welfare; • apply partial and general equilibrium models to analyse international trade.
<i>Assessment</i>	2-hour written unseen examination (100%)

<i>Banner Code</i>	08 22870
<i>Title</i>	LABOUR ECONOMICS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Marco Ercolani / Claire Crawford
<i>Level</i>	Honours
<i>Credits</i>	20
<i>Semester</i>	1 & 2
<i>Restrictions</i>	None
<i>Pre-requisites</i>	Available to all students who have been allowed onto the final year and passed Econometrics (08 29172)
<i>Co-requisites</i>	None
<i>Contact hours</i>	50
<i>Delivery</i>	2 hours of lectures per week, 1 hour of seminars fortnightly
<i>Description</i>	<p>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 practical. 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.</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
<i>Assessment</i>	30 mins test (12.5%); 500 words essay (12.5%), 3-hour written unseen examination (75%)

<i>Banner Code</i>	08 03345
<i>Title</i>	MONETARY POLICY
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Christoph Gortz
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 08 29189 Macroeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	This module builds on the main macroeconomic models studied at Level 2 with a particular emphasis on the role of monetary policy, and its effectiveness or otherwise, in those models. The first part of the course will consider some of the building blocks of a monetary macroeconomic model such as the demand for money, supply of money and the term structure of interest rates. The latter part of the course will concentrate on policy issues relevant to the conduct of modern monetary policy such as credibility, the transmission mechanism, the welfare costs of inflation and inflation targeting.
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • situate the theoretical models studied at Level 2 in the context of modern macroeconomics research and discuss the main issues relating to the effectiveness of monetary policy; • read and understand selected papers from professional journals; • discuss issues relating to the conduct of monetary policy both in the UK and in the wider international economy.
<i>Assessment</i>	2 hour written examination (100%)

<i>Banner Code</i>	08 03579
<i>Title</i>	OPEN ECONOMY MACROECONOMICS
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Prof John Fender
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	2
<i>Restrictions</i>	Available to all students who have been allowed onto the final year of a degree programme in the Department of Economics (including Joint Honours) or who have passed 29189 Macroeconomics
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	The purpose of the module is to discuss some of the implications of the fact that the economy is open for the behaviour of the macroeconomy. The first section of the course discusses the law of one price, purchasing power parity and covered and uncovered interest parity. The second section considers the Mundell-Fleming model and the Dornbusch overshooting model, as well as more recent developments. The third section is devoted to policy related issues, such as target zones, speculative attacks on fixed exchange rate regimes and the East Asia financial crisis.
<i>Outcomes</i>	By the end of the module students should be able to: <ul style="list-style-type: none"> • demonstrate systematic knowledge and understanding of theories and concepts in open economy macroeconomics; • critically analyse, using appropriate techniques, some static and dynamic open macroeconomic models; • critically appraise policy related issues in open economy macroeconomics
<i>Assessment</i>	2 hour written unseen examination (100%)

<i>Banner Code</i>	08 03468
<i>Title</i>	THEORY OF INDUSTRIAL ORGANISATION
<i>School</i>	Birmingham Business School
<i>Member of Staff</i>	Dr Toby Kendall
<i>Level</i>	Honours
<i>Credits</i>	10
<i>Semester</i>	1
<i>Restrictions</i>	Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed Microeconomics (08 28536)
<i>Pre-requisites</i>	None
<i>Co-requisites</i>	None
<i>Contact hours</i>	20
<i>Delivery</i>	2 hours of lectures per week
<i>Description</i>	<p>This module provides students with understanding of the theory of industrial organisation, with consideration of empirical and policy issues. 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. It covers topics related to how markets work, how agents (firms, consumer) interact in a market either strategically or otherwise and how environmental factors, from other firms to policy, affect the market and the participants</p>
<i>Outcomes</i>	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • apply formal methods of firm and industry behaviour; • demonstrate systematic knowledge and understanding of relevant concepts from game theory and apply them to specified situations and problems; • critically appraise how industrial economics can contribute to economic policy.
<i>Assessment</i>	2 hour written examination (100%)

Business Management Year 1

Banner Code	07 25281
Title	Developing Entrepreneurial Opportunity
Member of Staff	Endrit Kromidha
Level	C
Credits	10
Semester	1
Description	<p>The aim of this module is to provide a practice-based introduction to understanding and developing core entrepreneurial capabilities and awareness amongst first year business school students. 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.</p> <p>Students on the module will be expected to develop their own business idea – developed through a series of lectures, workshops and consultation activities – that they will present to a panel of business people and academics. Students will also be anticipated to produce a summative feasibility plan for their business idea.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none">• demonstrate knowledge and understanding of the environment of the entrepreneur and the small business;• undertake the feasibility planning process and construct a feasibility study;• explain how to implement and evaluate such a study, both at the opportunity recognition and the study implementation stages;• demonstrate a critical awareness of the importance of opportunity recognition processes involved in creating and developing business opportunities.
Assessment	50% assignment and 50% group assignment

Banner code	07 28826
Title	Economics for Business (A)
Member of Staff	Carlo Corradini/Ferran Vendrell-Herrero
Level	C
Credits	10
Semester	1
Description	This module provides students with an introduction to core micro and macro-economic theory and principles in a business context. It combines basic micro and macroeconomics with cases/applications to provide students with the ability to understand and analyse current and topical economics issues with relevance for business.
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the meaning of key microeconomic and macroeconomic concepts relating to supply and demand, market structure, costs and market failures, macroeconomic policy and international trade; • Apply diagrammatic analysis to demonstrate the broad principles involved in the microeconomic theory of markets and market failures and macroeconomic policy decisions; • Analyse real world cases and economic problems faced by individuals, business and governments using micro and macroeconomic principles and models; • Interpret and apply economic principles and models to understand and analyse the business and economic environment in which we live and work.
Assessment	100% Exam

Banner code	07 24791
Title	Introduction to Business Strategy and Supply Chain Management
Member of Staff	Ali Esfahbodi
Level	C
Credits	10
Semester	1
Description	<p>In their attempts to achieve superior profitability for their firms, managers need to consider three key tasks. First, firms need to be positioned within business networks, matching their internal capabilities with external market opportunities, to maximise the revenue flowing into the organisation. Second, firms need to market and sell their products and or/services. Third, firms need to be organised and managed to ensure that as little of that revenue as possible flows out of the organisation and into the pockets of suppliers.</p> <p>This module assesses how firms might undertake these critical tasks in an effective manner and also shows that they are inter-related. After briefly touching on the network positioning issue, the module discusses the factors associated with the boundary of the firm decision. The module then examines in detail the core concepts and practices of marketing and sales and supplier management. Particular attention is given to the impact of buyer-supplier power relations on the management practices of supplier selection, relationship management and the coordination of an extended chain of suppliers.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • explain the concept of a business network and indicate its significance to business management; • evaluate the factors driving firm positioning and boundary of the firm decisions within a business network context; • demonstrate knowledge and understanding of the key concepts relevant to the effective management of customers and suppliers; • analyse key decisions and activities associated with managing customers and suppliers, both in the firm's immediate supply base and in extended business networks; • apply the conceptual underpinnings of the module to concrete case examples.
Assessment	100% Coursework

Banner code	07 28830
Title	Personal, Professional and Academic Development
Member of Staff	Scott Taylor
Level	C
Credits	10
Semester	1
Description	<p>The focus in this module is on developing the critical thinking and practical skills necessary for undergraduate study, (possible) work placement and graduate careers in the field of business and management. The module will introduce students to the efficient use of the library and bibliographic sources (including online databases); the importance of good referencing; the dangers of plagiarism as well as the principles of good essay writing, specifically exploring how to write a literature review. Students will be required to take a class test (developed using gamification methods) to assess their ability to use the library catalogue, including searching for and finding specific sources and appropriately referencing them (25% assessment weighting). They will also be required to write a 1500 word literature review (75% weighting) and reflective analysis of their experiences working in their Business Idea Group (BIG). BIG's are set up (and compulsory) for students taking part in the Developing an Entrepreneurial Opportunity (DEO) module. They comprise of between 4 and 6 students who work together to develop a business idea. DEO is also a first year, first semester module. Linking the experience gained working in BIG's to a theoretical examination of small group working offers efficiency and leverages learning opportunities for students. The DEO module offers students a practical problem to solve but does not explicitly support student's experiential learning through this process. The literature review and reflective essay that forms part of the proposed Personal, Professional and Academic Development (PPAD) module offers such theoretical support for the experiential learning undertaken during the DEO module.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Define critical thinking and practice critique of the academic work of others and selves; • engage in independent academic study to produce a basic literature review. • prepare and carry out effective research and data collection from various academic sources.

