



**De Montfort University, Faculty
of Business and Law
and
Niels Brock, Copenhagen
Business College**

**BSc (Hons)
Business Studies**

N10060

**Curriculum
2019/20**

The aim of the undergraduate degree is to provide students with an international consideration of contemporary topics affecting businesses being 'played out' on the national, international and global stage. The recent global recession and ongoing liquidity crises have impacted upon everyone and brought in to sharp focus the interconnectedness of financial markets, financial institutions, government policy and the operations of businesses from all industries and sectors. Competition and organisational performance can no longer just be analysed using traditional market boundaries and definitions. Instead, as our economies now show, there are forces wide and afar, that no matter where they may originate, have the capacity to affect all organisations wherever they may be located. The aim is thus to illustrate, explain and consider the nature of these forces, how they affect organisations, and provide guidance as to how organisations may both seek out new opportunities and simultaneously, manage the challenges that a highly complex, interactive and rapidly changing environment presents.

Whilst the first year's syllabus is common to all students on the programme, from year two onwards, each student will be able to choose from a range of modules from within the specialisms of economics, strategy and finance. By focusing upon a particular specialism students are able to build up a large body of knowledge, gain valuable understanding of tools and techniques and develop sought after practical skills that will enable them to contribute effectively within an organisational setting. Hence, students will be gaining subject specific aims based on their specialism. Upon completion of the course, students should be able to:

1. Identify and critically assess the links between financial markets, financial institutions, government policies and the operations of businesses.
2. Critically evaluate the holistic nature of competition and organisational performance, and assimilate the impact of globalisation on related inputs, processes and outputs.
3. Apply various research methods, techniques and theories within the scope of defined specialisation dissertation.

The subject specific aims are listed in the following module descriptions.

In addition, participants will also gain a number of cognitive skills. These are:

1. Capacity for appreciation of complexity of business
2. Critical appraisal of theoretical and practical issues
3. Numeric skills and appreciation of statistical concepts
4. Capacity for independent and self-managed learning
5. Ability to draw reasoned conclusions
6. Communication skills, be they in writing, as oral presentations etc.

The programme structure is set out in detail below. All modules are currently taught at DMU

in Leicester.

Level 4 (Study Year 1)

Module code and title	Credit Value
ACFI1203 Financial Decision Making	15
HRMG1203 Business Communications, Academic Skills & Employability.....	15
CORP1528 Global Business Issues	30
CORP1540 Quantitative Analysis for Business Decisions	15
ECON1527 Principles of Economics	30
MARK1500 Principles of Marketing	15

Level 5 (Study Year 2)

Core modules

Module code and title	Credit Value
ECON2546 Intermediate Micro and Macroeconomics	30
CORP2165 Contemporary Management and Operations	30
CORP2181 Business Research Issues and Analysis	15

Plus, select 45 credits from the following

Module code and title	Credit Value
ACFI2303 Corporate Finance	15
CORP2549 European Business Issues.....	15
ECON2548 New Directions in Economics	15
MARK2313 Brand Management.....	30

Please note: Some of the optional modules are pre-requisites for level 6 modules.

ACFI2303 is a pre-requisite for ACFI3307 Investments and Portfolio Management and ACFI3310 Advanced Corporate Finance.

ECON2546 is a pre-requisite for ECON3507.

An ACFI module must be taken at level 5 in order for the Accounting and Finance Project to be taken at level 6.

Level 6 (Study Year 3)

Core modules

Module code and title	Credit Value
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CORP3501	Global Strategic Management	30
CORP3544	Global Contemporary Business Issues	30

Plus, select 60 credits from the options shown below:

Economics Stream

Module code and title	Credit Value	
ECON3507	Financial Markets and the Central Bank	15
ECON3530	Economics dissertation	30
ECON3534	Developments in Advanced Microeconomics	30
ECON3538	International Trade	15

Strategy Stream

Module code and title	Credit Value	
CORP3171	Service Operations Management	15
CORP3364	Crisis and Business Continuity Management	15
CORP3400	Strategy and Management Dissertation	30
CORP3547	Business Ethics & Corporate Social Responsibility	30

Finance Stream

Please note that this stream is available only to students with a grade 'B' or above in 'GCSE' Mathematics and an 'A level' in Mathematics, Statistics or equivalent. Additionally, students must have studied ACFI2303 at Year 2 (level 5).

