**Birmingham Business School**

**Guide to Module Choices for Incoming Exchange Students**

**2020/21**

**Introduction**

This booklet sets out the modules offered to exchange students visiting Birmingham Business School at the University of Birmingham in 2020-21. 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.

**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 home 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.

Please note that, due to large demand for certain modules, you may not always get your first choice due to lecture room size restrictions.

**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**

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| --- | --- |
| **Module Code & title**  | 32179 Financial Accounting and Accountability  |
| **School** | Birmingham Business School |
| **Department**  | Accounting & Finance  |
| **Module credits** | 20 |
| **Semester**  | 1 |
| **Module description** | 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.The module also introduces the concept of accountability and holding stakeholders to account.  |
| **Module outcomes**  | By the end of the module students should be able to:Explain the need for the provision of accounting information.Apply the principles of double entry bookkeeping.Prepare the basic financial statements of sole traders and limited companies.Discuss the information in published financial reports.Appraise and interpret financial accounting information.Examine different aspects of accountability and the importance of holding stakeholders and others to account. |
| **Assessment method**  | Assessments: 1 hour class test (30%)3 hour examination (70%) |
| **Contacts** | Module lead: Jo WatkinsAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

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| **Module Code & Title**  | 32181 Decision Making and Control |
| **School** | Birmingham Business School  |
| **Department** | Accounting & Finance  |
| **Module credits** | 20 |
| **Semester**  | 2 |
| **Module description** | 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. |
| **Learning Outcomes**  | Learning outcomesBy the end of the module students should be able to: Explain the main concepts of management accounting and business analytics and the context in which they operate.Outline the history of management accounting and how it shapes contemporary management accounting practice.Apply the basic concepts, techniques and practices of business analytics and management accounting, to solve structured problems in managing organisations.Compare the alternative approaches and theories of management accounting.Discuss the use of management accounting and other information in organisational management and the strengths of varying approaches.Assess the potential of analytic techniques in addressing business issues.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: Li LinAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk  |

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| **Module Code & title**  | 32180 Numeracy, Statistical Analysis and Financial Literacy (A)  |
| **School** | Birmingham Business School |
| **Department**  | Accounting & Finance  |
| **Module credits** | 20 |
| **Semester**  | 2 |
| **Module description** | 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.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.  |
| **Module outcomes**  | By the end of the module students should be able to:Formulate, manipulate and solve algebraic expressions.Apply a critical approach to solving worded business type problems.Calculate a range of financial calculations.Calculate and comment upon summarising statistics using a computer software package.Apply the basic principles of hypothesis testing.Carry out simple correlation and regression analysis. |
| **Assessment methods**  | Assessments:A written examination of 2 hours. (60%)750-word computer based assignment (30%)MCQ test (10%) |
| **Method/s of reassessment** | Reassessment: A written examination of 2 hours. (100%) |
| **Contacts** | Module lead: Robert FlemingAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

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| --- | --- |
| **Module Code & Title** | 32427 Numeracy, Statistical Analysis and Financial Literacy (B) |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Credits** | 20 |
| **Semester**  | 2 |
| **Module Description** | This module 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 assumes solid numeracy skills but will reinforce working with logs and solving business related mathematical problems. The second part of the module 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 SPSS 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. |
| **Module Outcomes** | By the end of the module students should be able to:Formulate, manipulate and solve algebraic expressions.* Apply a critical approach to solving worded business type problems.
* Calculate a range of financial calculations.
* Calculate and comment upon summarising statistics using a computer software package.
* Apply the basic principles of hypothesis testing
* Carry out simple correlation and regression analysis
 |
| **Assessment** | 32427-01 : MCQ Test : Class Test (10%)32427-02 : 750 word Computer Assignment : Practical (30%)32427-03 : 2 hr Exam : Exam (Centrally Timetabled) - Written Unseen (60%) |
| **Assessment Methods & Exceptions** | Assessments:A written examination of 2 hours. (60%)1000-word computer based assignment (30%)MCQ test (10%)Reassessment: A written examination of 2 hours. (100%) |
| **Contacts**  | Module lead: Rob FlemingAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

**Accounting and Finance Year 2**

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| **Module Code & Title** | 33177 LI Management Accounting |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Credits** | 20 |
| **Semester** | 1 |
| **Module Description** | This module builds on the core concepts introduced, and the technical and analytical skills developed, in year 1 in order to provide a deeper understanding of the nature and role of management accounting.It will apply these technical and analytical skills to the types of problems faced by managers of modern organisations. As well as covering the key techniques of management accounting and their limitations, it also explores the behavioural and organisational issues which have to be considered by management accountants in order to develop tailored and organisation-specific recommendations. |
| **Module Outcomes** | By the end of the module students should be able to:* Apply a range of both established and emerging management accounting techniques;
* Discuss how management accounting and the role of management accountants is changing;
* Analyse the nature and role of management accounting in different organisational contexts;
* Assess the behavioural issues which have to be considered by management accountants;
* Evaluate the usefulness of management accounting techniques and reports in specific contemporary situations.
 |
| **Assessment Methods & Exceptions** | Assessment:3 hour unseen written exam (75%)1,000 word essay (25%)Reassessment:3 hour unseen written exam (100%) |
| **Contacts** | Module lead: Tim MasonAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

**\*Prerequisite: Students choosing this module will need to have completed similar level modules in their home institution.**

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| **Module Code & Title**  | 33172 LI Corporate Finance |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Credits** | 20 |
| **Semester**  | 1 |
| **Module Description** | This module aims to provide a sound grounding in the principles, concepts, analytical techniques and practical applications of the financial management in the context of a modern firm. The first half of the module introduces the basic financial concepts such as financial markets and instruments, identification of financing needs and alternative sources of finance, time value of money, basics of financial securities and project valuations. The second half of the module aims to cover some of the more advanced building-blocks of finance that are of primary concern to corporate managers focusing on financial decisions both inside and outside the firm. The module will extensively consider the fundamental relationship between risk and return, concept of an efficient market and the theory and practice of financing and dividend decisions. |
| **Module Outcomes** | By the end of the module students should be able to:* Explain the goals of financial management, working of financial market and the main financial instruments;
* Identify and apply the principles underlying time value of money;
* Compare and contrast the main sources of financing for a company;
* Apply basic valuation techniques in investment decisions and valuation of financial securities;
* 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 and the principles underlying asset valuation and market efficiency;
* Critically appraise the major models proposed to explain corporate capital structure and dividend policies and practices.
 |
| **Assessment Methods & Exceptions** | Assessment:2x2 hour written unseen exams (50% each).Reassessment:3 hour exam (100%) |
| **Contacts** | Module lead: Eliana Lauretta & Nick CarlineAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

**Accounting and Finance Year 2 Semester 2**

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| **Module Code & Title** | 33169 LI Audit |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Module 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;
* The distinctions between internal and external audit;
* Audit process and audit risk;
* Internal control;
* Contemporary business issues and its impact on external audit;
* The auditors' report and the true and fair view.
 |
| **Module Outcomes** | By the end of the module students should be able to:* Demonstrate a critical awareness of the role and responsibilities of an auditor;
* Demonstrate knowledge of the underlying conceptual frameworks of an audit and related ethical and regulatory issues;
* Identify and evaluate the techniques of auditing and the processes of audit;
* Explain the nature of audit evidence, demonstrate how it is established and evaluate how auditors reach conclusions and judgements;
* Contrast the theoretical basis of an audit with the practicalities of delivering an external audit in a contemporary, commercial environment;
* Critically analyse the external audit process and evaluate the effectiveness of an auditors report.
 |
| **Assessment Methods & Exceptions** | Assessment:2 hour written examination (50%);2 hour class test based on early lecture material (50%)Reassessment:3 hour examination (100%) |
| **Contacts**  | Module lead: Steve KeepaxAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |
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**\*Prerequisite: Students choosing this module will need to have completed similar level modules in their home institution.**

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| **Module Code & Title**  | 33175 LI Financial Reporting |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Description** | The module builds on the introductory bookkeeping and financial accounting concepts students developed in introductory module(s). This module introduces theoretical 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; accounting for government grants accounting for inventories; accounting for tax; accounting for provisions; preparation of the statement of profit or loss and other comprehensive income, statement of changes in equity, statement of financial position and statement of cashflow for a single entity.On completion of the module students will be able to prepare and appraise the financial statements of an entity. |
| **Learning Outcomes** | By the end of the module students should be able to:* Describe and evaluate the historical, conceptual and regulatory framework of UK financial reporting;
* Prepare, in accordance with IFRS, the financial statements of a group of companies including subsidiary; and associate;
* Explain and critically evaluate accounting for tangible and intangible assets, inventories, tax, provisions and the reporting of financial performance;
* Explain the information in published financial reports;
* Prepare in accordance with IFRS the statement of profit or loss and other comprehensive income, statement of changes in equity, statement of financial position and statement of cash flow for a single entity.
 |
| **Assessment Methods & Exceptions** | Assessment:1500 words assignment based on a set of annual reports (30%);3 hour examination (70%).Reassessment:3 hour examination (100%) |
| **Contacts** | Module Lead: TBCAdmin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

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| **Module Code & Title** | 33179 LI Taxation: Principles and Planning |
| **School** | Birmingham Business School |
| **Department** | Accounting & Finance  |
| **Credits** | 20 |
| **Semester** | Semester 2 |
| **Contact Hours** | Lecture-44 hoursPractical Classes and workshops-28 hoursGuided independent study-128 hoursTotal: 200 hours |
| **Description** | This module introduces students to the UK taxation system. It outlines theoretical, ethical and administrative aspects of taxation, examines the main UK taxes, demonstrates tax computations and discusses issues related to tax planning for individuals, businesses and companies. |
| **Learning Outcomes** | By the end of the module students should be able to:* Describe the basic theoretical foundations of a modern domestic tax system;
* Recognise and explain ethical issues arising in the performance of tax work;
* Illustrate the obligations imposed upon the taxpayer by the UK tax system and the implications for taxpayers of non-compliance;
* Identify and explain the use of various taxes that make up the UK tax system;
* Perform a range of personal, corporation and consumption tax calculations;
* Apply a variety of tax rules in tax planning for real-life situations;
* Appraise the influence of taxes on decision making in commercial and domestic environments;
* Critically evaluate the interaction of taxes in order to solve real-life cases.
 |
| **Assessment Methods & Exceptions** | Assessment:Individual poster presentation - Poster (10%), 5 minute individual presentation (10%);3 hour examination:Reassessment:3 hour examination (100%) |
| **Contacts** | Module Lead: Mayya Konovalova, Nishat Azmat and Andy LymerAdmin contact: Admin contact: bbs.ug-accountingandfinance@contacts.bham.ac.uk |