Banner code	07 11050
Title	Principles of Marketing
Member of Staff	Mark Foster
Level	C
Credits	10
Semester	1
Description	<p>The purpose of the module is to examine and understand the role of marketing in the modern business structure by looking at theories and real life examples, drawing on the first hand experience of the module leader as well as academic study. Students will be given the opportunity to put theories to the test through assessed tutorials and practical tasks. Students will also be encouraged to apply the learning to appreciate and understand the impact marketing has on their everyday lives and track this back to the theory, principles and practice of marketing. This will be achieved through reflective learning and tasks such as formulating a social media marketing campaign and completing a reflective diary.</p> <p>The module will examine the role of marketing in business strategy; its part in brand building in a global context; how it links in with other core business units; how it places the consumer at the heart of campaigns. Practical examples will be examined to understand the success and failure of marketing strategy and how regional culture can impact global marketing positioning. It will provide students with the essential background to understand consumers, the communications planning process, and the communications mix. The ethics of marketing and associated advertising and the use of interactive and digital media will also be examined.</p>
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> • demonstrate an understanding of a range of core marketing concepts used to communicate across traditional and digital media; • identify key elements of the marketing mix and related theory to identify and analyse market conditions, and the marketing information needed by organisations in order to be able to plan, manage and develop marketing strategy; • critically evaluate the sources of research materials to advise appropriate course of action, and engage with different marketing theories and options to make decisions.

Banner Code	07 28828
Title	Business Accounting
Level	C
Credits	10
Semester	2
Description	<p>This module 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 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.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
Assessment	100% Exam

Banner Code	07 28827
Title	Economics for Business (B)
Level	C
Credits	10
Semester	2
Description	<p>This module applies microeconomic and macroeconomic principles to the real life business context in order for students to analyse current and topical economics issues with relevance for business. Topics typically covered include microeconomic issues such as demand and supply analysis; elasticity; cost analysis; and influence of market structure. Macroeconomic issues covered include economic growth; unemployment and inflation; monetary and fiscal policy.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of the meaning of key microeconomic and macroeconomic concepts; • Apply diagrammatic analysis to demonstrate the broad principles involved in the microeconomic theory of markets and market failures and macroeconomic policy decisions; • Analyse real world cases and economic problems faced by individuals, business and governments using micro and macroeconomic principles and models; • Interpret and apply economic principles and models to understand and analyse the business and economic environment in which we live and work, and to appraise the impacts of economic decisions and events.
Assessment	100% Exam

Banner Code	07 21079
Title	Introduction to Financial Reporting
Level	C
Credits	10
Semester	2
Description	<p>This module is designed to introduce students to financial reporting and the key financial statements used to provide information on the position, performance and liquidity of an entity. Students will be provided with knowledge of, and exposure to, the content, structure and limitations of financial reports. The module will also cover the interpretation and reporting of financial accounting information and help students to develop analytical skills through the study of accounting problems.</p>
Learning Outcomes	<p>On completion of this module the student should be able to:</p> <ul style="list-style-type: none"> • explain the need for the provision of accounting information and the framework within which financial performance is evaluated and reported in the UK; • produce financial statements and calculate financial ratios; • appraise alternative valuation approaches; • interpret the information revealed in published profit and loss accounts, balance sheets and cash flow statements; • demonstrate knowledge and understanding of the various different sources of finance available to business ventures in general and limited companies in particular.
Assessment	100% Exam

Banner Code	07 24871
Title	Understanding Organisation and Management
Level	C
Credits	10
Semester	2
Description	<p>The purpose of the module is to draw organisational analysis and management thought together, extracting the management implications from different strands of organisational thinking, and highlighting the conceptual issues implied in management problems. The module explores the nature of organization and gives an overview of traditional approaches to their analysis and design, from bureaucracy and scientific management to contingency theory, socio-technical systems and transaction cost analysis. The module focuses on different aspects of organisations – their relationship to the individuals who constitute them, social groups and cultures, governance and goals. Learning is facilitated and reinforced through practical case studies and exercises conducted in a series of seminar classes.</p>
Learning Outcomes	<p>By the end of the module students should:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of methods of organizing work and other activities, and how these are managed; • demonstrate knowledge and understanding of modern organisations, how these are designed and managed • critically appraise their own role within groups and organisations; • identify the conceptual issues implicit within practical management processes and problems; • apply these theories and perspectives to the analysis of managerial and organisational issues.
Assessment	Group coursework 50%, Exam 50%

Banner Code	07 26361
Title	Advanced Analytical Techniques for Business
Level	C
Credits	20
Semester	1&2
Description	<p>The role of this module is to develop skills that students will require elsewhere on the programme and in business. The module consists of the following:</p> <p>Semester 1 concerns the application of mathematics to a range of finance, accounting and business problems, including savings accumulation, loan repayment, project evaluation, depreciation and linear programming, project planning and inventory control.</p> <p>Semester 2 is an introduction to Statistics: Descriptive statistics and frequency distributions. Discrete probability distributions; Continuous distributions: the Normal and exponential distribution. Interval estimation. Simple hypothesis testing. Correlation and simple regression.</p> <p>Also included is the use of relevant Excel functions and routines.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Execute a range of financial calculations; • Formulate and solve Linear Programming problems; • Solve a basic inventory model; • Calculate and comment upon summarising statistics and plot appropriate graphs and charts; • Use and interpret discrete and continuous probability distributions; • Apply the basic principles of hypothesis testing; • Carry out simple correlation and regression analysis.
Assessment	Class Test (40%) and Exam (60%)

Banner Code	07 26362
Title	Analytical Techniques for Business
Level	C
Credits	20
Semester	1&2
Description	<p>The role of this module is to develop skills that students will require elsewhere on the programme and in business. The module consists of the following:</p> <p>Semester 1 is designed provide a solid mathematical foundation. It includes numeracy, algebra, exponents, linear equations, polynomial functions, differential calculus; slope, and maxima and minima, functions of more than one variable, exponential functions, and financial mathematics.</p> <p>Semester 2 is an introduction to Statistics: Descriptive statistics and frequency distributions. Discrete probability distributions; Continuous distributions: the Normal and exponential distribution. Interval estimation. Simple hypothesis testing. Correlation and simple regression.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Calculate percentages and ratios; • Solve exponent problems in financial mathematics; • Differentiate functions and find maxima and minima; • Solve problems with linear equations and inequalities; • Calculate and comment upon summarising statistics and plot appropriate graphs and charts; • Use and interpret discrete and continuous probability distributions; • Apply the basic principles of hypothesis testing; • Carry out simple correlation and regression analysis.
Assessment	Class Test (40%) and Exam (60%)

Banner Code	07 29049
Title	WHM Place of Business in Society
Level	C
Credits	20
Semester	1&2
Description	<p>This module provides the opportunity for students to develop their understanding of the complex interdependence of business and society. Whilst cumulatively contributing to achieving the learning outcomes, each semester is also designed as a discrete section to be assessed separately. The first semester develops students' understanding of the historical and theoretical development of firms and the international environment in which they operate. It will begin by considering the historical evolution of business models, the different explanations for why firms exist, and then moves on to examine how they compete in terms of the strategic, organisational and locational decisions that they make in pursuit of competitive levels of productivity. The analysis will then move up a level to consider our empirical and theoretical understanding of globalization and the uneven development that has occurred within, between and across countries. The second semester critically considers the effect of business upon society across a range of dimensions. It considers the emergence of global finance, culminating in a review of the causes and consequences of the ongoing financial crisis. It subsequently addresses the uneasy relationship between business and its stakeholders. We examine the response of business to its critics in terms of the practice of business communication and of business ethics and corporate social responsibility. Finally, we will examine how ideas of capitalism and its governance have changed during the 20th century before considering the possibility of different capitalist futures.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Identify some of the main features of the international business environment including the key factors, ideas and trends at work today; • Explain those factors involved in the development of this environment from historical, economic, institutional and theoretical perspectives; • Understand the multiple ways in which business impacts upon society at a range of spatial scales and from the perspective of different stakeholders; • Debate the causes and consequences of the major contemporary issues around the question of "the place of business in society"; • Debate more generally which changes to capitalism (if any) would be in the interest of society
Assessment	100% Exam