Module code and title	Credit Value	
ACFI3307	Investments and Portfolio Management	15
ACFI3310	Advanced Corporate Finance	15
ACFI3420	Accounting and Finance Project	30
ECON3507	Financial Markets and the Central Bank	15

Level 4 (Study Year 1) Module Descriptions

ACFI1203 Financial Decision Making

This is designed to give a very generalised introduction to the wide area of Accounting in a deliberately 'non-technical' manner. It is intended to concentrate on the use of financial data as opposed to the deep methodological basis of accounting practice. It will cover items and themes for both Financial and Management accounting with a specific reference to the needs of managers when making decisions.

HRMG1203 Business Communications, Academic Skills & Employability

The module is designed to help students develop the study and personal skills needed to be successful in their studies, to consider and develop the core competences that they will need for employment, and to do so in ways which incorporate professionalism and ethical practice.

CORP1528 Global Business Issues

This highly applied introductory module is designed to:

- Develop in the student an interest, knowledge and appreciation of current global economic/business issues and the challenges that they pose for management.
- Allow students from different 'streams' of business to see the application of the above to their interest area. For example, each lecture will examine implications to Management and Strategy in general with a sub focus on Human Resource Management, Marketing and Accounting.
- Enable the student to analyse and measure real economic/business issues by drawing upon a foundation of theory.
- Promote an understanding of policy formulation against the background of contemporary economic/business events. Policies of government, companies as well as consumers will be focussed upon.

The module is designed to be highly contemporary and its content is therefore highly driven by current world events and how they impact upon both the internal and external environment of businesses

ECON1541 Applied Techniques for Economists

This module is designed to avail the students with the key mathematical and statistical techniques that will enable them to understand the models and arguments used within micro and macroeconomic theory and application.

The course will be divided into two sections, starting with an introduction to the basic mathematical concepts such as elasticity used in demand and supply models and maximising profit functions:

- The Straight Line, Mathematical Modelling and Applications in Economics.
- Translations of Linear Functions, Elasticity, Budget and Cost Constraints.

- Solving Simultaneous Linear Equations (determining points of equilibrium)
- Analysis of cost and revenue functions
- Non Linear Relationship: Production functions, growth models
- Calculus for optimization and value measurement (consumer surplus)

The second part of the course will comprise of an introduction to statistics methods and their use in making sense of the economic data that students will use in an applied context:

- Introduction to Statistics: Applications in Finance and Economics, Data and Data Sources
- Summarising Data, Exploratory Data Analysis, and Graphical Representation.
- Measures of Location, (mean median mode) Variability (standard deviation, detection of outliers and measures of association between variables.
- Sampling theory and estimation and hypothesis testing
- Correlation and simple regression

ECON1527 Principles of Economics

The objective of this module is to; firstly, introduce students to the study of mainstream economics and its core principles. Secondly, to facilitate an understanding of the way economists approach and analyse societal problems. The module consists of two components running in parallel the first part deals with the theory and applications of microeconomics while the second part covers the area of macroeconomics, in terms of both macroeconomic variables and macroeconomic policy.

MARK1500 Principles of Marketing

The module, Principles of Marketing, is intended to provide both an introduction to the topic as well as providing you with a basic grounding in the theory and practice of marketing as a business management discipline. The course is designed to give you the opportunity to learn about the simple mechanics of the subject and to give you practical exercises in how to use the techniques presented to you.