# Accounting and Finance Year 3: Semester 1

Business Analytics

| **Module Code** | 27151 | **Credits** | 10 |
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| **Taught** | Semester 1 | **Lecturer** | Dan Herbert |
| **Assessment Method** | Group Report (75%) Individual Assignment (25%) |  |  |

| **Module Description** |
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| This module develops students’ familiarity with practical aspects of business analytics, such as types of data, sources, extraction, cleaning and manipulation. It provides exposure to real-world business analytics applications and challenges. The module will introduce core concepts including but not limited to business intelligence, analytic techniques, visualisation, big data and cognitive computing.The module uses learning materials and textbooks developed by IBM. As such it provides a detailed insight into this growing field of business that is both topical and potentially disruptive of business models across all industries. |

| **Learning Outcomes** |
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| By the end of the module students should be able to:* Critically evaluate the potential of analytic techniques in addressing business issues;
* Identify and deploy a range of analytical techniques and apply them to business cases;
* Understand and evaluate the role of big data in business.
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Social & Environmental Accounting

| **Module Code** | 27152 | **Credits** | 10 |
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| **Taught** | Semester 1 | **Lecturer** | Alex (Li) Lin |
| **Assessment Method** | 2,000 word Essay (100%) |  |  |

| **Module Description**The purpose of this module is to introduce students to the theoretical motivations for, and the main types of social and environmental accounting. The module then focuses on how social and environmental accounting is being implemented in practice and examines the wider effects and implications of these applications such as:1. Perspectives on the purpose of the firm
2. History of CSR/SEA reporting
3. Theoretical Motivations for/ Critiques of CSR reporting
4. Modern reporting initiatives
5. Carbon accounting 6. Environmental markets
6. Biodiversity accounting
7. Critiques and limitations of market-based approaches
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| **Learning Outcomes** |
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| By the end of the module students should be able to:* Understand and appraise different perspectives on the purpose of the firm;
* Understand and critically appraise different theoretical motivations for social and environmental accounting;
* Apply different theoretical motivations for social and environmental accounting to contemporary methods of social and environmental accounting;
* Critically analyse the roles of accounting in constructing environmental markets, such as carbon emissions trading;
* Critically evaluate differing perspectives within the accounting and finance literature on market-based responses to environmental issues, such as global climate change.
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Accounting and Finance Year 3: Semester 2

Comparative and International Taxation

| **Module Code** | 20762 | **Credits** | 10 |
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| **Taught** | Semester 2 | **Lecturer** | Andy Lymer |
| **Assessment Method** | 2 hour Exam (100%) |  |  |

| **Module Description** |
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| With the increasing globalisation of trading activity taxation considerations are having increasing impacts on the planning of international business activity. This module will consider what general tax principles should be applied when a business considers how it will organise its international activities. It focuses on the micro decision making process though elements of public finance and macro perspectives will be required to provide a rounded picture of the subject. Coverage will be given to specific principles that currently underpin the taxation of cross border trade such as the rules for taxation of transfer pricing, double taxation treaties. Some consideration will also be given to tax history, issues of jurisdictions, administration and compliance costs, direct v indirect taxation, capital taxes and the impact of technology on international taxation.This module will build on prior courses in the programme that focus on domestic taxation which uses the UK as the primary example. Elements of this module will introduce the student to comparative taxation by extending their knowledge of the UK's domestic situation into other key domestic domains including the USA and Australia. |

| **Learning Outcomes** |
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| By the end of this module students will be able to:* identify and analyse the core principles of taxation system design as they are applied across various domestic domains (comparative taxation);
* demonstrate a critical knowledge of the current application of general international taxation principles;
* critically evaluate the potential impacts of taxation on the decision making of international businesses;
* appraise the importance of tax planning in international business;
* demonstrate comprehensive knowledge and understanding of how fiscal authorities approach the setting and maintenance of rules for international taxation.
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**\*Prerequisite: Students choosing this module will need to have completed previous Finance modules.**

Corporate Restructuring

| **Module Code** | 27153 | **Credits** | 10 |
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| **Taught** | Semester 2 | **Lecturer** | Jing Du |
| **Assessment Method** | Group Presentation (35%) Group Report (65%) |  |  |

| **Module Description** |
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| Corporate Restructuring needs graduates with a critical understanding and knowledge of modern corporate finance at an advanced level. The objective of this course is to provide in-depth knowledge of initial listing offerings and corporate restructuring activities such as delisting and bankruptcy, with a focus on the linkages between corporate strategic and financial decisions and firm value. In particular, topic will be analysed within an agency cost framework, focusing upon conflicts between stockholders, managers, and debt-holders. |

| **Learning Outcomes** |
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| By the end of the module students should be able to:* Demonstrate a critical knowledge and understanding of the use of initial listing offerings and corporate restructuring approaches;
* Analyse and systematically explain how restructuring techniques can change firm value;
* Critically assess potential candidates for particular restructurings;
* Analyse restructurings based on corporate valuation techniques.
 |

**\*Prerequisite: Students choosing this module will need to have completed previous Finance modules.**

Financial Markets Regulation

| **Module Code** | 25000 | **Credits** | 10 |
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| **Taught** | Semester 2 | **Lecturer** | Santosh Koriala |
| **Assessment Method** | 2 hour Exam (100%) |  |  |

| **Module Description** |
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| This module concerns UK and European regulation of financial markets and professional standards and ethics, with a predominant focus on the UK and the Financial Services Authority.This module aims to provide students with a solid grounding for further study of finance and for professional practice. In addition studying this module will also prepare students for the related professional exam of the Chartered Institute for Securities & Investment which they can chose to sit as a separate external assessment. |

| **Learning Outcomes** |
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| By the end of the module students should be able to:* describe and critically evaluate the UK Financial Services;
* explain and evaluate the place of integrity & ethics in professional practice;
* discuss and criticise the regulatory infrastructure of UK financial services;
* evaluate the provisions relating to the conduct of business.
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Economics Year 1

| **Banner Code** | **Credits** | **Semester** | **Module Title** |
| --- | --- | --- | --- |
| 08 29194 | 20 | 1 | Principles of Economics |
| 08 29186 | 20 | 1 | Introduction to Mathematics for Economics (see note below) |
| 07 31832 | 20 | 1 | Mathematics for Economics (see note below) |
| 08 29165 | 20 | 2 | Applied Economics & Statistics |
| 07 31836 | 20 | 2 | The Global Economy |

 Please note: you may not choose both 29186 Introduction to Mathematics for Economics and 31832 Mathematics for Economics. If you wish to choose one of these modules, you must choose the correct option based on your previous studies in mathematics.

 If you have the equivalent of A-level Mathematics grade A\*, A or B then you may take 31832 Mathematics for Economics.

 If you have the equivalent of A-level Mathematics grade C or below, or if you do not have any mathematics qualification at this level, then you may take 29186 Introduction to Mathematics for Economics.

| *Banner Code* | 08 29194 |
| --- | --- |
| *Title* | **PRINCIPLES OF ECONOMICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Toby Kendall and Dr Joseph Bromfield |
| *Level* | Certificate |
| *Credits* | 20 |
| *Semester* | 1 |
| *Restrictions* | Available only to students on degree programmes that include this module in their first year module portfolio. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 46 |
| *Delivery* | 40 hours of lectures, 6 hours of seminars |
| *Description* | This module provides an introduction to economics for students taking a degree in which economics is a major component. The main purpose is to equip students with knowledge of the main economic concepts, theories and principles and the basic tools and methods of economic analysis. The module is designed to provide a reasonably complete perspective, at an introductory level, of microeconomics and macroeconomics. The microeconomics part explores the standard analytical frameworks used in examining concepts such as consumer preferences, optimal choice, firms' costs and production decisions, demand and supply, market structures, market failure etc. The macroeconomics part deals with the main macroeconomic variables (GDP, inflation, unemployment) and their measurement, and basic macroeconomic theory including models of short-run and long-run aggregate demand and supply, and economic growth. |
| *Outcomes* | On successful completion of this module students should be able to: * demonstrate knowledge and understanding of basic concepts, theories and models in economics;
* apply the appropriate methods of analysis to specified economic situations and problems;
* interpret economic information presented in written, numerical and graphical form.
 |
| *Assessment* | 1000 word assignment (25%), 3-hour written examination (75%)  |

| *Banner Code* | 08 29186 |
| --- | --- |
| *Title* | **INTRODUCTION TO MATHEMATICS FOR ECONOMICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Marco Ercolani  |
| *Level* | Certificate |
| *Credits* | 20 |
| *Semester* | 1 |
| *Restrictions* | Available only to students on degree programmes that include this module in their first year module portfolio. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 60 |
| *Delivery* | 40 hours of lectures, 10 hours of seminars |
| *Description* | This module provides an introduction to some of the mathematical techniques employed in economic analysis. The module starts with an introduction to elementary algebra and proceeds to show how economic problems can be formulated and solved algebraically. The emphasis is on practical application rather than on the study of mathematics for its own sake. The material covered also provides a solid foundation for studies at the intermediate level. Topics covered include: linear and non-linear equations, differentiation, integration and elements of matrix algebra. |
| *Outcomes* | On successful completion of this module students should be able to: * demonstrate knowledge and understanding of elementary quantitative methods necessary for problem solving in economics;
* solve standard quantitative calculations logically and accurately;
* develop effective quantitative problem solving and decision making skills.
 |
| *Assessment* | 2 x 30 minute class tests (12.5% each), 3-hour written exam (75%)  |

| *Banner Code* | 07 31832 |
| --- | --- |
| *Title* | **MATHEMATICS FOR ECONOMICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | Ralph Bailey |
| *Level* | Certificate |
| *Credits* | 20 |
| *Semester* | 1 |
| *Restrictions* | Available only to students on degree programmes that include this module in their first year module portfolio. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 50 |
| *Delivery* | 40 hours of lectures, 10 hours of seminars |
| *Description* | This module aims to provide students familiar with the calculus technique of differentiation, with a broad knowledge of the quantitative methods used in economics and econometrics. The module introduces students to the varied contexts in which these methods are used. Students will become prepared for the deeper study that will occur in later modules drawing on mathematical ideas. The three main topics covered are (in semester 1) Optimization, and Probability, and (in semester 2) Matrix Methods. The module also contains single-lecture introductions to further topics important in economics and/or econometrics. Examples are: Game Theory, Logic, Functions, and Complex Numbers. |
| *Outcomes* | On completion of this module students will be able to: * demonstrate knowledge and understanding of fundamental concepts and definitions of mathematical economics and econometrics;
* carry out standard mathematical techniques and manipulations logically and accurately;
* appraise how these techniques and manipulations can be used in certain standard contexts.
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| *Assessment* | 2 x 2-hour exam (50% each) |

| *Banner Code* | 08 29165 |
| --- | --- |
| *Title* | **APPLIED ECONOMICS AND STATISTICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Joanne Ercolani and Dr Yao Yao |
| *Level* | Certificate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | Available to Economics students only |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 56 |
| *Delivery* | 40 hours of lectures, 10 hours of seminars, 6 hours of computer workshops |
| *Description* | This module is designed to integrate the elements of applied economics - theory, data and statistical inference - so that students acquire the theoretical understanding and the practical skills necessary to analyse actual economic phenomena. The module aims at providing the foundations for the use of statistical techniques to analyse and interpret real-life economic problems and data. Topics covered include: statistical inference, analysis of variance, correlation and regression. The module will train students in the efficient use of Microsoft Excel and the application of basic statistical techniques to relevant empirical examples, such as inequality, poverty, happiness and crime. |
| *Outcomes* | On completion of this module students will be able to: * demonstrate knowledge and understanding of basic statistical methods;
* apply economic knowledge to real world data;
* use Microsoft Excel to manipulate, analyse and display economic data in graphical form.
 |
| *Assessment* | 1-hour class test (25%), problem set (25%), 2-hour examination (50%)  |

| *Banner Code* | 07 31836 |
| --- | --- |
| *Title* | **THE GLOBAL ECONOMY** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | Prof Robert Elliott and Dr Allan Beltran-Hernandez |
| *Level* | Certificate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 48 |
| *Delivery* | 40 hours of lectures, 8 hours of seminars |
| *Description* | This course offers an overview of various aspects of the global economy and its links to resources, development, geography, international business and trade. To understand how economies work in an increasingly interconnected world this course will consider historical context, the economic performance of countries, economic and political economic theories and studies of sectors such as telecommunications. |
| *Outcomes* | On completion of this module students will be able to: * recognise the fundamentals behind the dynamics of the global economy
* explain the importance of location decisions of firms
* discuss the evolution of the world economy
* identify how key macroeconomic theories can be applied to growth, trade and business cycles in a historical context
 |
| *Assessment* | 1000-word essay (25%), 3-hour exam (75%) |

