London School of Commerce

Programme Specification

For the

University of Suffolk

Bachelor of Arts (Honours) Business Studies with Foundation Year

2018 - 2019
<table>
<thead>
<tr>
<th>Course Title</th>
<th>BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES WITH FOUNDATION YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awarding Bodies</td>
<td>University of Suffolk</td>
</tr>
<tr>
<td>Level of Award(^1)</td>
<td>FHEQ Level 6</td>
</tr>
<tr>
<td>Professional, Statutory and Regulatory Bodies Recognition</td>
<td>None</td>
</tr>
</tbody>
</table>
| Credit Structure\(^2\) | 480 Credits  
Level 3: 120 credits  
Level 4: 120 Credits  
Level 5: 120 Credits  
Level 6: 120 Credits |
| Mode of Attendance | Full-time |
| Standard Length of Course\(^3\) | 4 years full-time |
| Intended Award | BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES |
| Named Exit Awards | DipHE in Business Studies  
CertHE in Business Studies |

### Entry Requirements\(^4\)

**Standard Entry Requirements**

Have 5 passes at GCSE or NARIC Confirmed equivalent. No formal proof of English required for UK nationals and qualifying EU applicants.

All applicants are accessed by LSC admission team via interview for listening and speaking and for writing via a personal statement. Performance at B2 is required for students whose first language is not English. This includes those who are recently naturalised UK nationals.

**Non Standard Entry**

LSC welcomes applications from all those interested in furthering their education. If applicants do not meet the standard entry requirements but can demonstrate that their life/work skills would make them suitable for undergraduate study, they will be considered.

The admissions procedure will include a careful scrutiny of their application forms for evidence of:

- Relevant work experience of a substantial nature and duration
- Ability to pass examinations of some description, which will be considered on merit
- An independent business reference

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\(^1\) For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014).

\(^2\) All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.

\(^3\) Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.

\(^4\) Details of standard entry requirements can be found in the Admissions Policy.
This definitive record sets out the essential features and characteristics of the Bachelor of Arts in Business Studies course. The information provided is accurate for students entering level 3 in the 2018 - 2019 academic year.

Course Summary
The BA (Hons) Business Studies with Foundation Year offers an integrated award and progression framework which complements existing university programmes and which is able to provide a clearly differentiated opportunity for study which is distinctively aimed at recruiting international students.

The Foundation Year at Level 3 provides students with a bridging and preparatory period of study in which they are able to develop their specific study skills and language capabilities to a level at which they may progress to Level 4 study. The subjects studied also provide an introduction to the discipline of Business Studies and related management areas and support the transition into UK higher education and its requirements including approaches to assessment, written work requirements.

The developed body of knowledge gained from this programme will facilitate a systematic, and reflective approach to business and management practices and approaches and will enable graduating students to be adaptive, strategic thinkers who are able to evaluate critically and respond to complex business issues. They will be able to apply high-level business skills and knowledge from academic theories to the business internal and external context. The overall outcome from a student engaging with the programme of study will be a business, manager, or career professional in an aspect of business and management who is able to add value to the profession in which they are developing their career through meeting the needs and expectations of employers; and through their increased knowledge, skills and capacity to apply effectively acquired transferable, integrated skills.

A typical business graduate of the programme will:

- have a wide knowledge and understanding of the broad range of areas of business and management and the detailed relationships between these, their application and their importance in an integrated framework
- consistently demonstrate a command of subject-specific skills including application of knowledge, as well as proficiency in intellectual skills
- have a view of business and management which is influenced by a variety of learning sources including guided learning, team work and independent study,
- be distinguished by their enhanced capacity to develop and apply their own perspectives to their studies, to deal with uncertainty and complexity, to explore

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5 The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.
alternative solutions, to demonstrate critical evaluation and to integrate theory and practice in a wide range of situations.

**Multiple Entry and Flexible Learning Mode:** The programmes are delivered at the LSC London campus throughout the twelve months of the calendar year with each having three admission entry points and programme commencement dates throughout that period. Students may therefore submit their application, seek admission, and gain entry to study, at a number of flexible dates during the year.