The module offers students an understanding of marketing as an organisational discipline. Through an exploration of relevant theories, underpinned by their practical application, successful students will be able to demonstrate an ability to work with the following core marketing concepts:

- The marketing concept and its functional orientation
- Buyer behaviour and Marketing research
- Market segmentation, targeting and positioning
- Marketing mix planning including Products, Services, Pricing, Distribution and Communications

The module is complete in itself, so for those of you who will have this as your only contact

with marketing as an academic subject, you will have experienced and achieved a solid level of understanding of the topic. For those of you who are going on to study marketing in the future, the course will provide you with an understanding of how the parts fit together, along with the basic skills needed to get off to a flying start with your studies in the more specialised marketing topics in subsequent years.

Level 5 (Study Year 2) Module Descriptions

ECON2546 Intermediate Micro and Macroeconomics

An intermediate level module that will further the understanding of Economics from the level 4 modules, in an applied manner. The module consists of two parts; applied microeconomic theory and applied macroeconomic theory. The application of theoretical concepts to economic events in the economy will be determined by economic issues that are predominating at the time.

The microeconomic application will cover optimal decision making of consumer behaviour. The understanding of market structures will be developed with the recognition of market failure and imperfect information leading to an examination of imperfect markets and asymmetric information. Elements of oligopoly theory and game theory will be used to give an applied examination of the concepts.

Running in parallel consideration will be given to macroeconomic examination of the economy integrating the static theory of income determination with work in medium term dynamics. The macroeconomy is modelled using the three equation model of the IS-PC-MR approach. This allows examination of the optimising behaviour of Central bank policy as used in the macroeconomy.

A diagrammatical approach is used throughout the discussion of macroeconomic policy, which helps to build economic intuition.

CORP2165 Contemporary Management and Operations

This is the introductory course in management and operations. The course is designed to provide students with an overview of the management function and its role in organisations and society. The module will introduce the latest management ideas, theories and practice in an interesting and relevant manner, whilst still retaining the best of traditional management thinking. It will also focus on the operations function, which is at the heart of all enterprises, whether manufacturing or service based. Unless this core function is carried out effectively, there is little hope that the rest of the organization as a whole will be effective.

CORP2181 Business Research Issues and Analysis

The Business Research Issues and Analysis module provides an overview of the research process in business. It equips students with the necessary tools and techniques to prepare a business research proposal, execute this proposal, and analyse and interpret the data. It prepares students to analyse business problems and opportunities in general via a rigorous

research process. After completing this module, students should have developed a critical mind and the research skills necessary for evaluation, synthesis and analysis. The module encourages students to become better independent learners.

This module will include lectures, tutorials, and computer laboratory work. The lectures explain and illustrate concepts and theories in business research. The tutorials provide opportunities for small group discussions and project presentation. The computer laboratory allows students to practice the use of Microsoft Excel in resolving managerial issues.

ACFI2303 Corporate Finance

Finance can be simply described as the branch of economic science concerned with the acquisition of money, the allocation and management of money resources, and the maximisation of wealth via optimum investment decision-making. Therefore, by definition, financial decision-making is crucial for all companies as the successful choice of money resources and implementation of investment decisions will secure survival and expansion of the business entity.

This module introduces students to some of the main principles of corporate financial decision-making and their impact in real life financial decisions. Using normative economic theory as the basic philosophical foundation, students are introduced into the three essential parts of corporate finance, namely: the financing decisions, the dividend policy, and the investment decisions.

This module enhances students' understanding of the corporate financial management process.

CORP2549 European Business Issues

The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy. The theoretical models and ideas that have underpinned the development of these frameworks will be evaluated, such as SCP, Austrian economics and the concepts of contestable markets, market failure and information asymmetry.

The institutional context, which influences the type of decisions and actions that firms can take will be examined. In particular, European institutions will be examined, which promote integration and intra-EU bloc activity at the possible expense of globalisation opportunities.

Ongoing discussion of the role and place of the nation state will occur as the regulatory and institutional material is presented.