Business Management Year 2

Module Title	Research Skills
School	Birmingham Business School
Department	Marketing
Module Code	07 19318
Module Lead	Dr Doga Istanbuluoglu
Level	Intermediate Level
Credits	10
Semester	Semester 1
Co-requisites	Research Methods - (07 29328)
Module Status	Core for All Year 2 students.
Description	<p>This linked module provides students with a fundamental understanding of research skills in the wider Business Management context. This fundamental understanding extends to research philosophy, research design, research approach, data collection, data preparation and data analysis, including the basic concepts for both qualitative and quantitative research projects. In addition, core skills in writing research reports will also be delivered from understanding literature reviews through to report completion.</p> <p>By the end of the module the student should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none">• Critically assess and apply key philosophical concepts to the research process, demonstrating understanding of their impact on research design.;• Critically assess and apply the various stages of the research process;• Critically assess, select and justify appropriate methods of data collection and analysis techniques• Understand the fundamentals of writing research reports.
Assessment	<p>19318 – 01 Group research report: Group Assessment - Coursework (70%)</p> <p>19318 - 04: Class test : Class Test (30%)</p>

Assessments: Assessments (also applicable to assess Research Methods as a co-requisite linked module as per university regulation 7.2.1): Group research project (5,000 words) (50%) Individual one hour in class test (50%)
Reassessment: Assignment: Individual Essay (3,000 words; 100%).

Module Title	Law for Accountancy and Business
Module Code	07 26305
Module Lead	Gordon Scott
Level	Intermediate Level
Credits	20
Semester	Full Term
Description	<p>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.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • Identify the role, nature and different sources of law; • Explain how to form a company and identify the various forms of trusts; • Demonstrate an understanding of 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.
Assessment	<p>Assessments: A written examination of 2 hours. (75%) A Class test or assignment based on Semester 1 material (25%) Reassessment: 2 hour examination (100%)</p>

Module Title	LI Critical Analysis in Management
Module Code	07 26729
Module Lead	Edward Granter
Level	Intermediate Level
Credits	20
Semester	Full term
Description	<p>This module takes a distinctive approach to learning as it is based on student-led problem solving and role playing activities as the main method to develop critical thinking skills. Students work in small groups and the role of the class tutor is to ask further questions, to guide questioning groups in how to pose questions, and to draw out key points, both of process and substance.</p> <p>In addition to learning in class, students are required to capture and reflect on the process through which they have learned by writing a reflective assessment. This will draw on educational theory in two respects: individual learning styles; and the functioning of groups.</p> <p>Students will be introduced to 4 distinct forms of critical analysis and consider their application in practice. The ‘Four forms of critique’ (Mingers, 2010) is an effective way of signalling to undergraduate students that they need to engage in constructive critique of concepts and cases as opposed to falling into the ‘trap’ of being either negatively critical or overly accepting. A number of themes relevant to contemporary business and management theory and practice run through the module, including but not limited to:</p> <ul style="list-style-type: none"> • Ethics in business • The socially embedded nature of business • The relationship between the private and public sectors in business systems • The nature and operation of power in organisations • The contested nature of strategy and decision making <p>The module is innovative in its learning and teaching style as it is primarily based on ‘student-centred learning’ and ‘flipped classroom’ approaches based on work during seminars.</p> <p>These themes are pursued through a set of 10 cases. Each class meets once every two weeks to work on the assigned case. The cases are written specifically for the module. Several draw on the current research of members of the department. They can be written throughout the year. An indicative set of cases is:</p> <ul style="list-style-type: none"> • sexual harassment; • whistle-blowing and personal responsibility; • corporations’ social and environmental responsibilities; • escalation in decision-making;

- global supply chains and workers' rights; - multinational companies and global codes of conduct

Alongside group work, students are assigned two individual tasks:

- 1 to critically review an academic paper on a topic related to business and management theory and practice
- 2 To write a critical commentary in the form of a blog over the course of one term on a current business and management topic of their choice.

A small number of lectures introduces students to the core concepts of critical thinking and analysis as well as the practice of reflection of their learning experiences.

A module of this kind cannot have a set text. Each case will guide students to relevant reading. In addition, they will be directed to readings on the central themes of the module.

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

Learning Outcomes

- Analyse complex problems with no single right answer and provide recommendations for action that derive from a critical analysis
- Demonstrate a critical knowledge and understanding of the four forms of critical analysis underpinning this module
- Work effectively in groups and demonstrate that they have skills in managing groups
- Present a critical evaluation of an academic paper in front of their peer group
- Critically review and evaluate with an academic paper relevant to business and management
- Identify and apply relevant theoretical approaches to formulate focused and challenging questions, and engage in constructive and critical debate
- Critically engage with a contemporary topic in business and management

Assessment

Critical paper review (25%)

Critical Blog on a contemporary business issue of their choice. Ten dated entries over a ten week period. (45%)

Written group work (30%) of which 5% is peer marking

Reassessment: 2000 word individual essay on the topic of their group work.

Module Title	LI Models of Business
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 19317
Module Lead	Dr Paolo Di Martino
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>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, 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.</p> <p>By the end of the module the student should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate comprehensive knowledge and understanding of the features of different models of business, how they evolve 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' organisation and behaviour.
Assessment	One x 1 hour class test (50%) and one personal assignment (50%) Reassessment: Coursework (100%) essay

Module Title	LI Intermediate Business Economics and the Macroeconomy
Module Code	07 24111
Module Lead	Dr Peter Watt and Dr Ferran Vendrell-Herrero
Level	Intermediate Level
Credits	20
Semester	Full Term
Description	<p>The first part of this module will provide students with a theoretical understanding of how firms operate strategically in imperfect markets. This module will study topics relating to business structure, conduct and performance with application to the UK economy. Students will develop a basis for understanding real competition among businesses, and also be able to analyse government industrial policy.</p> <p>The second part of the module introduces macroeconomics in a business context. It has a European focus, while taking into account developments in the US and the rest of the world. The module aims to address why some countries have high inflation while others have price stability; why some countries have adopted the euro; and, why there was a financial crisis in 2007-9 as well as what can government do about it.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate a critical 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; • analyse economy-wide aggregates such as GDP, the price level, the money supply, the Central Bank's base interest rate; • Demonstrate comprehensive understanding of business cycles, foreign trade and the current financial crisis.
Assessment	<p>2 Tests, 50 minutes each (20% per test)</p> <p>2 hour exam (60%)</p> <p>Reassessment 2 hour exam (100%)</p>

Module Title	Event Management
Module Code	07 19316
Module Lead	Dr Inci Toral
Level	Intermediate Level
Credits	10
Semester	Semester 1

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. 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 which is key to the success to every event organising business. To achieve this, the module comprises the basic concepts in Event Management through a marketing and communications perspective, such as; strategic purpose of special events, event objectives, the importance of event theme, marketing planning and communications, and the key areas in event planning process. These topics are taught in lectures, supported by 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.

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

Learning Outcomes

- Demonstrate the necessary skills to pitch an event as required by the events industry.
- Demonstrate an understanding of events industry 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, 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.

Assessment	19316-02: Individual assignment: Coursework (60%)
	19316-06: Group Presentation: Coursework (40%)

Module Title	International Marketing
Module Code	07 24778
Module Lead	Joanna Pokorska-Zare
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>International Marketing shows students how traditional marketing is altered in an international context. The module covers all the elements of internal and external marketing within an international environment.</p> <p>Nowadays most companies have an interaction with other countries, through their customers, suppliers or competitors. This module takes the basic topics from a Principles of Marketing module and looks at how these need to be adapted in the international context. Students then have the opportunity to apply these concepts in a simulated environment.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate a comprehensive knowledge and understanding of the fundamental differences between domestic and international marketing, and why companies often seem to disregard key marketing concepts in a global environment; • critically evaluate the application of these concepts and theories in the analysis of case examples; • Identify and apply relevant concepts and theories to develop a marketing strategy for a company of choice.
Assessment	<p>Assignment: 100% individual coursework</p> <p>Reassessment: 100% individual coursework</p>