The flexible delivery structure increases access opportunities to international students requiring entry to study at a variety of points during any calendar year. This strategic approach to recruitment attracts international applicants whose profile may not be tied to UK school years or “A” level qualifications cycles and who wish to commence their studies at different times during the calendar year.

**Course Aims**
The principle aims of the BA (Hons) Business Studies programme are to:

- Develop a critical awareness and understanding of the main functional areas of business studies and business administration and the associated management processes within a variety of institutional and organisational contexts.
- Provide a broad and coherent programme of integrated study of the subjects which contribute to the business and management discipline which enables students to develop an understanding of contemporary business theory and practices in a variety of organisational contexts and sectors of activity.
- Enable graduates to develop the necessary range of generic (transferable), cognitive, intellectual, personal and interpersonal skills required for effective undergraduate study and future vocational needs.
- Enable and support graduates to develop their applied and intellectual skills and knowledge to make an effective contribution to an organisation as a junior manager or business professional upon graduation.
- Develop in students a critical appreciation, comprehension and understanding of the manager, leader, and business professional and the roles which they undertake in the modern business world.
- Establish the foundation for future career development, personal development planning and continuing professional development for each learner.
- Provide students with the analytical and evaluative skills commensurate with degree level higher education. That is, to develop students’ cognitive, intellectual, and imaginative powers, their understanding and judgment; their problem-solving skills; their ability to communicate; their ability to see relationships within what they have learned and to perceive their study of business in a broader perspective.

The principal objectives of the programme are to enable students to achieve the above aims through developing their:

- understanding of how they learn and their ability to reflect on that learning and formulate new ideas,
- knowledge of, and ability to use, appropriate information systems,
- skills in numeracy, literacy and communication to enable them to understand and use finance and accounting processes and to operate effectively and efficiently in an appropriate range of business activity areas,
• ability to undertake original research and to critically analyse the data and information gathered,
• ability to contribute to the implementation of new ideas and strategies for the benefit of organisations,
• written and oral communication skills, and for international students: enhance their English language skills

Course Learning Outcomes
The following statements define what students graduating from the BA (Hons) Business Studies course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 4/5/6 awards as set out by the UK Quality Assurance Agency (QAA)6.

The following are the intended generic Programme Learning Outcomes:-

Generic Programme Outcomes
The following sections provide a set of generic programme outcomes covering Cognitive, Practical and Transferable Skills that apply to all programmes. Knowledge and Understanding outcomes are listed separately within the individual programme specifications.

This subject benchmark statement is for general business and management honours degree programmes only. The purpose of business and management programmes may be characterised in a number of areas of focus including the following:-

• study of business and organisations, their management and the changing external environment in which these are contextualized and in which they operate
• preparation for and development of a career in business and management
• enhancement of lifelong learning skills and personal development to contribute to society at large and to the discipline and subjects within the discipline.

Knowledge and understanding
There is an expectation that degree programmes covered by this subject benchmark statement should provide a broad, analytical and highly integrated study of business and management. Students should be able to demonstrate relevant knowledge and understanding of organisations, the external environment in which they operate and how they are managed. This core aim is augmented by the context of globalisation and the application of generic benchmark concepts to the specific challenges and contexts of international business.

There is an emphasis upon understanding and responding to change and the consideration of the future of organisations and the external environment in which they operate. The interrelationships among and the interconnectedness between these areas are very important within the overall student learning experience, and should be demonstrated in the capabilities of successful students from all modes of delivery.

Organisations - this encompasses the internal aspects, functions and processes of organisations including their diverse nature, purposes, structures, governance, operations

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6 As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
and management, together with the individual and corporate behaviours and cultures which exist within and between organisations and their influence upon the external environment.

External environment - this encompasses a wide range of factors, including economic, environmental, ethical, legal, political, sociological and technological, together with their effects at local, national and international levels upon the strategy, behaviour, management and sustainability of organisations.