Economics Year 2

| **Banner Code** | **Credits** | **Semester** | **Module Title** |
| --- | --- | --- | --- |
| 08 29172 /08 34484 | 20 | 1 OR 2 | Econometrics  |
| 07 32213 | 20 | 2 | China and the World Economy |
| 07 23274 | 20 | 2 | Contemporary Issues in the UK Economy  |
| 08 29168 | 20 | 2 | Development Economics  |
| 08 29179 | 20 | 2 | Environmental Economics |
| 07 32216 | 20 | 2 | Behavioural and Experimental Economics (see note below) |
| 07 33188 | 20 | 2 | Financial Markets and Institutions |
| 07 33189 | 20 | 2 | Mathematical Methods for Economics |
| 07 33191 | 20 | 2 | Mathematical Methods for Statistics and Econometrics |

Please note there are two modules with the title Behavioural and Experimental Economics – 32216, which is a Year 2 / Intermediate Level module; and 24240, which is a Final Year / Honours Level module. You may not take both of these modules.

| *Banner Code* | 08 29172 (Semester 1) / 08 34484 (Semester 2) |
| --- | --- |
| *Title* | **ECONOMETRICS**  |
| *Department* | Economics  |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Joanne Ercolani and Dr Ioannis Karavias |
| *Level* | Intermediate  |
| *Credits* | 20  |
| *Semester* | 1 OR 2 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Restrictions* | 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.  |
| *Contact hours* | 52 |
| *Delivery* | 40 hours of lectures, 12 hours of seminars. |
| *Description* | 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.  |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | Test (25%), 3 hour examination (75%)  |

| *Banner Code* | 07 26790 |
| --- | --- |
| *Title* | **CHINA AND THE WORLD ECONOMY**  |
| *Department* | Economics  |
| *School* | Birmingham Business School  |
| *Member of Staff* | Prof Alessandra Guariglia, Prof Rob Elliott and Prof David Dickinson |
| *Level* | Intermediate  |
| *Credits* | 20  |
| *Semester* | 2 |
| *Pre-requisites* | 08 29194 LC Principles of Economics |
| *Co-requisites* | None  |
| *Contact hours* | 54  |
| *Delivery* | 44 hours of lectures, 10 hours of seminars. |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 hour written examination (100%)  |

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

| *Banner Code* | 08 29168 |
| --- | --- |
| *Title* | **DEVELOPMENT ECONOMICS**  |
| *Department* | Economics  |
| *School* | Birmingham Business School  |
| *Member of Staff* | Dr Yao Yao (Semester 1) and Jan Jozwik (Semester 2) |
| *Level* | Intermediate  |
| *Credits* | 20  |
| *Semester* | 2 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Restrictions* | 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  |
| *Contact hours* | 52 |
| *Delivery* | 42 hours of lectures, 10 hours of seminars. |
| *Description* | This module provides an in-depth treatment of contemporary issues in development economics. It is concerned with general theoretical and empirical themes and their policy implications for developing countries. Topics in Semester 1 cover classical and modern theories of economic growth and development, as well as issues related to rural-urban migration, rural development, governance and institutional economics. Topics in Semester 2 cover domestic issues including human capital (health and education) and microfinance, as well as macroeconomic issues such as foreign aid and foreign finance. |
| *Outcomes* | By the end of the module students should be able to:* demonstrate knowledge and critical understanding of core economic theories and concepts of development;
* identify relevant constraints to economic development;
* critically evaluate the relationships between policies addressing key constraints to development and development outcomes.
 |
| *Assessment* | 1000 word essay (25%), 3 hour written examination (75%) |

| *Banner Code* | 08 29179 |
| --- | --- |
| *Title* | **ENVIROMENTAL ECONOMICS**  |
| *Department* | Economics |
| *School* | Birmingham Business School  |
| *Member of Staff* | Prof David Maddison (Semester 1) and Dr Johannes Lohse (Semester 2) |
| *Level* | Intermediate  |
| *Credits* | 20  |
| *Semester* | 2 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Restrictions* | 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  |
| *Contact hours* | 50 |
| *Delivery* | 40 hours of lectures, 10 hours of seminars. |
| *Description* | 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.  |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 x 1000 word essays (25% each), 2 hour written examination (50%) |

| *Banner Code* | 07 32216 |
| --- | --- |
| *Title* | **BEHAVIOURAL AND EXPERIMENTAL ECONOMICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | TBC |
| *Level* | Intermediate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 40 |
| *Delivery* | 40 hours of lectures |
| *Description* | This module introduces students to behavioural and experimental economics. The assumptions of “homo economicus” – the traditionally economically rational agent – are relaxed and more behaviourally realistic models of decision making are introduced. The course will cover important behavioural topics of individual and strategic decision making. We will introduce practical examples of experimental design and incentivisation, and experimental data analysis. |
| *Outcomes* | By the end of the module students should be able to:* explain behavioural economic accounts of individual and strategic decision making;
* discuss different experimental paradigms in economics;
* identify strengths and weaknesses of experimental designs and incentive structures;
* produce experimental designs to test behavioural economic hypotheses.
 |
| *Assessment* | 1000 word essay (25%); 3-hour written unseen examination (75%) |

| *Banner Code* | 07 33188 |
| --- | --- |
| *Title* | **FINANCIAL MARKETS AND INSTITUTIONS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | TBC |
| *Level* | Intermediate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 40 |
| *Delivery* | 40 hours of lectures |
| *Description* | This module provides an introduction to financial markets and financial institutions. The module focuses first on understanding financial markets and introduces students to key asset classes (stocks, bonds, options). Topics may include the role and behaviour of interest rates, risk and the term structure, the theory of Rational Expectations and the Efficient Market Hypothesis. The module then focuses on the role of financial institutions in the economy. Topics may include the economic analysis of financial structure, banking and the management of financial institutions, the economic analysis of financial regulation, the structure and competition within the banking industry, and financial crises. |
| *Outcomes* | By the end of the module students should be able to:* demonstrate knowledge and understanding of the main financial instruments and the economic principles underlying their use;
* demonstrate knowledge and understanding of what a financial system is and what it does;
* apply concepts and principles to evaluate the role of financial institutions and financial instruments in the economy.
 |
| *Assessment* | 1-hour written class test (25%); 3-hour written unseen examination (75%) |

| *Banner Code* | 07 33189 |
| --- | --- |
| *Title* | **MATHEMATICAL METHODS FOR ECONOMICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | TBC |
| *Level* | Intermediate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 48 |
| *Delivery* | 40 hours of lectures, 8 hours of seminars |
| *Description* | Students will build on the mathematical knowledge and experience gained in certificate-level mathematics modules, especially vector and matrix methods, to gain a wider and deeper understanding of intermediate economics and intermediate econometrics. We will try to understand the results algebraically, geometrically, and economically. The subjects discussed are not just isolated topics, but have a unity deriving from their common relationship with the broad subject of optimization, which is a dominant theme in both economics and econometrics. The main areas to be covered are unconstrained optimization and constrained optimization. In unconstrained optimization we shall achieve a widening of scope from one or two choice variables to many variables, starting from quadratic functions and gradually generalizing both results and methods. We shall discuss the application of these methods to econometric estimation. Under constrained optimization we will consider several topics important in economics, for instance problems with equality constraints, inequality constraints, problems involving time (the subject of dynamic optimization) and methods of resource allocation (such as Linear Programming). There are likely to be other topics of importance in their own right to economics and econometrics, such as comparative statics, the broad phenomenon of convexity, and the Envelope Theorem, which discusses how an optimal choice changes, when the parameters change.We shall develop the skill of communication in mathematical writing, the criterion being that you should write in a way that would be clear and helpful if you were teaching the subject to a fellow student. |
| *Outcomes* | By the end of the module students should be able to:* demonstrate knowledge and critical understanding of the most fruitful mathematical methods of economics;
* identify and apply these methods logically and accurately;
* solve mathematical problems arising in intermediate-level economics and econometrics;
* write and organise solutions to mathematics problems in a clear and structured manner.
 |
| *Assessment* | Problem set (25%); 3-hour written unseen examination (75%) |

| *Banner Code* | 07 33191 |
| --- | --- |
| *Title* | **MATHEMATICAL METHODS FOR STATISTICS AND ECONOMETRICS** |
| *Department* | Economics |
| *School* | Birmingham Business School |
| *Member of Staff* | TBC |
| *Level* | Intermediate |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | 31832 LC Mathematics for Economics |
| *Co-requisites* | None |
| *Contact hours* | 46 |
| *Delivery* | 40 hours of lectures, 6 hours of seminars |
| *Description* | This module introduces students to the theoretical underpinnings of statistical methodology and concentrates on inferential procedures within the framework of parametric models. The module is organised in three parts: The first part includes core topics in the theory of probability such as counting methods, sample space and events, axioms of probability, conditional probability, random variables, discrete and continuous probability distributions, multivariate probability distributions, the central limit theorem, among others. The second part includes core topics in estimation and inference, such as properties of point estimators, methods of finding estimators, confidence intervals and hypothesis testing, among others. The third part examines how the previous theory is applied in the linear regression model (which is the workhorse of econometrics), such as the simple linear regression model and derivation of the ordinary least squares (OLS) estimator, multiple linear regression and the matrix algebra form of least squares, properties of the OLS estimator and hypothesis testing, among others. This module is targeted at students who are interested in the theory side of statistics and econometrics. |
| *Outcomes* | By the end of the module students should be able to:* review the theoretical foundations of mathematical statistics;
* apply statistical techniques to derive estimators, construct confidence intervals and test hypotheses;
* relate the statistical theory to the linear regression model;
* demonstrate the skills to prove theorems.
 |
| *Assessment* | 1-hour test (25%); 3-hour written unseen examination (75%) |

Economics Final Year

| **Banner Code** | **Credits** | **Semester** | **Title** |
| --- | --- | --- | --- |
| 08 29198 | 20 | 1 & 2 | Topics in Economic Theory and Practice |
| 08 29161 | 10 | 1 | Advanced Econometric Theory |
| 08 03433 | 10 | 1 | Applied Econometrics |
| 07 24240 | 10 | 1 | Behavioural  and Experimental Economics (see note below) |
| 08 18136 | 10 | 1 | Economic Policy and Political Economy |
| 08 35196 | 20 | 2 | Economics and Data Analytics |
| 08 19556 | 10 | 1 | Economics of Banking |
| 08 08380 | 10 | 2 | Economics of Financial Markets |
| 08 29176 | 20 | 1 | Economics of the European Union |
| 08 08375 | 10 | 2 | Economics of Uncertainty and Information |
| 08 03615 | 10 | 1 | Game Theory |
| 08 03189 | 10 | 2 | General Equilibrium and Welfare |
| 07 23467 | 10 | 2 | Health Economics |
| 08 29183 | 20 | 2 | History of Economic Thought |
| 08 03231 | 10 | 2 | International and European Monetary Issues |
| 08 28539 | 10 | 2 | International Trade Policy |
| 08 28540 | 10 | 1 | International Trade Theory |
| 08 22870 | 20 | 1 | Labour Economics |
| 08 03345 | 10 | 1 | Monetary Policy |
| 08 03579 | 10 | 2 | Open Economy Macroeconomics |
| 08 03468 | 10 | 1 | Theory of Industrial Organisation |