Module Title	LI Consumer Behaviour
Module Code	07 13456
Module Lead	Dr Olalonpe Ige
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>The module develops students' understanding of consumer research and its usefulness for marketing management in its application to how consumers behave. It explains the theoretical underpinning and practical implications of consumer behaviour for business and examines forces shaping consumer choice in modern society. Key areas studied in detail include decision making, perception, learning, attitude development, personality, involvement and motivation. It also considers the effects of the social environment and culture upon consumer behaviour.</p> <p>By the end of the module the student should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • identify and critically analyse the main components of consumer behaviour; • demonstrate comprehensive knowledge and understanding of the implications of consumer behaviour theories for business and wider society; • demonstrate critical understanding of alternative ways of thinking about consumers as individuals and within their families, groups and broader cultural context; • Evaluate the contribution of consumer behaviour to marketing management.
Assessment	<p>13456-01: Essay 1: Coursework (100%)</p> <p>Reassessment: Resubmission of coursework, 3,000 words (100%)</p>

Module Title	LI Operations Management
Module Code	07 24869
Module Lead	Dr Gu Pang
Level	Intermediate Level
Semester	Semester 1
Description	<p>This module introduces the fundamental principles of Operations 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 Management. The module will therefore explore the development of operations strategies that are congruent with the company's business and marketing strategies. This is then developed into an understanding of key operational and quality management techniques to enable delivery of the strategy. Essentially the module comprises four themes: operations strategy, design, planning and control, and quality/improvement.</p> <p>The major topics covered are:</p> <ul style="list-style-type: none"> • Operations Management in Context • Managing Operations Strategically • Designing Business Processes • Designing Service Operations • Designing Products and Services • Planning and Controlling Resources • Developing Lean Operations Managing Quality Systems • Improving the Operations <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • Identify and evaluate the characteristics of operations processes and the various approaches that may be adopted in their design and analysis; • Appreciate techniques and technologies available for the control of operations; • Demonstrate comprehensive knowledge and understanding of conventional quality control and modern approaches to quality management; • Use those frameworks and techniques presented to develop strategies, design, plan and control manufacturing and service operations.
Assessment	<p>Individual essay (100%)</p> <p>Reassessment: individual essay (100%)</p>


Module Title	LI Fundamentals of Leadership
Module Code	07 23259
Module Lead	Dr John Gibney
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>This module is about Leadership. We explore what leadership is - and - the difference leadership makes and why. The module introduces and explains leadership theory – and presents and debates leadership in a variety of ‘real life’ settings.</p> <p>The module combines conventional and emerging thinking across business leadership studies, organisational studies, policy studies, urban and regional studies and sociology. Drawing also on contributions from guest speakers and case studies, we will explore different leadership approaches that we see applied in practice at local, national and international level and across business, science & technology and innovation, economic development, and governmental arenas.</p> <p>By the end of the module students will:</p>
Learning Outcomes	<ul style="list-style-type: none"> • Demonstrate comprehensive knowledge and understanding of the key features and dynamics of leadership; • Demonstrate a critical understanding of the contribution academic theory makes to explaining the nature of leadership; • Apply relevant theories and concepts from the academic literature when analysing leadership approaches; • Evaluate how leadership plays differently through different ‘real life’ settings; • Appreciate how a number of contemporary economic and societal challenges are influencing leadership; • Identify and explain the key contemporary debates and challenges for leadership at the beginning of the 21st century.
Assessment	<p>Individual essay (100%)</p> <p>Reassessment: assignment (100%)</p>

Module Title	Organisational Behaviour
Module Code	07 28185
Module Lead	Dr Edward Granter
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>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.</p> <p>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.</p> <p>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 a popular texts from cinema, television or fiction to explore the ideas presented.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate a comprehensive knowledge and understanding of how organisation theory 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 theory theories from the module.
Assessment	<p>One 2hr exam (70%) Group presentation (30%)</p>

Module Title	LI Managing in B2B Markets: Contracts, Negotiation and Conflict Resolution
Module Code	07 19393
Module Lead	Dr Joseph Sanderson
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>The importance of being able to effectively manage supply inputs varies between organisations. Financial institutions, for example, rely relatively little on their suppliers. For engineering companies like Rolls-Royce, IT vendors like IBM and the supermarket giants like Tesco however, the effective management of suppliers is critical to the entire operation of the firm. The quality, technology, cost and delivery performance of their suppliers has a critical and far-reaching impact upon their ability to meet the challenges of their competitors and the demands of their customers.</p> <p>The module is organised in accordance with the different stages of the contracting and negotiation process - from the specification to the development activities that might occur during the contractual period. To discuss the challenges that the process delivers to managers, the module accesses a range of different literatures: strategic management, organisational buying behaviour, information economics, decision theory, inter-organisational relations, behavioural economics, institutional economics and conflict theory. Whilst being heavily theoretical, the module also accesses considerable case evidence, much of it obtained by the lecturer during his own research efforts.</p> <p>By the end of the module the student should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate comprehensive knowledge and understanding of managing the contracting and negotiation process, namely value for money, and how it links to the strategic posture of the organisation; • explain the standard contracting and negotiation process; • analyse the economic concepts that are relevant to the different stages of the process; • apply the concepts to real-life business and public sector situations; • • Develop a complete demand management and supply management plan for an area of expenditure.
Assessment	<p>Individual Project (100%)</p> <p>Reassessment: Resubmission of Project (100%)</p>

Module Title	LI Business, Economy and Government
Module Code	07 28824
Module Lead	Dr Carlo Corradini
Level	Intermediate Level
Credits	10
Semester	Semester 1
Description	<p>This module aims to enable students to understand and critically assess the economic and political context within businesses operate. It examines the institutional architecture of the regulatory institutions at micro, meso and macro (i.e. UK, EU and Global) level. It critically assesses theories explaining the spatial distribution of economic activity and the state of the macro level economy. A focus of the module is that it considers economic theories and their role in shaping government policies and the impact of economic outcomes on businesses.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • 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.
Assessment	<p>Individual Assignment (100%)</p> <p>Reassessment: Individual Assignment (100%)</p>

Module Title	LI Research Methods
School	Birmingham Business School
Department	Marketing
Module Code	07 29328
Module Lead	Dr Doga Istanbuluoglu
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>Building on the aims of Research Skills, this linked module provides business students with advanced training of the research process and the available methods of data collection and analysis. Students will grasp an in depth knowledge of research design, and have in-class sessions and workshops on more advanced analytical techniques for both quantitative and qualitative research, including introduction to software applications used in the analysis of both research approaches.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none">• Critically assess and apply advanced research designs within the process of research, making reasoned and justified decisions as to the choice of appropriate designs• Understand and apply statistical analysis techniques for quantitative data• Understand and apply data analysis techniques for qualitative data• Demonstrate the ability to plan and write a well-structured, reasoned and justified research report
Assessment	<p>Assessments (also applicable to assess 07-19318 as a co-requisite linked module as per university regulation 7.2.1): Group research project (5,000 words) (50%) Individual one hour in class test (50%)</p> <p>Reassessment: Assignment: Individual Essay (3,000 words; 100%).</p>

Module Title	LI Managerial Finance
Module Code	07 08202
Module Lead	Dr Jairaj Gupta
Level	Intermediate Level
Credits	10
Semester	Semester 2
Module Status	None
Description	<p>This module will deal with a number of important topics in the area of corporate finance. Attention will be given to Investment, Financing and Dividend Decisions. Most of the topics will be covered in at an introductory/intermediate level. Some mathematical content is unavoidable but the emphasis is placed on understanding how the technical methods introduced can be applied to practical decision making and management. In turn, this requires an examination of the fundamental basis and assumptions of the techniques and an awareness of the resulting limitations.</p> <p>By the end of the course students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • evaluate investment decisions using discounted cash flow techniques under the assumptions of certainty; • identify and apply traditional and portfolio approaches to incorporate risk in investment decisions; • calculate and apply appropriate costs of capital for equity financed and geared companies including leased projects; • analyse the impact of dividend and gearing policy on investment decisions; • demonstrate knowledge and understanding of the models and the underlying assumptions and their implications for financial decision making; •  apply traditional and portfolio approaches to incorporate risk in investment decision.
Assessment	<p>2 hr written examination (80%) Class test, 50 minutes (20%)</p> <p>Reassessment: 2 hour examination (100%)</p>