Management and business contexts - this encompasses the various processes, procedures and practices for effective management of organisations. It includes theories, models, frameworks, tasks and roles of management together with rational analysis and other processes of decision making within organisations and in relation to the external environment. Within the framework of these three main areas, it is expected that students will also be able to demonstrate knowledge and understanding in the following areas:

- international markets - the development and operation of markets for resources, goods and services
- global customer orientation - customer expectations based on cultural differences, service and orientation
- international finance - global money markets, world financial centres, global use and transfer of finance; the use of accounting and other information systems for transnational managerial applications
- people across boundaries - the management and development of people within transnational corporations
- international operations - the management of resources and operations across global multi site organisations
- global information systems - the development, management and exploitation of information systems and their impact on international organisations
- communication and internet technology - the comprehension and use of relevant communication and internet technologies for application in business and management
- global business policy and strategy - the development of appropriate international, national and local policies and strategies within a changing environment, to meet stakeholder interests
- pervasive issues - sustainability, globalisation, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge management and risk management

**Skills**

Business and management degrees are strongly related to practice and therefore there should be a strong link between the development of skills and employability of graduates. Students should be able to demonstrate a range of cognitive and intellectual skills together with techniques specific to business and management. Students should also be able to demonstrate relevant personal and interpersonal skills. These include (not in any particular priority order):

- cognitive skills of critical thinking, analysis and synthesis. This includes the capability to identify assumptions evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, to define terms adequately and to generalise appropriately
• effective problem solving and decision making using appropriate quantitative and qualitative skills including identifying, formulating and solving business problems. The ability to create, evaluate and assess a range of options together with the capacity to apply ideas and knowledge to a range of situations
• effective communication, oral and in writing, using a range of media which are widely used in business such as the preparation and presentation of business reports
• numeracy and quantitative skills including data analysis, interpretation and extrapolation. The use of models of business problems and phenomena
• effective use of communication and information technology for business applications
• effective self-management in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise
• effective performance, within a team environment, including leadership, team building, influencing and project management skills
• interpersonal skills of effective listening, negotiating, persuasion and presentation
• ability to conduct research into business and management issues, either individually or as part of a team for projects/dissertations/presentations. This requires familiarity with and an evaluative approach to a range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process
• self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues. Also, the skills of learning to learn and developing a continuing appetite for learning; reflective, adaptive and collaborative learning.

On successful completion of the BA (Hons) Business Studies programme students will have achieved the following outcomes:

(A) Knowledge Understanding and Skills: Students completing the programme will be able to:

A1. Demonstrate a critical comprehension and evaluative understanding of the main issues, theories and methodologies that are central to business and business management in organisations;
A2. Demonstrate a critical awareness, comprehension, and analytic understanding of the main functional areas of business studies, business administration and business management processes within a variety of institutional and organisational contexts.
A3. Evaluate the role of the professional business manager and the professional and ethical considerations associated with this role and its contexts
A4. Critically analyse and evaluate organisational and strategic management processes within the context of the prevailing internal and external environment
A5. Demonstrate a critical, analytic and evaluative application of theory to management practice and within the context of professional business practices
A6 Demonstrate a critical awareness and utilisation of research and applied research in the evolution of business studies and management practices

(B) Cognitive Skills: Students completing the programme will be able to:

B1 Critically reason, synthesise judgments, and analyse complex business issues both systematically and innovatively

B2 Reflect creatively and critically on their learning experience and make informed judgments on this experience

B3 Analyse and critically evaluate primary and secondary information collected from research

B4 Critically utilise, analyse and synthesise problem identification, problem solving and decision making skills, procedures and processes in resolving complex business issues

B5 Evaluate and critically appraise business and organisational policies, practices, and activities and make informed judgments on these

B6 Critically formulate, propose, and implement solutions and conclusions to complex business problems and do this in an effective and efficient manner

B7 Act with reflection, critical insight, and in an independent manner in the planning and managing of their learning with limited guidance and in response to varied contexts, situations and environmental requirements

(C) Key Skills- Practical/Professional Skills: Students completing the programme will be able to:

C1 Demonstrate an ability to conduct research into business studies and management issues, fields and environmental contexts either individually or as part of a team through researching and research design; data and evidence collection, evaluation and synthesis; critical analysis, synthesis of interpretation and formation of judgments, and the reporting of findings.

