

De Montfort University

in partnership with

*Niels Brock,
Copenhagen Business College*

**BA (Hons) Business
Administration**

Strategy Stream

**CURRICULUM
2019-2020**



NIELS BROCK
EDUCATION SINCE 1881

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BA (HONS) BUSINESS ADMINISTRATION

DE MONTFORT UNIVERSITY (DMU)

in partnership with

***NIELS BROCK (NB)
COPENHAGEN BUSINESS COLLEGE***

1. INTRODUCTION

De Montfort University is a university incorporated in the United Kingdom by the Education Reform Act 1988 and granted University status by order of the Privy Council in 1992.

Niels Brock, Copenhagen Business College, established 1881, is the oldest and largest business college in Denmark.

This CURRICULUM describes the Final Year of the

- ***Bachelor of Arts (Honours) Business Administration Degree, De Montfort University, as it is delivered in Copenhagen, Denmark by Niels Brock, Copenhagen Business College, Faculty of Professional Higher Education.***

This description is issued without prejudice to the right of De Montfort University and Niels Brock to make such modifications as they consider necessary, without prior notice.

It is an intensive programme of study, which means that it is necessary for students to attend regularly and to participate fully in the classes. In terms of status, participants are both students of De Montfort University and students of Niels Brock.

2. AIM AND OBJECTIVES

The purpose of this programme of study is to develop the students' abilities, building on the foundations of Danish or international 2-year higher education degrees or diplomas. Therefore, the BA (Hons) Business Administration programme forms a natural progression from e.g. the Danish AP degrees in Financial/Marketing Management (Finans/Markedsføringsøkonom) and other equivalent Danish or international business degrees/diplomas - enlarging and strengthening the knowledge and skills already learnt and introducing new concepts and procedures. This is to ensure that graduates will be able to evaluate theory and put it into practice in order to improve their effectiveness and efficiency as business people. The main focus is on theoretical content, analytical rigour and critical application, in a context of knowledge and experience relevant to future managers.

The overriding aim of this programme of study is to prepare managers who can evaluate theory and put it into practice in order to improve effectiveness. The aim will be met by achieving the following objectives:

1. Stimulating the intellectual development of students through an academically challenging range of inputs presented in a modular fashion.
2. Providing opportunities to reflect critically upon the nature of their professional activities in the light of modern theoretical perspectives so that they may evaluate these and improve their own performance.
3. Providing students with an awareness of the impact of private sector organisations in a series of wider contexts.
4. Encouraging the exchange of ideas, perspectives and information.

3. LEARNING OUTCOME

Upon successful completion of the programme of study, graduates will be able to:

- Select from and discriminate between a range of analytical business frameworks;
- Utilise those analytical business frameworks in a variety of business contexts;
- Gather, synthesise, analyse and use data to reinforce arguments and to provide empirical evidence in a variety of written formats;
- Produce well structured and coherent written material, which will be suitable for a number of work based situations;
- Apply theoretical models and their predictions to real world situations;
- Take an overview of an organisation and understand the relationships between its components and in turn their relations and that of the whole organisation to a variety of business contexts, within which the organisation operates;
- Prescribe short, medium and long-term actions for firms and make recommendations with regard to appropriate disposition of resources.

4. THE STRUCTURE

This programme of study is taught and assessed at Niels Brock, Copenhagen Business College, Denmark, concurrently with the 3rd and final year of the Business Studies Degree offered at De Montfort University, Leicester, England.

The programme offers a BA Honours qualification in a modular package, consisting of 2 core modules and 3 or 4 specialised stream modules over two semesters. Each module is valued at 15 UK credits (7.5 ECTS) or 30 UK credits (15 ECTS). All modules run across both semesters, and will be examined at the end of the second semester.

◆ Core Modules:

| Code | Module | UK Credits | ECTS Credits |
|-----------|-------------------------------------|------------|--------------|
| CORP 3501 | Global Strategic Management | 30 | 15 |
| CORP 3544 | Global Contemporary Business Issues | 30 | 15 |

◆ Strategy & Management Stream:

| | | | |
|----------------------|---|------------|-----------|
| CORP 3400 | Strategy & Management Dissertation | 30 | 15 |
| ENTE 3506 | Creative Management and Marketing | 15 | 7.5 |
| CORP 3600 | Business and Environmental Sustainability | 15 | 7.5 |
| Total Credits | | 120 | 60 |

UK credits for the top-up study year constitute CATS 120 (= 60 ECTS). With Accredited Prior Learning (APL) of the qualifying 2-year+ AP Degree, total UK credits are 360 (= 180 ECTS).

Core Modules

CORP 3501 Global Strategic Management



Credit Value: 30 UK credits = 15 ECTS

1. Module Characteristics

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.

The module emphasises concepts and tools necessary for critical strategic analysis. It focuses on specific strategic issues and challenges that affect contemporary business operations, including mergers and acquisitions, strategic alliances, knowledge management. A strong focus will be placed on the management of change, organisational learning and strategy implementation.

2. Learning Outcomes

- Understanding and critical appraisal of strategy concepts: students can demonstrate understanding and competent use of strategic management concepts
- Strategic analysis: students selectively use analytical concepts and develop a well-founded strategic analysis of a company case.
- Group presentation of analysis of theory: Students synthesise their strategic analysis and critical thinking and present their findings in an appropriate manner.
- Team working: Students effectively engage in collaborative learning in the context of assessments
- Critical thinking and understanding of the strategic issues: students successfully engage in individual learning and strategic thinking by evaluating concepts, processes and models.