Module Title	International Entrepreneurship
Module Code	07 27886
Module Lead	Dr Wubiao Zhou
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>This module introduces both theoretical frameworks and the practical application of international entrepreneurship. It focuses on both entrepreneur and entrepreneurial action. The overall aim is to obtain a holistic as well as nuanced global perspective related to international entrepreneurship. The module will therefore explore the development of entrepreneurial ventures that are congruent with the global business environment and entrepreneurial strategies. This is then developed into an understanding of key factors and levers to enable international entrepreneurship. Essentially the module comprises four themes: entrepreneurial opportunities, global expansion path, entrepreneurial decision making, and entrepreneurial mobility.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • Demonstrate understanding of the key concepts, theories and issues in international entrepreneurship, with a focus on the analysis of the global business environment in which international entrepreneurs operate. • Evaluate and utilize key concepts and theories in understanding contemporary issues in international entrepreneurship and apply them to practice. • Demonstrate a comprehensive understanding of the stages of international entrepreneurial processes facing the entrepreneur. • Critically appraise the opportunities and barriers to entrepreneur's global expansion path and the strategic decisions necessary to ensure the growth of firms.
Assessment	<p>3,000 word Individual essay (100%)</p> <p>Reassessment: Individual essay (100%)</p>

Module Title	LI Competitiveness in the Global Economy
Module Code	07 26606
Module Lead	Dr Lisa De Propriis
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>The aim of the first part of the course is to provide students with a theoretical understanding of how firms operate strategically in imperfect markets. This module builds on the first year micro-economics course, to study topics relating to business structure, conduct and performance with applications to the UK economy. It aims to develop a basis for understanding real competition among businesses, and also to analyse government industrial policy. The second part of the course includes topics such as models of production; clusters and competitiveness; the economics of innovation; and issues on innovation policy and firm based innovation processes.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • explain theories of firms and industries including competition, monopoly, oligopoly and collusive behaviour (bringing in elementary game theory and also advertising theory) • demonstrate ability to employ analytical arguments more generally to explain these theories • develop a critical understanding the economic environment of firms' decision making in terms of modes of production and innovation • demonstrate an ability to appreciate and critically assess the role of Government in issues related to competitiveness and innovation.
Assessment	2 hour exam worth 100%

Module Title	LI Strategy and Finance
Module Code	07 24867
Module Lead	Dr Mehmet Oktemgil
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>This module seeks to highlight the differences and interactions between strategic management and financial management decisions. The module commences with an overview of the main components of strategic management vs. financial management process by comparing strategic analysis and financial analysis, and various strategic and financial management models. There will be a coherent analytical underpinning to the module which encourages analytical thinking in assessment of strategic options, choices and business performance by both strategic and financial analysis.</p> <p>Key components of the module will also include: the analysis of the external and internal financial environment, comparison between strategic and financial objectives, strategic cost management and accounting for competitive advantage, strategic investment decisions, shareholder value and strategy, and strategic issues in implementing strategic and financial management. In addition, the students will learn how modern theoretical developments in strategy and finance are applied in real-world situations, by analysing mini case studies in each session.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate comprehensive knowledge and understanding of the interactions between financial and strategic decisions; • utilise various tools to evaluate business and corporate strategy from a financial and strategic perspective; • explain and evaluate the financial consequences of strategic decisions; • analyse the differences between the various methods of financing mergers and acquisitions and growth strategies, • critically analyse potential investment decisions and strategies.
Assessment	<p>Individual assignment (100%)</p> <p>Reassessment: Individual assignment (100%).</p>

Module Title	LI Project Management
Module Code	07 24110
Module Lead	Dr Mark Hall
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>This module introduces students to the principles and practice of Project Management. The module combines the techniques of project planning with the practice of project management. Topics typically covered include: projects and project management defined; organizational and leadership issues; project objectives, definition and design; milestone planning and critical path analysis; resources scheduling and project control; risk management for projects; international project management; project closure; project evaluation and audit; project methodologies. These topics are taught in lectures, supported by in-class exercises and video discussions, and backed up by case study analysis.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • identify and critically appraise the competencies a project manager needs and the organizational and leadership challenges they face; • systematically plan, schedule and control projects using project management tools and techniques; • demonstrate knowledge and understanding of the principles of the main project management methodologies, such as PMBoK and PRINCE2
Assessment	2hr Exam: Exam (Centrally Timetabled) - Written Unseen (100%)

Module Title	Human Resource Management
Module Code	07 28297
Module Lead	Dr Genevieve Coderre-LaPalme
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>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. The module will examine the key issues and debates within the functional areas of employee resourcing, employee development, employee relations and performance management and reward.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • demonstrate knowledge and understanding of the origins and development of HRM and critically evaluate the reason for its prominence in the contemporary work environment; • critically appraise the effect of HRM 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.
Assessment	2hr Exam (Centrally Timetabled) - Written Unseen (100%)

Module Title	Crisis Management
Module Code	07 27885
Module Lead	Brian McGarrie
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>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 preceded 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.</p> <p>By the end of the module, students will be able to:</p>
Learning Outcomes	<ul style="list-style-type: none"> • 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. • Select, apply and appraise 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.
Assessment	<p>27885-01: Final Assessment paper: Coursework (75%) 27885-02: Group Work Reflection paper: Coursework (15%) 27885-03: Journal: Coursework (10%)</p> <p>Reassessment: Individual reflective coursework, 2,000 words (100%)</p>

Module Title	LI Public Relations
Module Code	07 19419
Module Lead	Hazel Westwood
Level	Intermediate Level
Credits	10
Semester	Semester 2
Description	<p>This module investigates the development and evolution of public relations as a discipline and profession. The module begins with a description of the purposes of public relations and the manner in which the public relations function deals with corporate problems and opportunities. Key topics dealt with include the interface between public relations and employee relations. Other aspects of public relations examined include media relations, community relations (including CSR), PR issues and crisis communications, consumer relations and ethics. Areas examined include the codes of practice and regulation of PR; the relationship of PR and other elements of the communications mix; and PR's business, political and socio-economic context.</p> <p>Throughout the module, communications theories and their application in influencing perception, motivation, attitudes and behaviour are utilised in examining practical and contemporary case studies. To this extent, key functional aspects of PR, including message styles, the role of visual elements, such as video and digital, and the use of social media in PR and integrated campaigns. The module allows students to explore the distinctive role of public relations as a discipline and in the context of integrated marketing campaigns in today's people-oriented businesses. The module provides a comprehensive analysis of contemporary case studies in PR issues; including a selection of familiar current and classic precedent-setting cases. Case topics that students will examine include broad matters of public concern such as trust in business and media channels, reputation, and corporate responsibility. PR planning models and campaign measurement focus equips students with a good foundation on which to base future practical experience of PR.</p> <p>By the end of the module students should be able to:</p>
Learning Outcomes	<ul style="list-style-type: none">• demonstrate knowledge and understanding of the development of public relations and a range of public relations tactics, tools and planning techniques• critically assess and explain key public relations models and theory• outline and illustrate different methods of public relations delivery• identify and critically appraise relationships between public relations, and other disciplines including marketing, advertising and journalism; including the use of PR as a part of an integrated marketing campaign• identify and analyse risks and issues faced by particular organisations• classify crises and apply crisis communications models to deliver appropriate responses• analyse the role of PR in building trust and protecting reputation of organisations• understand current practices and concerns in measuring PR campaigns
Assessment	2hr Exam: Exam (Centrally Timetabled) - Written Unseen (100%)

Module Title	LH Advanced Business Economics
Module Code	07 23262
Module Lead	Prof. Fiona Carmichael/Dr Liza Jabbour
Level	Honours Level
Credits	20
Semester	Full Term
Description	<p>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.</p>
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> 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.
Assessment	<p>23262-01: Class Test 1: Class Test (12.5%) 23262-02: Class Test 2: Class Test (12.5%) 23262-03: Exam : Exam (Centrally Timetabled) - Written Unseen (75%)</p>
Assessment	<p>2 hour examination (75%) 2 term tests 50 mins each (12.5% each)</p>

Module Title	LH Advanced Managerial Finance
Module Code	07 28823
Module Lead	Jairaj Gupta
Level	Honours Level
Credits	10
Semester	Semester 2
Pre-requisites	LI Managerial Finance - (07 08202)
Description	<p>The purpose of this module is to build upon students' knowledge of managerial finance by exploring in detail more advanced investment theory and applications. This is an applied module with significant focus on problem solving and practical problems. The module concerns designing an investment approach, portfolio construction, and managing an investment portfolio.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and a critical understanding of what determines the appropriate capital structure of a firm; • explain and critically appraise the relationship between risk and return, modern portfolio theory and asset pricing; and, • explain and critically appraise the performance of portfolios and analyse the nature and pricing of derivative securities.
Assessment Methods & Exceptions	100% exam (2 hours)