Please note there are two modules with the title Behavioural and Experimental Economics – 32216, which is a Year 2 / Intermediate Level module; and 24240, which is a Final Year / Honours Level module. You may not take both of these modules.

| *Banner Code*  | 08 29198 |
| --- | --- |
| *Title*  | **TOPICS IN ECONOMIC THEORY AND PRACTICE** |
| *School/Department*  | Birmingham Business School |
| *Member of Staff*  | Dr Panos Fouskas / Prof Peter Sinclair |
| *Level*  | Honours |
| *Credits*  | 20 |
| *Semester*  | 1 & 2 |
| *Restrictions*  | 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) |
| *Pre-requisites*  | None |
| *Co-requisites*  | None |
| *Contact hours*  | 40  |
| *Delivery*  | 40 hours of lectures |
| *Description*  | 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 |
| *Outcomes*  | By the end of the module students should be able to:* 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.
 |
| *Assessment*  | 2 x 2 hour written examination (100%) |

| *Banner Code* | 08 29161 |
| --- | --- |
| *Title* | **ADVANCED ECONOMETRIC THEORY** |
| *Department* | Birmingham Business School |
| *Member of Staff* | Dr Marco Barassi |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| Restrictions | 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 EconomicsOther students must first consult the lecturer. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20 |
| *Delivery* | 10 hours of lectures, 10 hours of seminars |
| *Description* | 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. |
| *Outcomes* | On completion of this module the student will be able to: * 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.
 |
| *Assessment* | 2-hour examination (100%) |

| *Banner Code* | 08 03433 |
| --- | --- |
| *Title* | **APPLIED ECONOMETRICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Prof Oleksandr Talavera |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 30  |
| *Delivery* | 20 hours of lectures, 10 hours of computer classes and exercise classes |
| *Description* | 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, fises and random effect models for panel and other multilevel structures. Diagnostic testing is discussed as it arises. |
| *Outcomes* | On completion of this module students should be able to: * 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.
 |
| *Assessment* | 2-hour written examination (100%) |

| *Banner Code* | 07 24240 |
| --- | --- |
| *Title* | **BEHAVIOURAL AND EXPERIMENTAL ECONOMICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Prof Michalis Drouvelis |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | Available to all final-year students in the Department of Economics and students who have passed 08 28536 Microeconomics. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | Assignment - 1000 words essay (30%), 1-hour examination (70%) |

| *Banner Code* | 08 18136 |
| --- | --- |
| *Title* | **ECONOMIC POLICY AND POLITICAL ECONOMY** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Kamilya Suleymenova |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | Coursework/problem set (25%), 1-hour written unseen examination (75%) |

| *Banner Code* | 08 35196 |
| --- | --- |
| *Title* | **ECONOMICS AND DATA ANALYTICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Ceren Ozgen |
| *Level* | Honours |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | 29172 LI Econometrics |
| *Co-requisites* | None |
| *Contact hours* | 48  |
| *Delivery* | 40 hours of lectures, 8 hours of seminars |
| *Description* | This module will focus on the distribution of activities across space and the efficient use of resources to tackle policy relevant-issues such as education and skill formation, mobility of labour and capital, smart cities, environmental pollution, segregation and inequalities by applying economic and data analytic methodologies. The theoretical background to these cutting-edge topics will be complemented by data-driven approaches using big data and data analytical techniques. The module will also include practical hands-on experience/applications using real-time urban analytics data such as geo-located geo-demographics data, to social media usage (e.g. tweets, texts, Instagram pictures), to high-resolution daily pollution data, to mobility data based on urban transportation cards, to broadband users; and use methods to address these challenges. |
| *Outcomes* | By the end of the module students should be able to:* Demonstrate a critical understanding of the economic theories explaining contemporary challenges such as technological change, forms of inequality (education, income, health etc), the growth of cities
* Critically evaluate the principles underlying data analytical techniques
* Employ data-driven approaches in economics modelling using newly available large data resources (e.g. tweets, geo-located households; urban transport cards/parking tickets data)
* Critically appraise how economic theory combined with data analytics can contribute to economic policy and governance.
 |
| *Assessment* | 3 hour written unseen examination (75%) and Individual written report - 1,500 words (25%) |

| *Banner Code* | 08 19556 |
| --- | --- |
| *Title* | **ECONOMICS OF BANKING** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Frank Strobel |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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  |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | On completion of this module students should be able to: * 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.
 |
| *Assessment* | 2-hour examination (100%) |

| *Banner Code* | 08 08380 |
| --- | --- |
| *Title* | **ECONOMICS OF FINANCIAL MARKETS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Maria Psyllou |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2-hour written unseen examination (100%) |

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

| *Banner Code* | 08 08375 |
| --- | --- |
| *Title* | **ECONOMICS OF UNCERTAINTY AND INFORMATION** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Rebecca McDonald |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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) |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20 |
| *Delivery* | 20 hours of lectures |
| *Description* | 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 |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2500 word essay/individual project (100%) |

| *Banner Code* | 08 03615 |
| --- | --- |
| *Title* | **GAME THEORY** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Gunes Bebek |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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.Other students who wish to take the module must first consult the lecturer. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | A choice of either 5 mins video assignment (100%) OR 2500-words essay (100%).  |

| *Banner Code* | 08 03189 |
| --- | --- |
| *Title* | **GENERAL EQUILIBRIUM AND WELFARE** |
| *School* | Birmingham Business School |
| *Member of Staff* | Prof Aditya Goenka |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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. |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 24  |
| *Delivery* | 20 hours of lectures, 4 hour of seminars |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2-hour written unseen examination (100%) |

| *Banner Code* | 07 23467 |
| --- | --- |
| *Title* | **HEALTH ECONOMICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Philip Kinghorn  |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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  |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 23 |
| *Delivery* | 20 hours of lectures, 3 hour of seminars |
| *Description* | 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. |
| *Outcomes* | On successful completion of this module students should be able to: * 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.
 |
| *Assessment* | 2-hour written examination (100%)  |

| *Banner Code* | 08 29183 |
| --- | --- |
| *Title* | **HISTORY OF ECONOMIC THOUGHT** |
| *School* | Birmingham Business School |
| *Member of Staff* | Keith Tribe / Prof Roger Backhouse |
| *Level* | Honours |
| *Credits* | 20 |
| *Semester* | 2 |
| *Restrictions* | 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). |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 40  |
| *Delivery* | 40 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 x 1250 word essays (25% each), 2 hour examination (50%) |

| *Banner Code* | 08 03231 |
| --- | --- |
| *Title* | **INTERNATIONAL AND EUROPEAN MONETARY ISSUES** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Pei Kuang  |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20  |
| *Delivery* | 20 hours of lectures |
| *Description* | 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.  |
| *Outcomes* | On completion of this module students will be able to: * 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.
 |
| *Assessment* | 2 hour written examination (100%) |

| *Banner Code* | 08 28539 |
| --- | --- |
| *Title* | **INTERNATIONAL TRADE POLICY** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Wanyu Chung |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | None |
| *Pre-requisites* | None |
| *Co-requisites* | International Trade Theory (08 28540)  |
| *Contact hours* | 20 |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 hour written unseen examination (100%)  |

| *Banner Code* | 08 28540 |
| --- | --- |
| *Title* | **INTERNATIONAL TRADE THEORY** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Gunes Bebek |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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  |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 23 |
| *Delivery* | 20 hours of lectures, 3 hours of seminars |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2-hour written unseen examination (100%) |

| *Banner Code* | 08 22870 |
| --- | --- |
| *Title* | **LABOUR ECONOMICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Marco Ercolani / Dr Yi Liu |
| *Level* | Honours |
| *Credits* | 20 |
| *Semester* | 1 |
| *Restrictions* | None |
| *Pre-requisites* | Available to all students who have been allowed onto the final year and passed Econometrics (08 29172) |
| *Co-requisites* | None |
| *Contact hours* | 50 |
| *Delivery* | 40 hours of lectures, 10 hours of seminars |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 30 mins test (12.5%); 500 words essay (12.5%), 3-hour written unseen examination (75%)  |

| *Banner Code* | 08 03345 |
| --- | --- |
| *Title* | **MONETARY POLICY** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Christoph Gortz |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | 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  |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20 |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 hour written examination (100%) |

| *Banner Code* | 08 03579 |
| --- | --- |
| *Title* | **OPEN ECONOMY MACROECONOMICS** |
| *School* | Birmingham Business School |
| *Member of Staff* | Prof John Fender |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 2 |
| *Restrictions* | 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 |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20 |
| *Delivery* | 20 hours of lectures |
| *Description* | 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. |
| *Outcomes* | By the end of the module students should be able to:* 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
 |
| *Assessment* | 2 hour written unseen examination (100%)  |

| *Banner Code* | 08 03468 |
| --- | --- |
| *Title* | **THEORY OF INDUSTRIAL ORGANISATION** |
| *School* | Birmingham Business School |
| *Member of Staff* | Dr Toby Kendall |
| *Level* | Honours |
| *Credits* | 10 |
| *Semester* | 1 |
| *Restrictions* | Students on degree programmes outside economics for which this module is an option on their degree programme must also have passed Microeconomics (08 28536) |
| *Pre-requisites* | None |
| *Co-requisites* | None |
| *Contact hours* | 20 |
| *Delivery* | 20 hours of lectures |
| *Description* | 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 |
| *Outcomes* | By the end of the module students should be able to:* 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.
 |
| *Assessment* | 2 hour written examination (100%) |

**Business Management Year 1**

Banner Code 07 33799

Title Introduction to Economics and Finance

Member of Staff TBC

Level LC

Credits 20

Semester 2

Description The aim of the module is to introduce core concepts in economics and finance which have a relevance to business.

The module will include grounding in microeconomic concepts and financial analysis related to the appraisal of company financial performance.

Syllabus

The content of the economics part of the module will include introduction to alternative approaches to economics and socio economics, demand and supply, elasticity, intervention in the market, marginal utility theory, production and cost analysis, market structure, including analysis of monopoly and oligopoly, and alternative theories of the firm. The content of the finance part of the module will include accounting statements, accounting concepts and valuation approaches. Appraising company financial performance and value creation using ratio analysis to understand the past and inform future decision making by stakeholders such as shareholders, lenders and trading partners. The uses, strengths and limitations of accounting information.

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

* Demonstrate knowledge and understanding of microeconomic concepts relevant to business organisations;
* Critically evaluate different market structures using microeconomic theory;
* Explain the role and impacts of government intervention in the market;
* Apply key accounting concepts and valuation approaches;
* Critically evaluate both historic and expectations for future business performance and value creation;
* Explain the uses, strengths and limitations of accounting information for a range of stakeholders.