Many firms seek control over their markets. This module focuses upon the growth strategies firms employ to obtain control over their domestic and international contexts, the global and European institutional context within which they operate, and the regulatory frameworks, which act to restrain their excesses, and yet which may at the same time jeopardise their wider growth opportunities.

Growth strategies examined will include horizontal expansion, vertical integration, and diversification. Growth vehicle on the continuum between the polar extremes of full integration to market transactions will be considered. These will include mergers, acquisitions, joint ventures and other forms of strategic alliances. Discussion of the relative merits of collaboration versus competition will take place as this material unfolds.

ECON2548 New directions in economics

The module builds on the introductory microeconomics and macroeconomics modules from first year. It develops a critical and contextual approach to economics that explores the new directions that the discipline is moving in and the (long-standing) critique of orthodox economic theory. This critique has been given much recent weight by the 2008 financial crisis and parallels concerns about how economics is being taught. As such, a variety of developing strands of economic theory will be explored - for instance, behavioural economics, ethics - with some assessment of the impact of these developments upon mainstream economic theory (typically neoclassical). One way of describing this is heterodox economics.

The module draws on a range of contemporary economic issues, at a predominantly microeconomic level, and explores these through the lecture and tutorial programme. The purpose of the module is to provide insight to economic issues and the application of theory, and to reflect where the discipline of economics may be going.

MARK2313 Brand Management

Brands are facing challenging times - and this module's aim is to equip students with an understanding of the models and frameworks necessary for them to understand, develop and grow brands in a variety of organisational contexts.

Structured to combine new product development and innovation, and subsequent brand development, the module allows the student to develop creative thinking skills and related business acumen.

A combination of teaching and learning techniques will be utilised - including contemporary case studies, videos and role play. The theory will be explained and applied by tutors who have relevant experience managing products and brands for well-known companies.

Level 6 (Study Year 3) Module Descriptions

CORP3501 Global Strategic Management

This module aims primarily to ensure that students understand the nature and meaning of corporate strategy and are able to assess the strategic position of corporations operating in complex global markets.

In the early stages, the module emphasises concepts and tools necessary for critical strategic analysis. It then focuses on specific strategic issues and challenges that affect contemporary business operations, including for example, mergers and acquisitions, strategic alliances, knowledge management. A strong focus will be placed on the management of change, organisational learning and strategy implementation. Overall, this module focuses strongly on both formative and summative learning. Students give the opportunity to ref on their experience to foster their critical appreciation of the discipline and evaluate its evolution in their own understanding of the topic. Their critical appreciation of strategic management will be questioned throughout the lecturing programme but also within assessed components, including the exam.

CORP3544 Global Contemporary Business Issues

This module is designed to critically evaluate how current world issues in both economics and politics affect business management and performance. There is a strong initial emphasis upon analysing the causes of major world events and examining the various scenarios that these events confront business managers with. Topical areas to be covered will be:

- The economic effects of commodity/stock markets
- The Growth and Decline of Economies and the Cyclical Nature of Recession Financial Institutions: The Influence of the Banking Sector on the Economies
- The Role of Government in Business, e.g. Regulations, Monetary and Fiscal Policies the Fate of the Euro, EU and BREXIT
- The effect of trade agreements upon sovereign states and the global business community The rise (and fall) of emerging/developing economies
- Political and economic ideology

The module utilises the above to set the scene for more 'general' global management issues by examining:

- The advantages & disadvantages of Globalisation as well as Multi-National Companies.
- Managing Diversity in Business.
- The role of the State in Managing the Economy.
- Public/Private Partnerships.
- Economic Regulation.
- Corporate Social Responsibility.

- Business Ethics.
- Reputation Management.
- Greening Business.