Module Title	LH Brand Marketing
Module Code	07 10639
Module Lead	Finola Kerrigan
Level	Honours Level
Credits	10
Semester	Semester 2
Description	<p>The module recognises brand management is a strategic management activity. It presents the principles that underpin brand management within an organisational context which adds value for a company. The module introduces, explores, applies and evaluates a range of strategic brand management issues that drive brand equity and value. The module presents brands as clusters of values and engages with both the goods and services in B2B and B2C sectors as well as engaging with mobile internet technologies. It is important brand marketers are sensitive to their brands' context. Understanding and exploring brand context forms an important part of this module.</p> <p>The material used to structure the lectures draws on the extant branding literature. The aim is to provide a solid theoretical grounding for subsequent case application and lecture discussion. Guest speakers from global brands will also be invited to speak on topics relating to their specialist area. The module aims for a balance between theory and practice.</p>
Learning Outcomes	<p>On completion of the module students should be able to:</p> <ul style="list-style-type: none"> • critically appraise the role of the brand in modern marketing; • evaluate how brand context e.g. services, B2B, FMCG etc., influences brand management; • demonstrate a critical understanding of the differences between branding theory and practice; • describe, apply, critically evaluate and augment theoretical models in the context of contemporary brand management issues; • analyse how brands drive value and financial performance
Assessment	<p>10639-01: Essay: Coursework (80%) 10639-02: Group Presentation: Presentation (20%)</p>
Assessment Methods & Exceptions	<p>Assessments: 2,500 word individual assignment (essay): 100%</p> <p>Reassessment: 2,500 word individual assignment (essay): 100%.</p>

Module Title	LH Business to Business Marketing
Module Code	07 19355
Module Lead	Dr Sheena Leek
Level	Honours Level
Credits	10
Semester	Semester 2
Description	LH Business to Business Market
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Critically assess the challenges for organisations competing in business-to-business markets • Show an understanding of the major adaptations to marketing strategy and marketing mix decisions when formulating business-to-business marketing plans • Show a critical understanding of theoretical frameworks relevant to business-to-business marketing • Apply theoretical frameworks to the analysis and resolution of business-to-business marketing problems
Assessment	19355-01: Coursework: Coursework (100%)
Assessment Methods & Exceptions	<p>Assessment: 1x3000 word assignment (individual)</p> <p>Reassessment: Resubmission of above</p>

Module Title	LH Change Management
Module Code	07 22868
Module Lead	Vaishali Saple
Level	Honours Level
Credits	10
Semester	Semester 2
Description	The aim of this module is to inform students thinking on the nature, degree, processes and management of organisational change. Highlighting numerous models and approaches to organisational change, the module examines, through case analysis, interpersonal, group and organisational issues associated with change management in a number of organisational arenas.
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the main competing models of organisational change and the main elements of quality management theory and practice; • identify contemporary issues in organisational change and understand how change affects different organisational elements and levels; • apply theoretical models to analyse organisational change cases; Implement and operationalise quality management tools and techniques; • critically appraise the relative strengths and weaknesses of models of change and understand the organisational, cultural and identity issues implicit in the deployment of the quality management tools and techniques; • present an analytical and critical perspective of contemporary issues in managing quality; • analyse and critically evaluate quality management concepts and techniques practised within a variety of organisations.
Assessment	22868-01: Exam : Exam (Centrally Timetabled) - Written Unseen (100%)

Module Title	Contemporary Capitalism
Module Code	07 28825
Module Lead	Paolo Di Martino
Level	Honours Level
Credits	10
Semester	Semester 2
Description	<p>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.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • 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.
Assessment	100% exam (2 hour)

Module Title	LH Economics of Labour Markets
Module Code	07 22685
Module Lead	Prof. Stanley Siebert
Level	Honours Level
Credits	20
Semester	Full Term
Description	<p>The module analyses the decisions of companies and workers in the labour market to understand workers' wages, and jobs. The interaction between company human resource strategies, worker choices, and government policy is emphasised. While the main disciplinary component of the module is economics, material from the industrial relations, European studies and HRM fields is also incorporated.</p> <p>Under the heading of firms' HRM strategies, topics covered include training, recruitment, equal opportunity, employee participation, and motivation strategies. Government labour policies evaluated include education, training, discrimination, health and safety, minimum wage legislation, employment protection, and unemployment assistance programmes.</p> <p>The emphasis is on contemporary developments with up-to-the-minute supplementary reading from newspapers and the web.</p>
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> • demonstrate a critical knowledge and understanding of labour market issues such as analysing workers' wages, employment and unemployment; • demonstrate comprehensive knowledge and understanding of relevant government policies, including policies to help women at work, to combat strikes, to improved employment security, and to improve training; • critically appraise company personnel policies regarding incentive pay, worker supervision and employee participation; • analyse how labour economies interact with industrial relations and HRM within a UK and EU context. • debate these issues.
Assessment	<p>22685-01: Debate: Presentation (15%) 22685-02: Test 1: Class Test (10%) 22685-03: Test 2: Class Test (10%) 22685-04: Exam: Exam (Centrally Timetabled) - Written Unseen (65%)</p>
Assessment Methods & Exceptions	<p>2 hour examination (65%) Debate presentation (15%) 2 x 1 hour class tests (10% each)</p>

Module Title LH Employee Relations

Module Code 08 22869

Module Lead Dr Andy Hodder

Level Honours Level

Credits 10

Semester Semester 1

This module analyses key issues in employment relations. These include new management approaches, the decline of unions, the increase in workforce diversity, migration, part-time and temporary work, and the role of management and labour law in shaping employment relations. The module principally focuses on the impact of these issues in the UK, but also examines the role of these issues in shaping ER in other EU countries, the US and Asia.

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

- demonstrate a comprehensive knowledge and understanding of the main changes in the labour market and employment relations over the last 20 years (including, labour supply and demand) and the nature and degree of these changes vary according to national context;
- critically analyse the main conceptual issues underlying employment relations, including issues of worker participation, industrial disputes and the role of labour law/EU employment directives;
- systematically compare variations in member states' responses to EU employment directives;
- critically evaluate channels of management-worker interaction, including decentralised collective bargaining and developments in 'employee involvement';
- demonstrate advanced skills in collecting and analysing data and presenting information.

22869-01: Assignment: Coursework (100%)

3,000 word individual assignment (100%)

Module Title LH Employment & Business Development and Policy in the EU (A)

Module Code 07 23282

Module Lead Gill Bentley

Level Honours Level

Credits 10

Semester Semester 1

The 21st century brings with it a new phase in the policy approach of the European Union towards the problem of uneven territorial development. Successive enlargements have meant the widening of regional disparities but, with budget constraints and the enlargement of the EU, it means that the Structural Funds will be spread more thinly, making it more difficult for the European Commission to secure balanced economic and employment growth in Europe. Introducing students to the economic and political dynamics of the European Union, the linked modules critically examine the problem of uneven development and EU policy for the balanced and harmonious economic development of the EU, to question whether social, economic and territorial cohesion is achievable. Drawing on experience in the West Midlands, the course shows how EU policy impacts on the UK, in the light of the debates about regional economic development, policies and governance. In Semester I, students will learn about the establishment of the EU and its institutions as a prelude to looking at the nature of the problem of uneven development in the European Union. In Semester II, students will learn about the Structural Funds, and the extent to which they can secure economic, social and territorial cohesion in an integrating Europe and will explore a number of related industrial, competition and employment policy issues as the EU strives to secure the economic growth and development of the EU economy.

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

- Understand the economic and political dynamics of the European Union;
- Critically evaluate theories of regional development and the influences, from Europe and the rest of the world, on regional development in Europe and the United Kingdom;
- Display a knowledge of the development of European Union regional policy and its application in the UK;
- Appreciate the limitations of EU Structural Funds in securing economic and social cohesion in the EU.