Assessment 3hr written examination 75% and 1hr class test 25%

 Reassessment: Written examination (3 hours) 100%

Banner code 07 31703

Title Economics for Business A

Member of Staff Lisa De Propris

Level LC

Credits 20

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 introductory micro and macroeconomics with cases/applications and examples to provide students with the ability to understand and analyse current and topical economics issues with relevance for business.

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

* 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 31703-01: 2 hour MCQ Class Test: Class Test (50%)
 31703-02: 2 hour Exam (Centrally Timetabled) - Written Unseen (50%)

Banner code 07 32195

Title Economics for Business B

Member of Staff Lisa De Propris

Level LC

Credits 20

Semester 1

Pre-requisite A Level Economics

Description This module applies microeconomic and macroeconomic principles to business, market and policy contexts in order for students to analyse current and topical economics issues with relevance for business and wider economic decision making and policy. Topics typically covered include microeconomic issues including demand and supply analysis; elasticity; consumer choice theory; cost analysis; influence of market; market failures. Macroeconomic issues covered include economic growth; unemployment and inflation; monetary and fiscal policy; the international economy.

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

* 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 32195-01: 2 hour MCQ Class Test (50%)
32195-02: 2 hour Exam: Exam (Centrally Timetabled) - Written Unseen (50%)

Banner code 07 31704

Title Introduction to Marketing and Communications

Member of Staff Mark Foster

Level LC

Credits 20

Semester 2

Description The purpose of the module is to examine and understand the role of both communications and marketing in the modern business structure. It provides the theoretical under-pinning for future study in both business communications and marketing, so that students understand and can apply theory to contemporary examples and cases. Teaching also draws on the professional experience of lecturers and guest lecturers.

The module examines the importance of organisational communication in regional and global contexts in relation to internal and external stakeholders, business strategies and organisational structure. It examines changing communications technologies, audiences and stakeholder needs. Key building blocks for business communications, including corporate identity, image, and culture will be examined, including the role of visual identity. Students will be encouraged to apply learning to appreciate and understand the impact communications has on the everyday running of a business, from the efficacy of email to managing key stakeholder relationships, and the importance of both putting people at the heart of business communications and the perspective of the individual in an organisation. Alongside the focus on communications, the module builds on the corporate identity theme to develop study into the role of marketing in business strategy; its part in brand building and its relationship with how brand identity is built and communicated; how marketing links in with business communications; how it increasingly places the consumer at the heart of campaigns.

Students will explore core components of marketing, including market research and buyer behaviour, market segmentation and positioning,
throughout the module practical examples will be studied to understand the success and failure of both communications and marketing strategies, how the roles support each other, and how regional culture can impact global marketing positioning. It will provide students with the essential background to understand communications and marketing planning processes, and the communications mix. The ethics of communications, marketing and associated advertising and an introduction to the use of interactive and digital media are also module themes.

The module aims for students to grow their individual and group communications skills, with opportunities to develop and express creative responses to set tasks as a part of both formative and assessed learning. It provides the foundational knowledge and understanding for students to build on as they consider both Communications and Marketing based modules at a higher level from year 2.

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

* Explain the different classifications of marketing, organisational, and management communications and demonstrate an understanding of the roles each play in business.
* Describe and display understanding of a range of core communications and marketing concepts to define and analyse stakeholders and consumers.
* Assess the effectiveness and appropriateness of different styles of communication within an organisation and between an organisation and key stakeholders, including marketing materials.
* Recognise and discuss the role of corporate identity, including visual identity, in business communications and marketing.
* Identify information needed by organisations, e.g. market conditions and other external environments, required to plan and manage marketing and communications strategies.
* Understand and apply planning models for both organisational communications and marketing.
* Use a “tool-box” to develop communications collateral, e.g. a corporate story for a company website.
* Describe and display understanding of the foundation of the marketing mix for products and services.
* Critically evaluate the sources of research materials to advise appropriate courses of action, and engage with different marketing theories and options to make decisions to demonstrate knowledge and understanding of the role corporate communication plays in business activities.
* Evaluate, compare, and contrast selected individual components of corporate communications and marketing via case studies and assessed group work.

Banner Code 07 33967

Title Digital Business

Member of Staff TBC

Level LC

Credits 10

Semester 1

Co-requisite Option must be taken with 07 33979

Description This module aims to provide first year students with a broad overview of the many opportunities and challenges of the digital business revolution. As companies increasingly integrate digital technologies into their business, it is increasingly important to identify digital opportunities and capabilities of digital technology as well as effectively understand how to embed them within firms through novel digital strategies and business models. The module delivery is structured around a set of five key topics that represent significant aspects of managing digital transformation into modern business organisations. In particular, the content of the module focuses on:

* Data analytics;
* Digital strategies for business;
* Big Data from start-up to enterprise-scale;
* Managing digital transformation;
* Broader contemporary digital challenges.

Across the macro topics, lectures will be integrated with ‘Talk’ sessions delivered by an external speaker working in a relevant area of business - including some of the University’s partners. Lectures and Talks will be connected to reinforce key points and provides linkages to theory and applied practice.

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

* Demonstrate critical awareness and engagement with broader issues and opportunities in digital business;
* Practise connective learning by evaluating business and management theory in the context of digital business transformations;
* Demonstrate reflective practice on opportunities and challenges of the digital revolution;
* Identify appropriate sources of information and data to explore and monitor issues and opportunities of digital transformation in the wider business environment.

Assessment Case study essay of two specific topics in the context of a UK company (50% of module) – 1000 words;
Summative reflective piece on challenges and opportunities of digital business, considering at least two of the key topics considered – 1000 words (50% of module).

Reassessment: Essay on two of the digital business topics explored in the module – 1,500 words

Banner Code 07 33979

Title Widening Business Horizons

Member of Staff TBC

Level LC

Credits 10

Semester 1

Co-requisite Option must be taken with 07 33967

Description Following on from the overview on digital opportunities in business explored in the module Digital Business, this module aims to provide first year students with a broad overview of the many opportunities and arising challenges of contemporary business.

The module delivery is structured around a set of five key topics that represent significant aspects of managing modern business organisations. In particular, the content of the module focuses on:

* Knowledge creation in business organisations;
* Artificial intelligence for business;
* Managing uncertainty;
* Leadership in the digital age;
* Global business challenges.

Across the macro topics, lectures will be integrated with ‘Talk’ sessions delivered by an external speaker working in a relevant area of business - including some of the University’s partners. Lectures and Talks will be connected to reinforce key points and provides linkages to theory and applied practice.

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

* Demonstrate critical awareness and engagement with broader issues and opportunities in global contemporary business;
* Practise connective learning by evaluating business and management theory in the context of contemporary global business challenges
* Demonstrate reflective practice on business challenges facing the world
* Identify appropriate sources of information and data to explore and monitor issues and opportunities in the wider business environment.

Assessment Case study essay of connecting various topics covered in the context of a UK industry (50% of module) – 1000 words;

Summative reflective piece on challenges of contemporary business, considering at least two of the key topics considered – 1000 words (50% of module).

Reassessment: Essay on two of the contemporary business issues explored in the module – 1,500 words

Banner Code 07 33981

Title Management Education and Learning A

Member of Staff TBC

Level LC

Credits 10

Semester 1

Co-requisite Option must be taken with 07 33984

Description In conjunction with Management Education and Learning B, this module aims to support first year students’ personal, professional and academic development within the context of Management Education and Learning at Birmingham Business School and the University of Birmingham. These modules emphasise the importance and practice of situated learning, reflectivity and communities of practice within Management Education and Learning to develop a university career. These modules run in synergy with the personal tutorial system, meetings and activities. As such, across the Management Education and Learning A & B, some dedicated peer-learning sets will be run with personal tutors. In addition, the module delivery includes a mix of learning activities within which students will be interacting with their peers, their personal tutors, other academic staff, Ph.D. students, Alumni, the Career Network and the Academic Skills Centre.

Management Education and Learning A focuses more particularly on:

* Academic skills such as critical thinking, academic writing, writing a literature review, reflectivity, referencing, exam revision, etc.; and
* Personal and professional skills such as becoming an independent learner, reflectivity in practice, interacting with others, and learning as part of a community of practice.

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

* Demonstrate engagement with own personal, academic and professional development activities and planning within the context of Management Education and Learning;
* Understand what reflective practice is and apply it to own personal, academic and professional development;
* Define critical thinking and critique academic work of others and selves;
* Undertake independent academic study and writing to produce a basic literature review on a Management issue.

Assessment Essay/literature review on a choice of Management issues (80%)– 1,500 words;
Reflective writing (20%) - Reflective piece 1 – PebblePad tutorial record 1 as a base for discussion at the 1st learning set (supported by step grading) – 250 words.

Reassessment: A written assignment – 2,000 words.

Banner Code 07 33984

Title Management Education and Learning B

Member of Staff TBC

Level LC

Credits 10

Semester 1

Co-requisite Option must be taken with 07 33981

Description In conjunction with Management Education and Learning A, this module aims to support first year students’ personal, professional and academic development within the context of Management Education and Learning at Birmingham Business School and the University of Birmingham. These modules emphasise the importance and practice of situated learning and communities of practice within Management Education and Learning to develop a university career. These modules run in synergy with the personal tutorial system, meetings and activities. As such, across the Management Education and Learning A &B, some dedicated peer-learning sets will be run with personal tutors. The modules’ delivery includes a mix of learning activities within which students will be interacting with their peers, their personal tutors, other academic staff, Ph.D. students, Alumni, the Career Network and the Academic Skills Centre. The content of Management Education and Learning B focuses more particularly on:

* Research skills such as how to conduct research using secondary data and documents and how to carry out a case study analysis, etc.;
* Personal skills such becoming a responsible individual within organisation including resilience, diversity and volunteering, etc.;
* Professional skills such as career development, developing IT skills, CV writing, reflectivity in practice, networking and personal branding, etc.

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

* Demonstrate engagement with own personal, academic and professional development activities and planning within the context of Management Education and Learning.
* Understand what reflective practice is and apply it to own personal and professional development.
* Identify appropriate sources of data, start to practise research and analysis using various academic and secondary data sources.
* Conduct a case study analysis and discuss, identify and assess responsible business practices and ways to enhance them at an individual level within organisations.
* Produce at least one professional tool such as a CV, a website, or an online professional profile.

Assessment Case study and data analysis on a responsible business issue (60) – 1,500 words;

Reflective piece 2 (20%) – reflection on their essay writing as a base for discussion at the 2nd learning set (supported by step grading) – 250 words;

Reflective piece 3 (20%) on an activity leading to the production of a professional tool i.e. CV, website… – 250 words + tool produced.

**Business Management Year 2**

Banner Code 07 24111

Title Intermediate Business Economics and the Macroeconomy

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description The module provides a general coverage of the main issues and debates in business economics and the macroeconomic environment
Part 1 focuses on the following topics.