Economics Stream

ECON3507 Financial Market and the Central Bank

The module specialises in monetary economics, monetary policy implementation and central bank systems. It aims to give you an insight of them. It has a focus on the European Central Bank which is a unique case to these subjects. The module is designed to provide students with an understanding of the functioning of the ECB's monetary policy strategy. It will also evaluate whether the ECB has the appropriate monetary policy technology to carry out its announced policies. Secondly, the module provides an understanding of the functioning of financial institutions and financial markets from a central bank's perspective. Finally, the module will help in further understanding of the linkages between the financial or monetary sector and the real economy.

Students opting for this module will have the necessary amount of economic theory to help make these connections a meaningful and critical way. It follows however, that the methodology employed in both the teaching and learning aspects of the course will be analytical with emphasis being placed upon critical appraisal rather than simply description.

By the end of the module, students will have a clear understanding of the function and significance of the central banking in the context of the domestic and international economies, the relationship between relevant theory and practice and have enhanced their ability to communicate effectively in good English.

ECON3530 Economics dissertation

When a student undertakes a dissertation he/she is offered the opportunity to pursue the independent study of a topic of his/her choice. It is a small scale piece of research that can be completed in the amount of time that a student would spend in and out of class on a regular 30 credit module. To a very large extent a student controls the learning process and the time management of the dissertation process, with some tutor support.

Upon completion of the dissertation a student will be able to:

- Critically review Academic Literature;
- Select and implement a methodological approach;
- Systematically search, sift, collect and evaluate data;
- Write in an analytical and critical way;
- Present convincing, well referenced arguments;
- Produce a well-presented document to a deadline.

The dissertation process has two parts. The first part involves the completion of a Literature Review: the second part the completion of the whole dissertation.

A Literature Review requires a student to undertake a critical assessment or critical discussion of relevant published information about a particular topic or subject area. The Literature Review can act as a stepping stone to the dissertation as it provides a student with an overview of, and background to his/her chosen topic or subject area.

A dissertation is likely to be a sustained argument. Its principal aim is to use a selection of concepts, theoretical ideas, observations, statistical findings and a student's own faculties of criticism and imagination in an attempt to reach conclusions about a topic of interest. A very typical format of a dissertation is the discussion of a larger problem or issue followed by a smaller-scale piece of empirical research that focuses on the issue in microcosm.

ECON3534 Developments in Advanced Microeconomics

The module will provide an examination of recent developments in Microeconomic theory and subsequent implication for the decision making of individuals, organisations and government intuitions. Controversies surrounding key elements of microeconomic theory will be discussed through the examination of contemporary economic debates, with explanations from a variety of microeconomic theoretical approaches. The co-evolution of individual preferences and structure of markets; firms and other institutions will be examined using advances in game theory, contract theory, behavioural experiments and the modelling of dynamic processes.

ECON3538 International Trade

The module will examine theoretical International Trade frameworks and apply these to real-world international policy issues which will allow the presentation of an analysis of how the international economy works. Recent development in the world economy have raised concerns regarding the nature of the international adjustment mechanism, and the merits of free trade compared with protectionism. Therefore, the module will relate the theory of international economics to recent world events, allowing debate on policy implications.

Strategy Stream

CORP3171 Service Operations Management

This module studies the management of those processes that deliver service in all of its aspects - service outcomes, service experiences and in the case of public sector organisations, public value. The key focus of the module is on the operations decisions that manager's face in marshalling their resources to deliver and improve service in this wide meaning.

This module differs from CORP 2165 Contemporary Management in that it deals exclusively with service. New topics new frameworks and new techniques are introduced whilst some aspects dealt with in CORP 2165 are now extended purely in the context of service organisations.

CORP3364 Crisis and Business Continuity Management

The module challenges participants to take a counter-intuitive but important step in their business education - to consider how organisations are exposed to, and deal with, crises and business interruptions. The module synthesises two essential components, each of which have underlying theory and practice - crisis management and business continuity management.

Through the duration of the module, students will immerse themselves in crisis and business continuity management theory and practice, having an opportunity to demonstrate their fomentation of knowledge and skills in critical, applied and real-time manners.