23282-01: Essay 1: Coursework (50%)

23282-04: Essay 2: Coursework (50%)

Two 2,500 word essays (50% each)

Module Title LH Employment & Business Development and Policy in the EU (B)

Module Code 07 23283

Module Lead Gill Bentley

Level Honours Level

Credits 10

Semester Semester 2

The 21st century brings with it a new phase in the policy approach of the European Union towards the problem of uneven territorial development. Successive enlargements have meant the widening of regional disparities but, with budget constraints and the enlargement of the EU, it means that the Structural Funds will be spread more thinly, making it more difficult for the European Commission to secure balanced economic and employment growth in Europe. Introducing students to the economic and political dynamics of the European Union, the linked modules critically examine the problem of uneven development and EU policy for the balanced and harmonious economic development of the EU, to question whether social, economic and territorial cohesion is achievable. Drawing on experience in the West Midlands, the course shows how EU policy impacts on the UK, in the light of the debates about regional economic development, policies and governance. In Semester I, students will learn about the establishment of the EU and its institutions as a prelude to looking at the nature of the problem of uneven development in the European Union. In Semester II, students will learn about the Structural Funds, and the extent to which they can secure economic, social and territorial cohesion in an integrating Europe and will explore a number of related industrial, competition and employment policy issues as the EU strives to secure the economic growth and development of the EU economy.

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

- Understand the economic and political dynamics of the European Union;
- Critically evaluate theories of regional development and the influences, from Europe and the rest of the world, on regional development in Europe and the United Kingdom;
- Display a knowledge of the development of European Union regional policy and its application in the UK;
- Appreciate the limitations of EU Structural Funds in securing economic and social cohesion in the EU.

23283-01: Total Marks: Coursework (100%)

Two 2,500 word essays (50% each)

Module Title LH Global Business Ethics

Module Code 07 24107

Module Lead TBC

Level Honours Level

Credits 10

Semester Semester 2

Debates on business ethics are not new, but more recently the subject has attracted the attention of major corporations, governments, non-governmental organizations (NGOs), international agencies, trade union federations, consulting firms and global civil society. This module will introduce ideas and controversies that are central to business ethics. In essence, business ethics is concerned with what is considered to be morally right and wrong in terms of the way business conducts itself. This is particularly so, in terms of how the more powerful players – TNCs – impact social and environmental conditions in the countries they source product from and the markets in which they operate. One of the key questions raised in this module is whether business should be held accountable for ethical responsibilities beyond the maximisation of profit, and indeed, whether it is possible to be a business operating in a competitive market and still be ethical.

The teaching sessions will focus on the ethical issues that affect business management in a globalised world. The key objective of the module is to enhance the students' capacity to recognize ethical dilemmas which such organizations face. Drawing on examples from global businesses, the module will develop the students' ability to manage the ethical decisions that they are likely to encounter in their professional careers.

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

- critically analyse ethical issues related to the contemporary power and influence of business and TNCs in particular;
- critically appraise the political and economic forces which are drivers of corporate social responsibility (CSR) programmes adopted by business;
- demonstrate a comprehensive knowledge and understanding of ethical issues involved in responding to different stakeholder groups' expectations, e.g. investors, employees, customers, governments, NGOs and global civil society actors;
- critically analyse ethical issues in the light of changing systems of corporate governance; self-regulation and legislative systems of control for business.

24107-01: Essay: Coursework (100%)

1 individual assignment (3000 words): 100%

Module Title LH International Business Management

Module Code 07 20564

Module Lead Dr Amon Chizema

Level Honours Level

Credits 10

Semester Semester 2

This module aims to provide students with an in-depth understanding of some of the main forces that are shaping international business today. These include: the increasing globalisation of business activity; the new forms of business organisation that multinationals (MNEs) use to capture business opportunities; and the challenges presented to western MNEs by the rise of MNEs in emerging economies such as China and India. The overall trend of globalization for MNEs has also created opportunities for small and medium sized enterprises (SMEs) to participate in the global value chains of those big global players.

The module will explain the different options for firms of various sizes to start engaging in international business; general strategic issues of how to structure, coordinate and control operations across multiple countries; the challenges associated with learning and managing knowledge across firm and country boundaries; and, cultural differences in select countries and regions, and some of the important strategic guidelines for doing business in each.

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

- demonstrate comprehensive knowledge and understanding of the strategic and operational issues associated with managing companies in a dynamic global business environment;
- critically analyse what determines the success and failure of firms around the globe;
- identify and appraise the main forms of international entry and growth and when each is likely to be the preferred approach;
- explain how competition evolves in international business and how MNEs can maintain and upgrade their competitive strength;
- critically appraise the future of the global economy and its broad trends.

20564-02: Exam: Exam (Centrally Timetabled) - Written Unseen (100%)

1 x 2 hour examination (100%)

Module Title LH International Corporate Governance

Module Code 07 14949

Module Lead Thomas Kuo

Level Honours Level

Credits 10

Semester Semester 1

The module will cover the following topics: evolution of corporate governance including international developments in corporate governance; roles of institutional investors, individual investors and stakeholders; shareholder activism; board structures and remuneration; regulatory aspects of corporate governance; practice and effectiveness of corporate governance in selected countries

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

- Discuss the current developments in corporate governance laws, institutions and regulations in selected countries;
- Evaluate the practice and implementation of corporate governance in business organisations in selected countries;
- Critically review the debate on the role and effectiveness of corporate governance within an international context;
- Evaluate the role of institutional investors in promoting standards of good corporate governance within an international context.

14949-01: Component 1: Exam (Centrally Timetabled) - Written Unseen (75%)

14949-02: Assignment: Coursework (25%)

2 hr unseen written examination

Module Title LH International Human Resource Management

Module Code 07 20565

Module Lead Dr Christina Niforou

Level Honours Level

Credits 10

Semester Semester 2

This module aims to introduce students to the fundamental theories and practical issues in the management of human resources in international organizations.

It examines the factors that influence management of human resources and, how national business systems influence the HRM practices within multinational corporations. The module explores differences and similarities between HR practices of American, German and Japanese firms and then introduces students to the functional areas of international HRM such as: performance & reward management and, management of industrial relations.

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

- Understand and explain the differences between managing human resources in a domestic and international context.
- Understand and explain the impact of national business systems on the management of human resources.
- Critically examine and explain the similarities and differences in HR practices of American, German and Japanese MNCs.
- Critically assess the HR policies and practices of multinational organizations.

20565-01: Coursework: Coursework (25%)

20565-02: Exam: Exam (Centrally Timetabled) - Written Unseen (75%)

75% final examination (2 hours)

25% class assignment (essay of 2,500 words)

Module Title	LH Knowledge and Creative Economies
Module Code	07 26728
Module Lead	Caroline Chapain
Level	Honours Level
Credits	10
Semester	Semester 2
Description	<p>This module explores our understandings of the dynamics of urban and regional economies. In this context, it examines the interaction of economic and state systems at different spatial scales – global, regional, national, sub-national – with a view to understanding the reciprocal influence between these. It also examines certain key concepts that are important in our current efforts to account for spatial economic change – clusters, innovation, knowledge, goods and services, sectors and technologies, and capitalism. The module combines discussion of these concepts with investigation of specific case studies.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and critical understanding of the concepts and evidence that are important in understanding the interaction of economic and state systems especially at the regional and urban levels; • Systematically apply this knowledge to case studies and in a comparative (global, cross-national, inter-regional and inter-local) way; • Critically evaluate the appropriateness of policy responses to deal with economic changes at different spatial scales.
Assessment	<p>26728-01: Essay: Coursework (80%) 26728-02: Class Test: Class Test (20%)</p>
Assessment Methods & Exceptions	<p>Assessments: one 2,000 words essay (80%) One hour class test(20)</p> <p>Reassessment: one 2,000 words essay.</p>

Module Title	LH Knowledge, Innovation and Global Business
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 24106
Module Lead	Dr Paulina Ramirez
Level	Honours Level
Credits	10
Semester	Semester 1
Description	<p>Using a Systems of Innovation approach the module aims to provide students with an in-depth theoretical understanding of the economics and management of knowledge and innovation. The role of knowledge, learning, and innovation in economic growth and development in the context of globalisation will be a central theme of this module. Similarly, the development of an understanding of the systemic and interactive character of the processes of knowledge creation and diffusion are central to this module. The module will therefore focus on the relationship between different types of business systems and social organisations at different levels of aggregation (i.e. the nation, the region, the industrial sector) both developed and developing countries and the creation and diffusion of knowledge, innovation and technological change. The impact of globalisation processes on innovation systems will also be studied through an analysis of knowledge flows in global value chains. Key theoretical concepts will be applied to different industries as well as national and regional innovation systems in order to critically evaluate their theoretical and practical relevance.</p>