* price theory
* industrial organisation
* economics of competition
* competition policy
* regulation of natural monopolies
* deregulation of oligopolistic markets

Part 2 focuses in particular on the following aspects:

* Growth and productivity
* The problems of inflation and unemployment
* The balance of payments, exchange rates and trade
* Fiscal Policy and the role of the state
* Monetary policy and the role of central banks
* Common Currency areas and the European Monetary Union
* The Economic crisis 2007-2009

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

Demonstrate a 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
* Evaluate economic policy as it relates to the operation of markets
* Demonstrate understanding how the economic environment impacts on the way in which businesses operate
* Have an educated and critical opinion in debates such as the role of the state in the economy and the causes and consequences of banking and financial crises
* Apply economic analysis to understand and make predictions about the impact of economic variables on the macroeconomic environment of business
* Critically analyse the impacts of institutions on innovation and competitiveness
* employ analytical arguments more generally

Assessment 24111-01: Test 1: Class Test (20%)
24111-02: Test 2: Class Test (20%)
24111-03: Exam: Exam (School Arranged) - Written Unseen (60%)

Banner Code 07 34378

Title Change Management

Member of Staff TBC

Level LI

Credits 20

Semester 1

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

* 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 3 hour Exam – Written Unseen (80%)

 Group Project Report (20%)

Banner Code 07 32116

Title Consumer Behaviour

Member of Staff TBC

Level LI

Credits 20

Semester 1

Description The aim of the module is to investigate and understand consumer behaviour in a contemporary context. It provides the theoretical perspectives as well as the most up to date research that give insights into consumer behaviour, changing patterns of consumption and marketing technology applications shaping businesses as they aim to market to the consumer more effectively.

The most recent research papers and case studies will be used to help students make connections between theory and practice explicitly. Learning will also be supported by professional experience of tutors, lecturers and guest lecturers.

The role of technology and the subsequent impact on consumer behaviour will be explored with digital consumption, online consumer behaviour, big data and data use as particularly important areas for focus. The current debate on the impact of GDPR will also be explored – with a particular focus on data privacy. Case studies on the latest consumer behaviour technologies will be introduced to demonstrate changes in the traditional marketing channels. Students will explore the changing customer journey in the context of Omnichannel and Unichannel marketing. Technological applications such as Marketing automation and Augmented Reality will be of focus.

Students will also explore important issues on responsible business and ethical consumption using the most recent research papers on sustainability including issues on packaging and recycling.

Throughout the module relevant case studies and current research papers will be used to help students explore and understand the issues, and also make the connection between theory, research and practice explicitly. A global context will be incorporated in the use of such resources.

The module examines the latest issues and developments in behavioural, psychological and sociological thinking and students will be encouraged to discuss such perspectives in tutorial sessions, applying the conceptual frameworks introduced in lectures to such discourse.

The module aims for students to develop good research and applicative skills as they make explicit connections between theory, research and practice. It also aims for students to develop group-working skills through group-based work as part of both formative and assessed learning. As a core to pathway module, it provides knowledge on fundamental aspects of consumer behaviour which offers potential for specialism in the final year.

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

* Apply relevant models to analyse and understand contemporary consumer behaviour
* Understand and apply consumer behaviour theory to practice in a marketing context
* Explain the relevant issues in ethical consumption including packaging and recycling
* Recognise and discuss the role of technology in the changing customer journey and consumption patterns

Assessment Two hour Examination and Group coursework 50%; 10 min Presentation. Submitted via: Video in an mp4 format or Presentation in PowerPoint (with voice over) or Graphics file in PowerPoint or PDF

Reassessment: Supplementary Essay x 4000 (100%)

Banner Code 07 32139

Title Managing B2B Markets

Member of Staff TBC

Level LI

Credits 20

Semester 1

Description In an attempt to achieve superior profitability, firms need to consider three critical tasks. First, firms need to position themselves within what are called business networks. This is part of corporate strategy and can involve re-positioning, divestment and outsourcing. Second, firms need to market and sell their products and/or services to customers - in this module, business customers, i.e. other firms. Third, firms need to manage suppliers via the procurement and supplier management process in an attempt to obtain best value for money.

This module assesses how firms might undertake these critical tasks in an effective manner (and the obstacles to doing that) and also shows that they are inter-related. In addition to considerations of corporate strategy and positioning, the module will cover topics such as organisational buying behaviour (the B2B version of consumer behaviour), supplier pricing strategies and tactics, negotiation, contract law, customer relationship management and its counterpart supplier relationship management, B2B sales and procurement technologies and conflict management.

While including theory and concepts, the module is also highly practical and involves real-life case studies, including those developed by the module’s lecturers from their extensive research and consultancy experience. The module’s lectures combine lecture input with cases, activities, films and exercises. The lectures are supported by a series of seminar sessions and bespoke module lecture films.

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

* Recognise the concept of the extended business network;
* Understand the factors driving firm positioning within extended business networks;
* Understand and critique the boundary of the firm (outsourcing) decisions made by firms in extended business networks;
* Understand the key concepts relevant to managing downstream customers;
* Understand the key concepts relevant to managing upstream suppliers;
* Have knowledge of the management tasks involved in downstream and upstream management and assess the challenges of implementation;
* Be able to interpret case examples of firms operating within extended business networks.

Assessment 2 x2000 word assessed projects (50% each)

Re-assessment: 2 x2000 word assessed projects (50% each)

Banner Code 07 34380

Title Models of Business

Member of Staff TBC

Level LI

Credits 20

Semester 1

Description 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 other 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.

The module is logically divided into two sections; the first one is chronologic and analyses the development of models of business over time, 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.
The second part looks at national variations in models of business organisation and the structure of capitalism. It will focus on national (and in some cases regional) differences in the organisation and governance of firms and how they interact with the broader business environment. An important theme running through this second part is how national differences in organisational form influence the way firms innovate.

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

* Demonstrate comprehensive knowledge and understanding of the features of different models of business, how they evolve over time and space, 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 Assessment for the first part of the module: One hour class test (25%) + one 1000 word personal assignment (25%)
Assessment for the second part of the module: One hour class test (25%) + one 1000 word individual assignment (25%)

Reassessment: Coursework (100%): one 3,000 word essay

Banner Code 07 34381

Title Organisational Behaviour

Member of Staff TBC

Level LI

Credits 20

Semester 1

Description 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.

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.

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 popular texts from cinema, television or fiction to explore the ideas presented.

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

* demonstrate a comprehensive knowledge and understanding of how 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 theories from the module.

Assessment Class test (30%) 1 hour, One 1500 2000 word essay (50%)

Group presentation (20%)

Reassessment: One 3000 word essay (100%)

Banner Code 07 32101

Title Business, Economy and Government

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description The main aim of this module is to enable students to understand and critically assess the economic and political context within which businesses operate.

It begins by looking at the institutional architecture of the governments of the UK, the EU and at international scales before looking at the state of the UK, EU and global economy, to enable students to understand the economic and political context within which business operates and the issues facing governments in the UK and other countries.

The module then turns to look at theories explaining the spatial distribution of economic activity: It asks what is globalisation? What is regionalisation? What is meant by agglomeration, Milieux and clusters? Is it ‘one world’ or is the world divided into regional blocs? Is proximity important to businesses for innovation and in achieving competitive advantage?

The final part of the module takes a critical overview of three different economic theories which embody a different view on how economies work. These shape economic and industrial policies needed to secure the development of businesses, economic growth, competitiveness and prosperity. It asks: Which is the most appropriate policy model to address the problems we face?

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

* 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 One x 2500 word essay (50%) and two x 1250 word briefing notes (25% each)

Reassessment: One x 3000 word essay

Banner Code 07 32120

Title Managerial Finance

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description Corporate Finance is at the core of any comprehensive business education as its covers a range of important topics that are considered critical to managerial decision making. It is truly the big picture module, which draws on accounting, statistics, economics and several management disciplines to develop the first principle that should govern decision making within any size or form of business entity. Particular attention will be given to Investment, Financing and Profit Distribution decisions. However, in light of recent financial fiascos the teaching will come with required warnings, flagging the tension between “theory” and “practice”, ethical/societal issues in financial decision making, potential pitfalls etc.

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

* Demonstrate understanding of essential principles of corporate finance
* Demonstrate problem solving, analytical and quantitative skills by applying theory and appropriate analytical tools to complex financial problems
* Demonstrate skills in working with modern valuation tools and how to apply them in valuation of firms and projects
* Demonstrate critical understanding of financial risk measurement and management at firm and market level
* Demonstrate understanding of how/when financial theories depart from reality, their potential pitfalls and misuse

Assessment 2 hour class test (50%) and 2 hour examination (50%)

Reassessment: 3 hour examination

Banner Code 07 32148

Title Managing Operations and Projects

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description Corporate Finance is at the core of any comprehensive business education as its covers a range of important topics that are considered critical to managerial decision making. It is truly the big picture module, which draws on accounting, statistics, economics and several management disciplines to develop the first principle that should govern decision making within any size or form of business entity. Particular attention will be given to Investment, Financing and Profit Distribution decisions. However, in light of recent financial fiascos the teaching will come with required warnings, flagging the tension between “theory” and “practice”, ethical/societal issues in financial decision making, potential pitfalls etc.

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

* Identify and evaluate the characteristics of operations and project processes and the various approaches, methodologies and techniques that may be adopted in their design and analysis;
* Identify and critically appraise the competencies a project and operations manager needs and the organisational and leadership challenges they face;
* Appreciate techniques and technologies available for the control of operations and projects, including the ability to systematically plan, schedule and control operations and projects using appropriate tools and techniques;
* Demonstrate comprehensive knowledge and understanding of conventional quality control and modern approaches to risk and quality management.

Assessment 2500 word assignment (50%) and 2 hour exam (50%)

Reassessment: 2500 word assignment (50%) and 2 hour exam (50%)

Banner Code 07 32263

Title Public Relations and Reputation Management

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description Reputation Management is increasingly important for businesses, it’s influenced by performance, behaviour and by the way organisations communicate with all stakeholder groups.

This module examines how reputations are built, and sometimes threatened or destroyed. It analyses the use of communications across a range of contemporary channels which influence perceptions of organisations.

The pedagogic approach involves extensive analysis of highly contemporary, international case studies which track reputation through different PR strategies during pro-active Public Relations campaigns but also through organisational crises. The module examines trends in both reputation and trust and analyses attempts at trust building by businesses and organisations. In doing so the module encourages a multi-perspective approach to case studies and so builds student understanding of the challenges of PR.

Grounded in theoretical frameworks, the module builds insight into, and understanding of the way in which PR is used to engage and influence a range of different stakeholders with different needs. It further encourages students to think critically about how organisations manage the flow of information to stakeholders, using a range of contemporary media channels to manage their relationships to develop relationships, build trust and influence.

To achieve this, the module includes demonstration of how reputation can be managed through use of PR planning techniques, due concern for ethical decision making, issues tracking and crisis communications planning, and the use of tools to assist with creative campaigns for competitive edge, including those which either support, or are integral to, marketing campaigns.

The module therefore equips future business leaders and communicators with core knowledge and frameworks to understand how to manage reputation in relation to brand image, employee behaviour, and ethical values.

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

* Identify and critically appraise the relationship and key differences between public relations and marketing, and analyse the use of PR as a part of an integrated marketing campaign.
* Demonstrate knowledge, understanding and an ability to apply a range of public relations tactics, tools and theories to examples of practice.
* Critically evaluate an organisation’s current reputation and create a plan to improve reputation through a public relations programme of campaigns.
* Apply crisis communications and reputation management models and theories to deliver appropriate responses to a range of threats to reputation.
* Develop an innovative theory-driven communication plan based on building trust and enhancing or protecting reputation.
* Understand and analyse the ethical challenges and practices as experienced by PR professionals and the impact and influence of organisations’ decisions on reputation.

Assessment 50% coursework comprising 2,000 words:
30% Individual press release (500 words) + individual campaign (1200 words) 20% Individual on-video “spokesperson” presentation response. (90 seconds/ 300 words) 50% Examination (2 hour unseen)

Reassessment: 1 x individual 4,000 word assignment (100%)

Banner Code 07 34379

Title Contemporary Capitalism

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description 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.