CORP3400 Strategy and Management Dissertation

When a student undertakes a dissertation he/she is offered the opportunity to pursue the independent study of a topic of his/her choice. It is a small-scale piece of research that can be completed in the amount of time that a student would spend in and out of class on a regular 30 credit module. To a very large extent a student controls the learning process and the time management of the dissertation process, with some tutor support.

Upon completion of the dissertation a student will be able to:

- Critically review Academic Literature;
- Select and implement a methodological approach;
- Systematically search, sift, collect and evaluate data;
- Write in an analytical and critical way;
- Present convincing, well referenced arguments;
- Produce a well-presented document to a deadline.

The dissertation process has two parts. The first part involves the completion of a Literature Review: the second part the completion of the whole dissertation.

A Literature Review requires a student to undertake a critical assessment or critical discussion of relevant published information about a particular topic or subject area. The Literature Review can act as a stepping stone to the dissertation as it provides a student with an overview of, and background to his/her chosen topic or subject area.

A dissertation is likely to be a sustained argument. Its principal aim is to use a selection of concepts, theoretical ideas, observations, statistical findings and a student's own faculties of criticism and imagination in an attempt to reach conclusions about a topic of interest. A very typical format of a dissertation is the discussion of a larger problem or issue followed by a smaller-scale piece of empirical research that focuses on the issue in microcosm.

CORP3547 Business Ethics and Corporate Social Responsibility

The almost daily reports of corporate wrongdoing have raised serious concerns about the role and responsibilities of business. In particular, it has brought into sharp focus the processes and practices

within corporations and how (un/ethical) decisions are made. Recognising that managers shape, and are shaped by, organisational processes this module focuses on responsibility and ethics at both the organisational and managerial level. It will equip students with a sound grasp of key concepts in corporate social responsibility (CSR) and their application within business practice. It will also explore ethical issues that corporate decision-makers face and the causes and consequences of (un)ethical decision-making.

This module is intended to be highly interactive and practical. It will encourage students to discuss, analyse and apply key CSR and ethical concepts to real-life business cases. Given that today's managers are increasingly expected to consider the impact of their decisions on various stakeholders, the use of problem-based teaching and learning methods will facilitate the development of skills and knowledge that students need to identify and manage ethical challenges. The participatory and reflective nature of this module will also enhance key employability skills such as problem-solving, working in groups, discussing, debating and articulating ideas, analysing and applying theories and concepts to business scenarios and dilemmas, and synthesising and applying a wide range of information to make informed and reasoned arguments, conclusions and recommendations.

Finance Stream

Please note that this stream is available only to students with a grade 'B' or above in 'GCSE' Mathematics and an 'A level' in Mathematics, Statistics or equivalent. Additionally, students must have studied ACFI2303 at Year 2 (level 5).

ACFI3307 Investments and Portfolio Management

The purpose of this module is to introduce students to the modern theories and techniques used in portfolio management. Using the key theoretical viewpoint of efficient market hypothesis, students are introduced to the topic of portfolio construction and optimisation, equilibrium asset pricing models such as the capital asset pricing model and the arbitrage pricing theory. Consideration is also placed on the alternative risk-based and asset-based pricing methodologies using macro- and micro-economics variables, as well as the alternative portfolio management and asset rotation strategies.

Finally, this module also considers the alternative portfolio performance evaluation methodologies, the construction and risk measurement of fixed-income securities' portfolios.

Students are invited to research and develop their own efficient and optimum trading strategy using real market data from the London Stock Exchange or other International equity markets

ACFI3310 Advanced Corporate Finance

The module focuses on those contexts, theories and practices which are important to financial managers within firms.

Topics covered in the module include:

- shareholder wealth maximisation
- Fisher separation and capital budgeting/investment appraisal Firm valuation techniques
- Raising capital, the importance of capital structure and financial leverage EMH, CAPM and leveraging/deleveraging Beta
- Corporate dividend policy
- Firm expansion through mergers and acquisition (M&A) Risk management, options, and option pricing models Bankruptcy prediction

Students are expected to critically evaluate the arguments and evidence presented, using structured and unstructured data that they acquire from a variety of sources. This module requires numeracy skills, an appropriate use of statistics, communication and technology skills.