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

- demonstrate a comprehensive understanding of the nature and dynamics of innovation as a systemic process taking place within and across firms
- critically analyse the main characteristics of innovation systems at the sector, regional and national levels;
- compare, contrast and evaluate the nature of different national, regional and sectoral innovation systems through case studies;
- 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

Assessment 24106-01: Exam: Exam (Centrally Timetabled) - Written Unseen (100%)

Module Title	LH Principles of Responsible Business in Society
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 30087
Module Lead	TBC
Level	Honours Level
Credits	10
Semester	Semester 1
Description	<p>This module will add to and extend existing offerings in ethics, governance, and sustainability. It will define and analyse principles of responsible business from a praxis perspective with reference to responsible capitalism, business ethics, corporate governance and regulation, sustainability. Other aspects of business responsibilities to customers, employees (pay, pensions, training, working conditions and rights), shareholders, depositors and savers, other stakeholders and indeed society as a whole will also be considered. Students will also be required to consider the overarching question of what sort of social contract is required between business and government (on behalf of ‘the people’). Opportunities will be sought for engagement with the business community through visiting speakers and visits.</p>

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

- critically evaluate current debates relating to the role of business in society, at micro, meso and macro levels of analysis;
- analyse employment and consumer relations, immigration, sustainability and inequality, as aspects of business responsibility;
- relate theory to practice through the notion of praxis;
- critically reflect on their own rights and responsibilities in relation to the intersection of business and responsibility.

Assessment

Assessments: 50% 1 hour exam (Summer)

**Assessment
Methods &
Exceptions**

50% Coursework 1,000 words

Reassessment: 100% 2 hour exam

Module Title	LH Marketing Communications
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 19098
Module Lead	TBC
Level	Honours Level
Credits	10
Semester	Semester 1
Description	<p>The aim of this module is to develop an appreciation and understanding of the theories, principles and practice of integrated marketing communications. The individual elements of the marketing communications mix (advertising, direct marketing, sales promotion and public relations) will be considered with a view to examining how they are managed and integrated into a consistent programme that supports other marketing strategies. The module will also examine ethical issues that arise among different stakeholders affected by marketing communications.</p>
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> • Explain and apply the concept and practices of integrated marketing communications • Assess, compare and contrast a range of marketing communication tools and their roles • Use various marketing communication theories to plan, develop and evaluate marketing communication strategies and tactics • Demonstrate an appreciation and understanding of the ethical issues that encompass marketing communication • Analyse and critically evaluate national, international and cross-cultural marketing communication strategies and campaigns.
Assessment	19098-01: Individual assignment: Coursework (100%)
Assessment Methods & Exceptions	<p>Assessments: An individual essay (3,000 words) – 100%</p> <p>Reassessment: Individual essay (3,000 words) – 100%</p>

Module Title LH Small Business and Entrepreneurship

Module Code 07 25280

Module Lead Sabina Doldor

Level Honours Level

Credits 20

Semester Full Term

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. The module is split across two semesters. In the first semester, the focus is on the entrepreneurial development of new firms and in the second semester, 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, 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.

Assessment 25280-01: Group Presentation: Presentation (20%)
25280-02: Exam: Exam (Centrally Timetabled) - Written Unseen (60%)
25280-04: Essay: Coursework (20%)

Module Title	LH Social Marketing and Societal Issues
Module Code	07 25942
Module Lead	Sarah Forbes
Level	Honours Level
Credits	10
Semester	Semester 1
Exclusions	None
Description	<p>This module examines how social marketing techniques can inform public policy and community efforts to facilitate voluntary behaviour change. Students will examine how market research, segmentation and message framing are used to develop and implement interventions or Social Marketing campaigns. In addition, debate will surround topics (e.g., tobacco control) with regards to the suitability of individual responsibility in comparison to a nanny state (libertarianism vs. paternalism) approach. Research informed teaching will be used to demonstrate the benefit of Social Marketing activities.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a critical knowledge and understanding of the core principals of Social Marketing • Identify and evaluate competing opinions in relation to individual responsibility and government responsibility; • Analyse and explain how research can be used to inform social marketing campaigns and public policy; • Critically evaluate theories used in Social Marketing and their potential applications.
Assessment	<p>25942-01: Individual Assessment: Coursework (60%) 25942-02: Take away individual assessment: Class Test (40%)</p>
Assessment Methods & Exceptions	<p>Individual assessment (1,500 words; 60%) Take-away assessment (multi-choice and short answer questions via Canvas; 40%).</p>

Module Title	LH Strategic Management
Module Code	07 22686
Module Lead	Dr Mehmet Oktemgil
Level	Honours Level
Credits	20
Semester	Full Term
Description	<p>This module is concerned with the formulation, evaluation, and implementation of long-term strategies by business organizations, mainly in manufacturing and service sectors.</p> <p>It is also concerned primarily with the higher, strategic level of management decision making. Strategic Management requires the analysis of complex, uncertain and incomplete information and the ability to bound this ambiguity and make, and implement, firm wide judgements. This module, through mix of lectures, class discussions and case studies, provides the opportunity for the participant to develop and practice analysis, thinking, and judgement competencies at a strategic level.</p>
Learning Outcomes	<p>By the end of the module the student should be able to:</p> <ul style="list-style-type: none"> • demonstrate comprehensive knowledge and understanding of the integrative nature of strategic management; • critically appraise strategic management concepts from the industry, stakeholders, and resource based perspectives; • critically evaluate alternative strategies by using appropriate techniques.
Assessment	<p>22686-04: Group presentation: Presentation (20%)</p> <p>22686-05: Individual business report: Coursework (30%)</p> <p>22686-06: Exam: Exam (Centrally Timetabled) - Written Unseen (50%)</p>
Assessment Methods & Exceptions	<p>Group presentation (20%)</p> <p>Individual business strategy report 2500 words (30%)</p> <p>2 hour examination (50%)</p>

Module Title	Retailing
School	Birmingham Business School
Department	Birmingham Business School
Module Code	07 27731
Module Lead	Inci Toral
Level	Honours Level
Credits	10
Semester	Semester 2
Description	<p>The module reviews the development of the retailing sector in all its emerging complexity and identifies trends and the drivers of change. Issues of role, power and competition as expressed in institutional change are the basis for the analysis of relationships between both the suppliers and the consumers of retailers.</p> <p>Aspects of institutional retail change and failures provide the development of an analytical perspective to applied topics that will be considered in case examples and explored through discussion.</p>
Learning Outcomes	<p>By the end of the module students should be able to:</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of the nature, scope and role of distribution and retailing firms and how this sector relates to wider subject of marketing; • analyse the pervasiveness of retailing and its impact upon the upstream strategic decision-making practices of firms; • synthesise the analytical with the creative aspects of retailing to produce informed arguments about the strategic issues which retailers face in institutional and global markets; • critically appraise current retail management trends.
Assessment	27731-01: Coursework (100%)

Major/Minor Business Modules

You are entitled to take any of these modules. Please click on the links below for more information regarding the below modules.

Module	Banner Code
Introduction to Financial Analysis (Year 1)	07 14505
Business Organisation Management (Year 1)	07 14507
Introduction to Economics (Year 1)	07 02720
Introduction to Marketing (Year 1)	07 27081
Financial Decision Making (Year 2)	07 14508
International Economy (Year 2)	07 27878
Global Marketing (Year 2)	07 20327
Human Resource Management (Year 2)	07 03059
Strategic Management (Year 3)	07 27083
Supply Chain Management (Year 3)	07 14511
Innovation Management (Year 3)	07 27082
Corporate Finance (Year 3)	07 14512

Introduction to Financial Analysis

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=14505&searchTerm=002018>

Business Organisation and Management

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=14507&searchTerm=002019>

Introduction to Economics

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=02720&searchTerm=002018>

Introduction to Marketing

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=27081&searchTerm=002019>

Financial Decision Making

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=14508&searchTerm=002018>

International Economy

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=27878&searchTerm=002019>

Global Marketing

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=20327&searchTerm=002019>

Human Resource Management

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=03059&searchTerm=002019>

Strategic Management

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=27083&searchTerm=002019>

Supply Chain Management

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=14511&searchTerm=002019>

Innovation Management

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=27082&searchTerm=002019>

Corporate Finance

<https://program-and-modules-handbook.bham.ac.uk/webhandbooks/WebHandbooks-control-servlet?Action=getModuleDetailsList&pgSubj=07&pgCrse=14512&searchTerm=002019>