C2 Demonstrate critical skills of numeracy, literacy, and qualitative and quantitative abilities in researching, collation, analysis, synthesis and evaluation of evidence

C3 Utilise a variety of interpersonal and transferable communication skills including listening to alternative viewpoints and undertaking the evaluation of argument and intellectual positions; engaging in critical discourse, and debate with peers and responding to the views of others; engaging in critical discussion and persuading or influencing others.
C4. Self manage their professional activities and communicate effectively and efficiently while utilising appropriate means and media of communication including new technologies/information technology and within peer groups and other professional groupings

C5. Solve problems, articulate conclusions, make judgments, and form recommendations based on evidence and which are subject to a well developed capacity for critical appraisal and which are based on imaginative, robust judgement, and firm foundations

(D) Transferable Skills: Students completing the programme will be able to:

D1. Structure and communicate ideas both orally and in writing taking appropriate account of the nature of the audience and utilising effective means of communication

D2. Effectively and efficiently manage their time and be able to work to deadlines

D3. Be an autonomous learner and take responsibility for their learning, including being able to act independently in the use and application of resources for learning

D4. Use creative and imaginative thinking in both problem solving and decision making activities

D5. Effectively clarify and prioritise the addressing of individual and group tasks and lead or work within a group towards meeting the requirements of defined deadlines and outcome specifications

D6. Practice and promote their own continuing professional development and learning and on-going personal development

  Reflection, self-awareness and openness to life-long learning opportunities.

Course Design
The design of this course has been guided by the following QAA Benchmarks / Professional Standards:

- UK Framework for Higher Education Qualifications (FHEQ) Level Descriptors and Level Objectives at Levels 4, 5, and 6.
- UK Quality Code for Higher Education
- QAA degree characteristics documentation and Subject Benchmark Statements including:
  - QAA Subject Benchmark Statement – Business and Management. February 2015
- Education for sustainable development: QAA. June 2014.
- Enterprise and entrepreneurship education: QAA. September 2012.
- Association of Business Schools:- generic guidelines and descriptors
**Course Structure**

The BA in Business Studies comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
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</thead>
<tbody>
<tr>
<td><strong>Level 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Business on Context</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>3 Study Skills for Higher Education</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>3 Introduction to Information Technology</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>3 Business Communication</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>3 Numeracy and Data Analysis</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>3 Integrated Professional Skills for the Digital Age</td>
<td>20</td>
<td>Mandatory</td>
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<tr>
<td><strong>Level 4</strong></td>
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<tr>
<td>4 Contemporary Business Environment</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>4 Business Decision Making</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>4 Marketing Management</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>4 Personal and Professional Development</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>4 Organisational Theory and Practice</td>
<td>20</td>
<td>Requisite</td>
</tr>
<tr>
<td>4 Business Law and Ethics</td>
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<td>Requisite</td>
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<tr>
<td><strong>Level 5</strong></td>
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<td></td>
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<tr>
<td>5 Human Resource Management</td>
<td>20</td>
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</tr>
<tr>
<td>5 Accounting for Business</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>5 Digital Business</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>5 International Business</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>5 Research Methodologies</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>5 Entrepreneurship and Business Development</td>
<td>20</td>
<td>Mandatory</td>
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<tr>
<td><strong>Level 6</strong></td>
<td></td>
<td></td>
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<tr>
<td>6 Global Strategic Management</td>
<td>20</td>
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</tr>
<tr>
<td>6 Building A Sustainable Organisation</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>6 Case Study Analysis</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>6 Contemporary Management Issues</td>
<td>20</td>
<td>Mandatory</td>
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<tr>
<td>6 Dissertation* or</td>
<td>40</td>
<td>Mandatory</td>
</tr>
<tr>
<td>6 Business Project*</td>
<td>40</td>
<td>Mandatory</td>
</tr>
</tbody>
</table>

*students need to choose one from the two optional modules.

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* Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)
Awards
On successful completion of the course, students will be awarded a BA (Hons) in Business Studies. Students who leave the course early may be eligible for a DipHE in Business Studies on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE in Business Studies on successful completion of 120 credits including all mandatory modules at level 4.