This module complements students' knowledge of the basic corporate finance and valuation techniques taught in ACFI2303 (Corporate Finance), and, ACFI2304 (Equity and Fixed Income Valuation).

ACFI3420 Accounting and Finance Project

A dedicated academic approach to a traditional Honours level project in Accounting or Finance. Students will lead the module in terms of project design and preparation whilst supervisors will be available to advise and guide research. This is an element of the degree programme which requires students to take an independent and self-structured approach to learning. This module builds on the knowledge students have gained throughout their degree programme and allows them to further their own understanding of an area of interest.

ECON3507 Financial markets and the Central Bank

The module specialises in monetary economics, monetary policy implementation and central bank systems. It aims to give you an insight of them. It has a focus on the European Central Bank which is a unique case to these subjects. The module is designed to provide students with an understanding of the functioning of the ECB's monetary policy strategy. It will also evaluate whether the ECB has the appropriate monetary policy technology to carry out its announced policies. Secondly, the module provides an understanding of the functioning of financial institutions and financial markets from a central bank's perspective. Finally, the module will help in further understanding of the linkages between the financial or monetary sector and the real economy.

Students opting for this module will have the necessary amount of economic theory to help make these connections a meaningful and critical way. It follows however, that the methodology employed in both the teaching and learning aspects of the course will be analytical with emphasis being placed upon critical appraisal rather than simply description.

By the end of the module, students will have a clear understanding of the function and significance of the central banking in the context of the domestic and international economies, the relationship between relevant theory and practice and have enhanced their ability to communicate effectively in good English.

Assessment Methods

Assessment Methods 2019/2020 BSc in Business Studies

Modules are assessed in many different ways as outlined in the DMU module guides for each particular module, but here are some of the most common methods of assessment:

- Essay** a written assignment based on a set question (or choice of questions) with a word limit.
- Report** a structured assignment using headings and sub-headings used to look at a particular problem or issue and make recommendations within a word limit. This could be an individual piece of work or group work.
- Exam** a formal test to assess knowledge within a time limit and silent conditions. Exams can be closed book (i.e. no material is allowed to be taken in) or open book (specific texts are allowed).
- Phase Test** a shorter test (usually multi-choice or short answers) which takes place under exam conditions.
- Reflection** a written piece of work where students are asked to reflect on their development and experience and what they have learned from it.
- Presentation** this can be in groups or done individually and usually takes place in a classroom or lecture theatre using visual aids such as PowerPoint.

Emphasis is on formative feedback when it comes to coursework so as to enable the student to critically reflect on own work and integrate feedback in future assignments.

Code	Module Title	Aim	Assessment	Assessment
ACFI1203	Financial Decision Making	General introduction to area of accounting	Multi-task assignment 50%	Unseen exam 50%
HRMG1203	Employability, Professionalism and Academic Study Skills	develop the study and personal skills needed to be successful in their studies, to consider and develop the core competences that they will need for employment, and to do so in ways which incorporate professionalism and ethical practice	Individual essay (50%)	Individual report 50 %
CORP1528	Global Business Issues	Understanding current events and how they impact both the internal and external environment of businesses.	Individual essay (40%)	Examination 120 Mins 60%
CORP1540	Quantitative Analysis for Business Decisions	Using data in statistical form to define, describe and resolve a wide range of business problems.	Individual assignment 50%	Unseen Exam (50%)
ECON1527	Principles of Economics	Introduce students to the study of mainstream economics and its core principles. Facilitate an understanding of the way economists approach and analyse societal problems.	Individual assignment: 20% Phase test: 40%	Exam 40%