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

* 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 3 hour exam (75%) + 1 hour class test (25%)

Reassessment: 3 hour exam (100%)

Banner Code 07 32117

Title Event Management and Destination Marketing

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description 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. Consequently, events have amplified importance on destination marketing activities. 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 and Destination Marketing. The module comprises the basic concepts in Event Management and Destination Marketing through a marketing and communications perspective, including but not limited to: the strategic purpose of special events, event objectives, the importance of event theme, marketing planning and communications, and the key areas in event planning process. The Destination Marketing perspective will invite students to explore the role and importance of destination branding and management in crafting, securing and maintaining a desirable market position.

The management of a destination is crucial to ensuring ongoing investment, visitations and interest. The module will explore contemporary Destination Marketing issues such as; stakeholder management, crisis response, destination regeneration, film tourism and the impact of social media. The module will consider the strategies for creating successful Destination Marketing campaigns. Students will critically review the implications and effectiveness of Destination Marketing efforts with a particular focus on the economic, socio-cultural and environmental impacts of tourist development.

These topics are taught in lectures using blended methods such as 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.

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

* Demonstrate the necessary skills to pitch an event as required by the events industry.
* Demonstrate an understanding of events industry and destination marketing 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 and Destination Marketing, 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
* Critically assess the importance of sustainable events and destination marketing activities
* Critically evaluate the key issues affecting the events industry and destination marketing activities
* Develop and demonstrate an experiential understanding of different roles in event management industry and destination marketing
* Debate the role of destination marketing in the broader context of events industry

Assessment Group presentation (20%) and 1500 word group written report (20%) and Individual essay x2000 (60%).

Reassessment: x4000 word written assignment (100%)

Banner Code 07 33812

Title Human Resource Management

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description 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. In the first semester, students will be introduced to the employment relationship: industrial relations and personnel management, before focusing on key issues and debates within the functional areas of employee resourcing, employee development, employee relations and performance management and reward. In the second semester, students will consider a variety of perspectives on HRM: contrasting the functional perspective with the critical; evaluating the high commitment and high control models of HRM; and assessing the potential contribution of HRM to business ethics and corporate social responsibility.

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

* Critically appraise the way in which, and effect to which, HRM impacts 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;
* Critically assess the contribution of HRM to business ethics and corporate social responsibility.

Assessment Canvas assessment: 1 hour test (25%) and 3hr examination (75%)

Reassessment: 3hr exam (100%)

Banner Code 07 32238

Title Market & New Technology

Member of Staff TBC

Level LI

Credits 20

Semester 2

Description This module focuses on managing marketing data associated with traditional and new technologies used in marketing practice for decision making and planning. This includes identification of target market selection, planning marketing activities, product and service development and monitoring consumer perceptions. Furthermore, the module examines the role of marketing measurement techniques and the importance of the selection of the appropriate measurement metrics and tools. Students will develop the skills to critically analyse and assess the continuously evolving digital landscape, building the essential skills required by modern marketers to remain competitive in an ‘always on’ society.

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

* Identify and deploy relevant, key traditional- and digital- measures of marketing performance, and use marketing data to plan and critically evaluate marketing activities;
* Critically analyse the impact and influence of new technologies on marketing activities;
* Identify and critically evaluate appropriate sources of data for marketing analysis and use various analytical and social tools for marketing insight and decision making.
* Identify and deploy key digital tools and platforms, with a focus on how they can be coordinated to support marketing and enhance consumer experiences.

Assessment Individual reflective essay on intended marketing plan (1,000 words; 25%); Individual digital marketing plan (3,000 words; 75%).

Reassessment: Individual reflective essay and digital marketing plan (4,000 words; 100%).

**Business Management Final Year**

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| --- | --- |
| Module Title | LH Advanced Managerial Finance |
| Module Code | 07 28823  |
| Module Lead | Jairaj Gupta |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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.  |
| Learning Outcomes | By the end of the module students should be able to:* 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.
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| Assessment | 28823-01: Exam (Centrally Timetabled) - Written Unseen 2 hours (100%)  |

|  |  |
| --- | --- |
| Module Title | LH International Corporate Governance |
| Module Code | 07 14949  |
| Module Lead | Jing-Ming Kuo (Thomas) |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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  |
| Learning Outcomes | 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. |
| Assessment | 14949-01: Exam (Centrally Timetabled) - Written Unseen 2 hours (75%) 14949-02: Assignment: Coursework (25%)  |
| Reading List | R Monks & N Minow, Corporate Governance, Blackwell Publishers Weston, J F, Siu, J A & Johnson, B A. 2001. Takeovers, Restructuring and Corporate Governance. Prentice Hall International. Gugler, K (ed). 2001. Corporate Governance and Economic Performance. Oxford University Press. Barca, F & Becht, M (eds). 2001. The Control of Corporate Europe. Oxford University Press.  |

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| --- | --- |
| Module Title | LH Principles of Responsible Business in Society |
| Module Code | 07 30087  |
| Module Lead | Christoph Biehl |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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.  |
| 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 | 30087-01: Exam (Centrally Timetabled) - Written Unseen 1 hour (50%) 30087-02: Essay: Coursework 1,000 words (50%) Reassessment: 2hour exam 100% |

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| Module Title | LH Advanced Business Economics |
| Module Code | 07 23262  |
| Module Lead | Prof. Fiona Carmichael |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 1 |
| Description | 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. |
| Learning Outcomes | By the end of the module the student should be able to:* 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 | 23262-01: Class Test 1: Class Test 50 mins (12.5%) 23262-02: Class Test 2: Class Test 50 mins (12.5%) 23262-03: Exam (Centrally Timetabled) - Written Unseen 2 hours (75%)  |

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| 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 | By the end of the module the student should be able to:* 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.
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| Assessment | 22868-01: Exam (Centrally Timetabled) - Written Unseen 2 hours (100%)  |

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| Module Title | LH Contemporary Capitalism |
| Module Code | 07 28825  |
| Module Lead | Michel Goyer |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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.  |
| Learning Outcomes | By the end of the module students should be able to:* 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.
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| Assessment | 28825-01: Exam (Centrally Timetabled) - Written Unseen 2 hours (100%)  |

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| Module Title | LH Employment & Business Development and Policy in the EU (A) |
| Module Code | 07 23282  |
| Module Lead | David Bailey |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Restrictions | Optional: Geog & Planning, Econ & Planning, Planning & Soc Pol, Planning/PMA, Pub Pol Making & Admin, Soc Pol  |
| Description | 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 are 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.  |
| Learning Outcomes | 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.
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| Assessment | 23282-01: Essay 1: Coursework 2.500 words (50%) 23282-04: Essay 2: Coursework 2,500 words (50%)  |

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| Module Title | LH Employment & Business Development and Policy in the EU (B) |
| Module Code | 07 23283  |
| Module Lead | Carlo Corradini |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Restrictions | Optional: Geog & Planning, Econ & Planning, Planning & Soc Pol, Planning/PMA, Pub Pol Making & Admin, Soc Pol  |
| Description | 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 are 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.  |
| Learning Outcomes | 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.
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| Assessment | 23283-01: Coursework x 2 x 2,500 word (50% each)  |

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| Module Title | LH Employee Relations |
| Module Code | 08 22869  |
| Module Lead | Alex Wood |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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. |
| Learning Outcomes | By the end of the module students should be able to:* develop a sophisticated understanding of the main changes in employment relations over the last 20 years and the nature and degree of these changes which vary according to national context;
* critically analyse the main conceptual issues underlying employment relations, including issues of worker participation and industrial disputes.
* critically evaluate channels of management-worker interaction, including decentralised collective bargaining and developments in ‘employee voice'.
* demonstrate advanced skills in collecting and analysing data and presenting information.
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| Assessment | 22869-01: Coursework 2,000 word individual assignment (100%)  |

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| Module Title | LH Global Business Ethics |
| Module Code | 07 24107  |
| Module Lead | Emma Gardner |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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.  |
| Learning Outcomes | 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.
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| Assessment | 24107-01: 1 individual assignment 2,500 words (100%)  |

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| Module Title | LH International Human Resource Management |
| Module Code | 07 32007  |
| Module Lead | Genevieve Coderre-LaPalme |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 2 |
| Description | This module provides an introduction to international human resource management and locates this in a comparative context. It aims to help students understand the management of people in organisations operating across nations and cultures, from employee, management and business system perspectives. The module will: 1. Examine the origin and meaning of International Human Resource Management. 2. Examine key Contemporary HRM policies and practices, such as recruitment, selection, training and reward and performance management in MNCs and across different national business systems. This module provides an introduction to international human resource management and locates this in a comparative context. It aims to help students understand the management of people in organisations operating across nations and cultures, from employee, management and business system perspectives. The module will: 1. Examine the origin and meaning of International Human Resource Management. 2. Examine key Contemporary HRM policies and practices, such as recruitment, selection, training and reward and performance management in MNCs and across different national business systems. 3. Provide informed up-to-date comment and analysis on the implications of local/regional/global issues in relation to the management of human resources in international organisations. 4. Identify and explain organisational impacts of international economic and business issues including social and political influences and legal requirements on HRM in MNCs. 5. Analyse the relevance of international employee mobility to global organisations and the appropriateness of various human resource strategies in the deployment of international personnel. 3. Provide informed up-to-date comment and analysis on the implications of local/regional/global issues in relation to the management of human resources in international organisations. 4. Identify and explain organisational impacts of international economic and business issues including social and political influences and legal requirements on HRM in MNCs. 5. Analyse the relevance of international employee mobility to global organisations and the appropriateness of various human resource strategies in the deployment of international personnel.  |
| Learning Outcomes | By the end of module, students should be able to: * Analyse and evaluate contemporary organizations and their cross-border human resource strategies
* Critically engage with how organizational and HR strategies are shaped by and developed in response to internal and external environmental factors
* Understand, analyse and critically evaluate the impact of local, national and global contexts shaping employment and industrial relations practices.
* Assess the role of country-of-origin and host-country effects in the formulation and implementation of HR policies.
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| Assessment | Assessment: 100% class assignment (essay of 4,000 words) |

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| Module Title | LH International Business Management |
| Module Code | 07 20564  |
| Module Lead | Amon Chizema |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Restrictions | BSc Business Mgt with CommunicationsBSc International Business with CommunicationsBSc International BusinessBSc International Business with LanguageBSc Business ManagementBSc Business Management w/Placement |
| Description | This module aims to provide students with and 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. |
| Learning Outcomes | 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.
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| Assessment | 20564-02: Exam (Centrally Timetabled) - Written Unseen 2 hour (100%)  |

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| Module Title | LH Knowledge and Creative Economies |
| Module Code | 07 26728  |
| Module Lead | Caroline Chapain |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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.  |
| Learning Outcomes | By the end of the module students should be able to:* 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 | 26728-01: Coursework 2,000 word (80%) 26728-02: Class Test 1 hour (20%) Reassessment: 1 x 2,000 word essay |

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| Module Title | LH Knowledge, Innovation and Global Business |
| Module Code | 07 24106  |
| Module Lead | Dr Paulina Ramirez |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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 social, interactive and systemic 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 organisation at different levels of aggregation (i.e. the nation, the region, the industrial sector) in 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. |
| 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 (Centrally Timetabled) - Written Unseen 2 hours (100%) Reassessment: 2 hour exam |