Course Delivery
The course is delivered at LSC, London. Students studying full-time on the BA in Business Studies are likely to have approximately 15 hours contact hours for per week for a 20 credit module. The contact hours will be a mix of lectures, seminars, tutorials and practical activities.
Students will normally be expected to undertake at least 20 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment
A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module’s intended learning outcomes. Assessment on the course overall will be approximately 90% coursework (including essays, reports, presentations, group work, reflective learning journals and research projects) and 10% examinations.

Course Team
The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs
Students undertaking BA (Hons) Business Studies will be charged tuition fees as detailed below.

<table>
<thead>
<tr>
<th>Student Group</th>
<th>Tuition Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time UK/EU</td>
<td>£9,250 per year</td>
</tr>
<tr>
<td>Full-time International</td>
<td>£10,080/£11,580 per year</td>
</tr>
</tbody>
</table>

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Academic Framework and Regulations
This course is delivered according to the University of Suffolk Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).
Module Descriptors
AIMS
The module introduces students to theories of management, beginning with classical management systems through to contemporary management concepts. It will illustrate the continuities and transformations in management thinking throughout the 20th and 21st century. The module aims to provide an introduction to the key tasks in management – organising, planning, controlling, directing, leading and dealing with staff. These concepts will be examined both from the classic management literature and tools and from the perspective of managers in the 21st century.
AIMS

This module is designed to prepare and support students to study effectively for their foundation programme and produce coursework assessments that meet with University standards. It introduces students to a variety of study techniques, designed to help students from a wide range of backgrounds to work successfully through difficult material in lectures and textbooks. Students will learn about a number of important study skills including organising ideas, setting goals, taking notes, developing schedules and preparing for examinations. Students will learn the survival skills needed for a well-rounded University education.
MODULE TITLE: Introduction to Information Technology

MODULE CODE: CFPBUS003

LEVEL: 3

CREDITS: 20

AIMS

This module aims to provide students with the fundamentals of Information and Communication Technologies. With Information Technology being used widely all over the globe, this module will help students to develop a good understanding of various application areas of information technology.
AIMS

This module focuses on theories relating to current trends in Business Communication including marketing and crisis situations. Through small group working it develops practical communications skills to a “real-time” campaign allowing students to experience the process of a campaign from strategic intent through to delivery in a business environment. Development of campaign themes, key messages, and message consistency provides students of this module with theoretical knowledge and skills set transferable into both pro-active and reactive communications with internal and external audiences.
AIMS

The broad aim of this module is to give students an introduction to the practice of statistics and quantitative concepts. The module will emphasise the benefits of quantitative skills in business planning and controlling, interpreting management information and solving business problems. Students will learn how to obtain information from raw data and apply techniques to organise and display data in tables and graphs that are informative about trends, variability, average values and dependence of one variable upon another. The course also introduces basic elements of inferential statistics including estimation and hypothesis testing.
MODULE TITLE: Integrated Professional Skills in the Digital Age

MODULE CODE: CFPBUS006

LEVEL: 3

CREDITS: 20

AIMS
This programme module aims to provide the learner with the necessary knowledge and tools to be able to go on-line to find information. This includes the development of study and transferable skills required of students, an understanding of personal strengths and areas for development, reflection on and planning for personal, academic and career goals.
AIMS

This module will introduce macroeconomic theory and potential policy responses, and provide analysis of microeconomic structures and market failures. The aim of this module is to provide students with tools to support business decision making, inform business planning and generate business models. In addition, the module aims to provide a background in macroeconomic theory, allowing students to critically assess potential policies.
<table>
<thead>
<tr>
<th>MODULE TITLE:</th>
<th>Business Decision Making</th>
</tr>
</thead>
<tbody>
<tr>
<td>MODULE CODE:</td>
<td>CMDBST102</td>
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<td>LEVEL:</td>
<td>4</td>
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<tr>
<td>CREDITS:</td>
<td>20</td>
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</tbody>
</table>