Code	Module Title	Aim	Assessment	Assessment
MARK1500	Principles of Marketing	Introduction to marketing	Group work 50%	Individual exam (50%) 60 mins.
ECON2546	Intermediate Micro and Macroeconomics	Further the understanding of economics	Individual essay 20% Closed book exam 60%	Individual essay 20%
CORP2165	Contemporary Management and Operations	Introduction to management and operations	Individual essay 2000 words 60%	Exam 40%
CORP2181	Business Research Issues and Analysis	Overview of research process to prepare proposal	Individual proposal 1000 words 30%	Individual report 2000 words + appendix 70%
ACFI2303	Corporate Finance	enhances students' understanding of the corporate financial management process, and introduces the empirical aspect of mathematical and statistical theories	Phase test 30%	Unseen examination 70%
CORP2549	European Business Issues	The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy	Essay 50% 1500 words	Unseen examination 50% 120 minutes
ECON2548	New Directions in Economics	The purpose of the module is to provide insight to economic issues and the application of theory, and to reflect where the discipline of economics may be going.	Individual essay 1200 words 50%	Unseen examination 1 hour 50%
MARK2313	Brand Management	Understand, develop and grow brands	Report 25% 1,500 words	Concept proposal and board 3,000 words 50% MCQ exam 60 minutes 25%
CORP3501	Global Strategic Management	Understand nature and meaning of corporate strategy	Phase test 1 hour 20% Podcast 35%	Unseen examination 45% 180 minutes
CORP3544	Global Contemporary Business Issues	Critically evaluate how world issues affect business management and performance	Individual essay 40% Video presentation 30%	Unseen examination 90 minutes 30%
ECON3507	Financial Markets and the Central Bank	Understanding financial institutions	Mid-term test 40% 40 minutes	Unseen examination 60% 90 minutes
ECON3530	Economics Dissertation	Undertake independent project	Literature review 2000-2100 words 20%	Dissertation 8000-10,000 words 80%
ECON3534	Developments in Advanced Microeconomics	Examination of recent developments in Microeconomic theory and subsequent implication for the decision making of individuals, organisations and government intuitions	Individual essay 40% 1500 words	Unseen exam 60%
ECON3538	International Trade	the module will relate the theory of international economics to recent world events, allowing debate on policy implications	Individual synopsis 50%	Individual essay 1,500 words 50%

Code	Module Title	Aim	Assessment	Assessment
CORP3171	Service Operations Management	Critically assess the management of processes that deliver service	Individual presentation 50% 10 minutes	Individual report 50% 1,500 words
CORP3364	Crisis and Business Continuity Management	Identify, evidence and diagnose the impact and dynamics of business and organisational interruptions Understand the dynamic process of crisis development and systematically analyse vulnerabilities Identify, quantify and prioritise risks whilst recognising the limitations of risk management Critically evaluate the content and context of business continuity plans Demonstrate decision making skills in simulated crises situations	Written assignment 50% 1000 words	Exam 60 minutes 50%
CORP3400	Strategy and Management Dissertation	Undertake independent project	Lit review 20% 2000 words	Dissertation 80% 6000-8000 words
CORP3547	Business Ethics and Corporate Social Responsibility	Appreciate and explain the relationship between CSR and business ethics Evaluate different perspectives concerning the value of corporate social responsibility and ethical reflection within business Identify and describe key CSR concepts and their application within the business sector Demonstrate a critical understanding of the main ethical theories and frameworks for the analysis of business and managerial conduct Identify, discuss and analyse ethical issues faced by different types of companies and corporate decision-makers	Individual Essay 50% 1000 words	Exam 60 minutes 50%
ACFI3307	Investments and Portfolio Management	Understand modern theories and techniques used in portfolio management	Coursework 1 100% word limit 3000 words	
ACFI3310	Advanced Corporate Finance	Understand contexts, theories and practices important to financial managers	Individual report 30%	Unseen exam, closed book 70% 120 mins
ACFI3420	Accounting and Finance Project	Undertake independent project	Research proposal 30%	Completed project 70%