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| Module Title | LH Small Business and Entrepreneurship |
| Module Code | 07 25280  |
| Module Lead | Dr Wubiao Zhou |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 2 |
| 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 (20%) 25280-02: Exam (Centrally Timetabled) - Written Unseen 2 hours (60%) 25280-04: Individual Written Assignment 1,000 words (20%)  |

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| Module Title | LH Strategic Management |
| Module Code | 07 22686  |
| Module Lead | Dr Mehmet Oktemgil |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 1 |
| Restrictions | BSc Business Management, International Business with Language, International Business, Business Management with Communications, International Business with Communications, BSc Accounting and Finance, Law with Business only  |
| Description | This module is concerned with the formulation, evaluation, and implementation of long-term strategies by business organizations, mainly in manufacturing and service sectors.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. |
| Learning Outcomes | By the end of the module the student should be able to:* 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 | 1. Group verbal presentation to be conducted in spring term (15% of the total assignment mark) 1. Group business strategy report (10,000 words excluding appendix and references sections) to be handed in at the end of the spring term (35% of the total assignment mark) 2. A two hour examination in main exam period (50%) Reassessment: N/A. Final year module |

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| Module Title | LH Supply Chain Management |
| Module Code | 07 14511  |
| Module Lead | Dr Yufeng Zhang |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Restrictions | BEng Engineering with Business Management - CompMEng Engineering with Business Management - CompOther `with Business Management' programmes  |
| Description | The aim of the module is to develop students¿ understanding of how critical tasks in supply chain management are organised and undertaken in an effective manner.Syllabus* + The achievement of superior profitability for firms
	+ Matching internal capabilities with external market opportunities to maximise revenue flowing into an organisation
	+ Organisation of companies to minimise cash outflow to suppliers
	+ Extended business networks
	+ Effective management of supply inputs
	+ Management of an extended chain of suppliers
 |
| Learning Outcomes | S1 Knowledge and understanding of commercial and economic context of engineering processesS5 Understanding of the need for a high level of professional and ethical conduct in engineeringP3 Understanding of contexts in which engineering knowledge can be applied (e.g. operations and management, technology, development, etc)P5 Awareness of nature of intellectual property and contractual issues  |
| Assessment | 14511-01: 3000 word assignment (100%)  |
| Reading List | Watson G and Lonsdale C (Eds), 2003, Managing the Supply Base within Business Networks, WebCT Course Reader Grant R, 2008, Contemporary Strategy Analysis, 6th Ed, Blackwell  |

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| Module Title | LH Brand Marketing |
| Module Code | 07 10639  |
| Module Lead | Miriam McGowan |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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. 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. |
| Learning Outcomes | On completion of the module students should be able to:* 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 | 10639-01: 2,500 word individual assignment (100%) Reassessment: 2,500 word individual assignment (essay): 100%. |

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| Module Title | LH Business to Business Marketing |
| Module Code | 07 19355  |
| Module Lead | Rosalind Jones |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Restrictions | As an optional module:BSc Accounting and FinanceBSc Business ManagementBSc Business Management (with Year in Industry)BSc Business Management with CommunicationsBSc International BusinessBSc International Business with Language  |
| Description | LH Business to Business Market  |
| Learning Outcomes | By the end of the module students should be able to:* 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: 2,500 word Assignment (100%)  |
| Reading List | Brennan, D Canning, L McDowell, R 2010, Business to Business Marketing, 2nd edition, Sage Publications Hutt, MD Speh, TW 2010, Business Marketing Management, 10th ed, Cengage Learning. Anderson, JC Narus JA Narayandas, D 2009, Business Marketing Management, 3rd edition, Prentice Hall.  |

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| Module Title | LH Digital Marketing |
| Module Code | 07 27763  |
| Module Lead | Solon Magrizos |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | This module enables final year marketing and communications students to critically analyse and assess the continuously evolving digital landscape. From this students will be able to develop and build upon the essential skills required by employers in order to identify, integrate and monitor effective digital tactics to deliver enhanced marketing activities within firms.  |
| Learning Outcomes | By the end of the module students should be able to:* Analyse the opportunities and challenges presented through the integration of the marketing, digital, macro and micro environments to support and enhance multichannel marketing.
* Critically analyse the impact and influence of digital technologies on marketing activities.
* Identify and deploy key digital tools and platforms, and explain how they can be effectively coordinated to support marketing and enhance consumer experiences.
* Critically appraise the relevance of- and design a digital strategy for- established and emerging digital platforms and channels in a marketing context.
* Apply key digital measures (and performance monitoring) to critically analyse social, sentiment, search and site behaviour.
 |
| Assessment | 27763-01: Individual Coursework: 1250 words (50%) 27763-02: Individual digital strategy plan (1250 words; 50%). |

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| Module Title | LH Marketing Communications |
| Module Code | 07 19098  |
| Module Lead | Emma Surman |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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.  |
| Learning Outcomes | By the end of the module the student should be able to:* 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: 2,500 words (100%)  |
| Reading List | Sargeant, A & West, D. 2001. Direct and Interactive Marketing. Oxford University Press. Hackley, C. 2005. Advertising and Promotion: Communicating Brands. Sage. Percy L, Rossiter J & Elliott R. 2001. Strategic Advertising Management. Oxford University Press. Belch, G & Belch, M. 2004. Advertising and Promotion: An Integrated Marketing Communications Perspective. 6th ed. Irwin McGraw Hill.  |

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| Module Title | LH Retailing |
| Module Code | 07 27731  |
| Module Lead | Inci Toral |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 2 |
| Description | 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. 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.  |
| Learning Outcomes | By the end of the module students should be able to:* 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 practice 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: Essay: Coursework 2,500 words (100%)  |

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| Module Title | LH Social Marketing and Societal Issues |
| Module Code | 07 25942  |
| Module Lead | Sarah Forbes |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | 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.  |
| Learning Outcomes | By the end of the module students should be able to:* 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 | 25942-01: Literature Review: 1,500 words (60%) 25942-02: Quiz: Class Test 1 hour (40%)  |

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| Module Title | LH Strategic Stakeholder Communications |
| Module Code | 07 29345  |
| Module Lead | Hazel Westwood |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Restrictions | Available to all students who have been allowed onto the final year of a degree programme for which it is a compulsory moduleOn programmes on which the module is optional the module is available to those who have passed Internal and External Communications  |
| Description | The aim of this module is to examine the theories, principles and practice of strategic stakeholder communications. It focuses on advanced level management and organisational communications, from both contextual and analytical standpoints.The module aims to equip future Marketing Communications specialists, and Public Relations leaders with the knowledge and frameworks to enable strategic communications mapping, engagement, relationship development and management.Analysis of strategic approaches to managing challenges, conflict, and negotiation with all stakeholders at a corporate, national and international level. The module will also analyse the role of leaders in strategic communications, and provide frameworks for cross cultural approaches as a part of the programmes global approach. Students will also apply contemporary frameworks for Customer Relationships Management and reputation building.Pedagogy includes in class formative exercises continuing the experiential learning of the communications theme.  |
| Learning Outcomes | By the end of the module students should be able to:* Display understanding and application of strategic stakeholder communications planning and mapping across both organisational and management communications.
* Apply a range of theoretical frameworks to manage communications and relationships with different groups of stakeholders
* Balance communications planning across all stakeholder groups according to stakeholder salience
* Critically analyse and assess communication strategies in stakeholder relationship management, including customer relationship management.
* Evaluate, compare and contrast communication strategies across leadership communications.
* Critically assess communication tactics in managing stakeholder relations cross culturally.
* Analyse and understand contextual considerations of strategic communications in practice, for example the challenges and synergies in integrated marketing communications campaigns.
* Understand and compare the frameworks for Public Affairs and the communication interfaces between business and governments, nationally and internationally.
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| Assessment | 29345-01: Coursework 2,500 words (100%) Reassessment: 2500 word essay |

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| Module Title | LH Strategic Management |
| Module Code | 07 27083  |
| Module Lead | Joachim Timlon |
| Level | Honours Level  |
| Credits | 10  |
| Semester | Semester 1 |
| Description | This module seeks to provide an understanding of various approaches to strategic management analysis and to develop the students' personal skills in gathering and analysing disparate data, evaluating corporate strategies and convincing others of the value of their proposed strategy.The module will focus on both the manufacturing and service sectors and may cover key areas such as:* The analysis and formulation of long run strategies of business organisations;
* Evaluation of the resulting corporate strategies;
* Convincing others of the value of the proposed strategies;
* The perspectives of higher levels of management (as opposed to the management of particular business functions).
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| Learning Outcomes | By the end of the module students should be able to:* Demonstrate knowledge and understanding of strategic management concepts and principles and their application across a range of companies and sectors;
* Demonstrate knowledge and understanding of strategic management concepts and principles and their application across a range of companies and sectors;
* Identify strategic issues in complex organisations and design and evaluate appropriate solutions to address them;
* Understand and critically evaluate the sources of competitive advantage or disadvantage for particular businesses and propose initiatives to strengthen or develop a firm’s competitive advantage.
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| Assessment | 27083-01: Exam (Centrally Timetabled) - Written Unseen 2 hours (100%)  |

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| Module Title | LH Personnel Economics |
| Module Code | 07 35193  |
| Module Lead | Stan Siebert |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 2 |
| Description | The course analyses the decisions of companies and workers in the labour market so as 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. 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. The emphasis is on contemporary developments with up-to-the-minute supplementary reading from newspapers and the web.  |
| Learning Outcomes | By the end of the module students should be able to:* Critically analyse in depth how labour markets work to determine wages and employment of different worker groups including skilled and unskilled, old and young, males and females
* Appreciate key labour policy issues, including minimum wages, fees for higher education, industrial training, unemployment benefits, and trade union support
* Critically analyse the main conceptual and practical issues underlying firms' human resource strategies
* Make significant contributions to debates on labour market propositions using actual experience in a team before the lecture group.
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| Assessment | 2hr examination (65%)Debate presentation (20%) 1 x 45 minute class test (15%) |

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| Module Title | LH Corporate Finance and Supply Chain Management |
| Module Code | 07 33807  |
| Module Lead | Eilnaz Kashefi Pour / Yufeng Zhang |
| Level | Honours Level  |
| Credits | 20  |
| Semester | Semester 2 |
| Description | The aim of the module is to enable students to understand and apply aspects of corporate finance and the management of supply chains. Part one of the module will include company dividend policy, mergers and acquisitions, capital instruments available for raising finance, and financial derivatives and hedging risk. The second part of the module will focus on the achievement of superior industrial performance for firms through building supply chain capabilities, matching the demand and supply of products and services across extended business networks, and adopting leading practice for the current SCM excellence as well as the future success.  |
| Learning Outcomes | By the end of the module students should be able to:* Demonstrate knowledge and understanding of the role of corporate finance in business organisations;
* Critically evaluate capital instruments available for raising finance;
* Apply financial analysis techniques including those associated with financial derivatives and hedging risk.
* Demonstrate knowledge and understanding of the effective management of supply chains;
* Match internal capabilities of the firm with external market opportunities;
* Critically evaluate methods of maximising revenues and minimising cash outflows to suppliers;
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| Assessment | Coursework: 1,500 Word Coursework (25%);3 hr exam: Exam (Centrally Timetabled) - Written Unseen (75%)Reassessment: Written examination (3 hours) 100% |