**AIMS**

This module will aim to provide students with an understanding of, and the ability to apply, a range of statistical and management science techniques. This module also provides students with the necessary quantitative techniques and tools to design and operate and decision support tools for evaluation of managerial decision making in the area of sustainable business management and operations management. At the end of the module students will be able to effectively use selective quantitative and qualitative decision tools such as multi criteria decision making and decision making under uncertainty in order to support sustainability in operations.
AIMS

The module is designed to enable students to develop an appreciation of the role of marketing and the management of marketing functions in the modern organisation. The module will focus on what being "market oriented" means, in practice, to organisations operating in both the commercial and public sectors. The module helps students to understand the challenges of marketing management in manufacturing and service industries: analysing marketing environments; evaluating strategic alternatives and designing and implementing marketing programmes involving decisions about products/services, pricing, distribution and promotion.
AIMS

This module includes the development of those study and transferable skills required of students which also enhances employability in the work place. Students are encouraged to identify their personal strengths and areas for development and set targets to promote both their academic and professional development and develop the resilience needed to achieve their long-term goals. This module encourages an independent, resourceful and reflective approach to learning and development which will be sustainable beyond the programme of study. It develops a critical awareness of their own and others’ development needs on an ongoing basis. It also provides a framework for students to plan, manage and demonstrate their learning.
AIMS

The module is an interdisciplinary field of study, which explores individual, group and organisational behaviour and the impact of individuals, groups, organisations and society in creating, shaping and controlling behaviours. Students understand organisations from a managerial and critical viewpoint, drawing on international. The managerial viewpoint seeks to understand behaviour in order to manage more effectively and, hopefully, more ethically – understanding the fundamentals of behaviour in organisations enables better practices to be developed and implemented. The critical viewpoint seeks to view the organisation from the perspective of employees and asks questions about the impact of managerial practice and their experience of work more broadly – including the role that their peers may play in shaping their experience of work. It challenges students to embrace ambiguity and ambivalence: there are no well-defined answers to understanding and managing behaviour, which is what makes behaviour such an interesting and challenging field of study.
AIMS

The module aims to provide an introduction to business and company law and its application in organisations. It provides an understanding and enables students to apply the principles of corporate governance in an organisational context. It also enables students to explore and reflect on ethical situations and issues in a professional and organisational context. It also develops an understanding of the social and legal contexts in which an organisation operates.
AIMS

The broad aim of the module is to raise students' awareness of how they can contribute to management decision-making and HR policy-making in an environment increasingly characterised by workforce diversity. International HRM is conceived in this module to encompass comparative HRM, managing people in organisations which operate outside their domestic boundaries, managing diverse people in a domestic situation (both due to historical and current movements of people around the globe) and managing people in a domestic situation which takes account of international influences (e.g., international labour law, management approaches from other countries). In addition, the module aims to balance an understanding of the mechanisms through which some groups of people may be disadvantaged in the labour market with the capability to use business case arguments and HR interventions to manage diversity in a positive way.
AIMS

The module aims to develop a comprehensive understanding of fundamental concepts and techniques in financial and management accounting, including the ethical issues at stake in providing a `true and fair view` in public reporting so as to support and maintain good business practice and sustainable financial markets. It also provides students with the opportunity to use and apply financial and accounting concepts, constructs and frameworks in support of business problem appraisal and decision making.
AIMS

The module is aimed to develop an understanding of the management implications of electronic commerce needed for making informed operational and strategic decisions about electronic commerce and its business exploitation. The module integrates theory and practice and considers key issues including the growth of the mobile digital platform and the rapid expansion in digital traffic. Given the growth in these developments, this module covers topic areas of interest to all students and takes an international approach and includes contemporary coverage of all key issues.
AIMS

The module develops a comprehensive understanding of the major strategic issues that businesses are confronted with when operating in international markets. This includes assessment of the management implications of international business environment and the major theories and empirical evidence on international business strategy, including issues connected to technology transfer. The module also covers the management implications of the process of internationalisation and the choice of foreign market entry and the increasing demands on multinational corporations to develop appropriate policies.
AIMS

The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.