3. Assessment (subject to change)

| Component Type | Duration of assessment | Assessment Weighting |
|--|------------------------|----------------------|
| Coursework 1 – Individual online multi-choice-question test | | 20% |
| Coursework 2 – Individual audio commentary on a news related current case study, identifying a strategic issue | | 35% |
| Unseen Exam | 3 hours | 45% |

CORP 3544 Global Contemporary Business Issues



Credit Value: 30 UK credits = ECTS 15

1. Module Characteristics

This module is designed to critically evaluate how current 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 covered in the 2011/2012 academic year were:

- The Arab Spring and its implications for international business.
- The economy of the USA, the issues of National Debt & Credit Rating as well as the relative performance of the US in relation to the BRIC countries – with specific comparative reference to China and India.
- The role of International Reserve Currencies, especially in relation to the US dollar and the potential rise of the Chinese Yuan
- International Stock Markets with a special emphasis on the role of the Speculator.
- The impact of rising world Commodity Prices on businesses emphasising the risk of Stagflation
- The Economics of Recessions and the risk of 'Double-Dip Recessions – against the background of the European Debt Crisis
- The Fate of the Euro
- The advantages and disadvantages of European Union membership.

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

- The advantages and 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

2. Assessment (subject to change)

| Component type | Description | Length/ duration | Assessment Weighting |
|----------------------------|------------------|------------------|----------------------|
| Individual assignment | Individual essay | | 40% |
| Tutorial presentation | Presentation | | 30% |
| Multi-choice-question exam | Individual MCQ | | 30% |

Strategy Stream Modules

CORP 3400 Strategy & Management Dissertation



Credit Value: 30 UK credits = 15 ECTS

1. Module Characteristics

When a student undertakes a dissertation he/she is offered the opportunity for students 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.

On 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

2. Learning Outcomes

1. Develop skills in the collection of data
2. Be aware of different methodological approaches
3. Utilise and integrate academic studies and, where appropriate, work experience
4. Produce an academic piece of work of substantial length

3. Learning and Teaching Strategies

The dissertation process has two parts. Part 1 involves the completion of a Literature Review, part 2 the completion of the whole dissertation .

The Literature Review requires the 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 the student with an overview of, and background to his/her chosen topic or subject area.

The Dissertation is likely to be a sustained argument. Its principal aim is to use a selection of concepts, theoretical ideas, observations, statistical findings and the 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.

4. Assessment (subject to change)

| | | |
|-------------------|-------------|-------------|
| Literature Review | 2,000 words | Weight: 20% |
| Dissertation | | Weight: 80% |

ENTE 3506 Creative Management and Marketing



Credit Value: 30 UK credits = 7.5 ECTS

1. Module Characteristics

This module aims to introduce students to managing 'outside the box' and to understand external and internal business environments through creative perspectives. For example, it uses experiential learning such as cross - cultural negotiations, to encourage students to apply contemporary concepts of managing relationships in global industry networks.

The module uses both strategic management and strategic marketing philosophies to illuminate entrepreneurial (growth in small firms) and intrapreneurial (renewal in large organisations) behaviour, and to explore the nature of creative organisational climates.

2. Learning Outcomes

Students should:

- Demonstrate the application of creative management and marketing techniques, entrepreneurship and intrapreneurship, to real-life business situations.
- Synthesise analytical frameworks of creative management and marketing at individual, group and organisational levels.
- Demonstrate an understanding of the barriers and enablers to building successful creative business relationships.

3. Learning and Teaching Strategies

Lectures will be used to introduce topics and stimulate creative action in tutorials. Students are expected to complete additional preparatory work prior to tutorials. Tutorial exercises will be progressive, leading towards the two formal assessment components based on group and individual learning.

The tutorial and assessed work will help develop a range of skills, including the ability to develop and manage networks of strategic business relationships with an emphasis on creative idea implementation for competitive advantage. In this way students should be able to demonstrate the grounding of theory to best practice.

4. Assessment Criteria (subject to change)

- Group-based simulation - 50%
- Individual portfolio of evidence based on learning outcomes - 50%

The assessment strategy will entail the creation of simulated networks of small, medium and large organisations (value chains), and demonstrations via creative scenarios of entrepreneurial and intrapreneurial behaviour -

5. Indicative module learning materials

- Mandatory text: Distributed at study start.
- Bibliography
- Journals
- Electronic databases and AV Materials

CORP 3600 Business and Environmental Sustainability



Credit Value: 15 UK credits = 7.5 ECTS

1. Module Characteristics

The module is concerned with the question of how and why firms might respond to pressures to improve their environmental performance. It examines the growth of the environmental movement, the major drivers for change in corporate ecological responsiveness, alternative models of corporate greening, the ways in which firms can demonstrate their environmental credentials and notions of sustainable development and the sustainable business organisation.

The module adopts an inter-disciplinary approach to the subject matter and has close links with other modules, most notably Strategic Management and Contemporary Business Issues.

2. Learning Outcomes

1. Identify the main barriers to and drivers of corporate ecological responsiveness, with reference to the extant literature of corporate greening
2. Analyse the role a government can play in encouraging firms to become more environmentally responsible
3. Critically evaluate the potential benefits to a firm of a 'greener' response to external demands for change
4. Explore the organisational implications of becoming 'green'
5. Produce logical, well-argued and well-presented answers in an oral and/or written format

3. Assessment (subject to change)

| Component type | Description | Length/ duration | Assessment Weighting |
|-----------------------|--------------------------------|---------------------|-------------------------|
| Individual assignment | Outline project/essay proposal | | 50% |
| Unseen Exam | | 2 hours | 50% |