

## Bachelor of Arts (Honours) Business Management and Finance

Module	Course synopsis
1. Ethics Scandal and Business Decisions	This module seeks to introduce students to a full range of questionable business practice and considers the impact they have on society and business reputation and standing. Topical issues and news related incidents alongside traditional / well known situations drawn from media and televised reproduction (eg film)
2. Responsible Business	This module examines the nature of business enterprise and its relationship with wider society, seeking answers to the question: what does it mean for businesses to behave responsibly.
3. Managing Employee Performance	The module introduces the students to how organisations can drive sustained performance by creating a high-performance work organisation (HPWO). It aims to introduce students to the key concepts and theories underlying Performance Management and how these relate to individual employee performance.
4. Organisational Behaviour in the Digital Age	This module is designed to develop students' knowledge, awareness and understanding of one of the most challenging focuses facing organisations today - the role, relations and relevance of people in the workplace.
5. Finance and Capital Markets	This module will provide students with an introduction to the essential concepts of finance and capital markets. Students will be able to describe the role of financial intermediary's within the economy as well as the functions they perform.
6. Introduction to Economics	This module is designed to provide an introduction to economics. The module aims to provide knowledge and comprehension of the basic economic principles and techniques related to microeconomics and macroeconomics.
7. Management and Leadership	This module provides student with a broad understanding of the key concepts and principles of management and leadership.
8. Research Methods and Project Management	This module considers the use of quantitative and qualitative research methods in subject contexts, and allows students to develop skills in the collection, analysis and reporting of relevant data.
9. Integrated Marketing Communications	This module aims to provide students with an overview of marketing communications from both theoretical and managerial perspectives. The role of IMC will be examined as an influence on buyer behaviour and as a major element in the marketing mix.
10. People Management	The module explores the changing nature of work and contemporary issues in people management. This module will seek to encourage students to consider the various aspects of people management as part of the wider culture and managerial contexts

11. Managing Finance	This module is built around key decisions that managers must make on a day to day basis; what to produce, how and how much, at what price, how to best use the resources available.
12. Corporate Finance	The aim of this module is to create an understanding of the financial decisions that are made by corporations. Students will evaluate stakeholder theory and its relationship to a business's objectives.
13. Developing a Business Research Project	The aim of this module is to prepare students to undertake an independent enquiry through individual self-directed project work. This module provides students with the skills and knowledge to design and plan a research project.
14. Business Research Project	The aim of this module is to facilitate and express independent enquiry in a small scale substantial piece of individual self-directed research work. This module provides students with the opportunity to conduct a piece of research through individual and independent activity and to present their findings in using visual aids and in written academic format that meets professional standards.
15. Organisational Strategy & Decision Making	The requirement for effective strategic management is increasing due to the highly complex and turbulent environments in which most private and public sector organisations currently exist.
16. Contemporary Business Economics	Prospective managers working in an international context require a clear understanding of key aspects of the international economy. The module has a firmly contemporary focus, with the particular international business economics topics delivered being selected to address current issues of importance.
17. Insurance and Risk Management	This module will introduce students to the economic principles underlying the insurance industry and critically evaluate the industry's development.
18. International Marketing	The purpose of this module is to provide students with a detailed knowledge and awareness of marketing theory and operations at an international level.