The module surveys the basic processes of research methodology as practiced in the social sciences and business. Underlying principles of science and logic are emphasised and special attention is directed toward the recognition of common sources of error and bias in the implementation and interpretation of research studies as they affect the outcomes of research utilisation.
AIMS

This module aims to introduce students to the skills, attitudes, knowledge, and techniques needed to sustain innovation in organisations. By considering a broad range of situations, and more modest levels of innovation and entrepreneurial achievement as well as the traditional transformational examples, students will gain insight of how entrepreneurship capabilities can be acquired and applied to many situations: new starts, small and large firms, private, public and not-for profit sectors. Through reflecting on the contexts in which entrepreneurship and innovation arise, and on their own abilities and attributes, students will be encouraged to consider how, as managers, they might create a climate in which innovation can flourish, and how they might themselves learn how to become more innovative, self-reliant, and opportunistic.
AIMS

The module introduces and develops the concepts of strategic management in a critical way and focuses on the application of the relevant strategic management conceptual frameworks. Students are developing a strategic analysis and strategic plan throughout the course, facilitating further application of the theory learned. The combination of the module content and its continuous application by the students allows the learning outcomes of knowledge and application of the concepts to be achieved together with a critical, analytic approach in an international setting. The elements introduced are done so in order to allow students to develop their own strategic thinking, and have the ability to apply them in various organisational settings.
AIMS

This module provides students with intermediate and advanced conceptual and practical learning in entrepreneurship and innovation in different specialist sectors. Through a mix of study activities and self-selected experiential projects participants will develop independent research and online collaborative skills necessary to engage in enterprise and innovation practices in new and existing organisations. The module encourages the student to do so by articulating how entrepreneurship and innovation can be used to satisfy individual goals, while contributing to solving societal problems in an ethical and sustainable manner.
AIMS

This module exclusively focuses on enabling students to review practical business problems and proposing solutions to these problems. Students will be required to solve cases and justify the solutions that have been put forward from an available pool of different solutions. Students will focus on decision making and ensuring that developing the viability of their responses becomes a key element of their skill sets.
MODULE TITLE: Contemporary Management Issues

MODULE CODE: CMDBST304

LEVEL: 6

CREDITS: 20

AIMS

This module provides students with an opportunity to consider reflect and critically appraise a range of current contemporary management issues, including developing international lenses of reference from a theoretical and practical application whilst relating these factors to the art of management. The module content will provide a framework to assess how these issues impact within organisations and how managers are able to react to these issues. The module will develop within students a critical appreciation of the challenges faced by management professionals in developing responses to business environment conditions which are complex, dynamic and diverse. This module engages students with contemporary issues in context with associated links to organisational strategy and management approaches and systems related to information, networks and collaborations as well as organisational learning. In achieving its overall objectives, the module will encourage students to further develop, engage, evaluate and critique their contemporary understanding with a view to the realities of practice and organisations. Students will consider interactions, theories and frameworks that explain contemporary issues and ground this in organisational and individual contexts. It is widely accepted that such issues are crucial to the viability of organisations across all sectors and contexts and the creation of value.
AIMS

The dissertation is deemed valuable for the development of higher cognitive skills and is intended to provide students with the opportunity to work independently in an area of specific interest. Thus, students take a more active role in the learning process. It is seen as a major integrating force and an academic challenge for the student as is reflected by its prominence in the final year. The module is intended to enable the students to improve their abilities of independent working, skills of original and critical thinking and methods of research design, data collection, analysis and presentation.
AIMS

The module aims to introduce and develop the skills needed to conceptualise a problem, make use of available literature, design a research strategy, evaluate, organise, and integrate relevant data (both existing and new), derive useful solutions based on knowledge, and communicate those solutions to clients and colleagues.

The Business Project module enables the student to integrate the knowledge acquired in the taught modules at all levels of the programme. Students will develop the ability to apply that knowledge to the analysis and solution of the kinds of business and management problems that are encountered in the development of a viable and persuasive business proposal. It also develops the skills to communicate proposed solutions and the rationale behind them to an audience of potential investors. It allows the learner to present a plan of action on the basis of the research and speak persuasively with respect to the feasibility of the action and the likelihood of it leading to business success.