

## Bachelor of Arts (Honours) Business Management

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 (e.g. 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. Ventures in Entrepreneurship	The aim of this module is to expose students to the exciting, challenging and increasingly complex work of entrepreneurship and business 'start-ups'.
6. Business Operations	This module will give a broad awareness of the fundamentals in business from a financial, economic, marketing and organisational perspective.
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. Strategic Marketing Planning	The aim of this module is to provide students with knowledge of marketing planning in a global context. With markets shifting and changing constantly it is crucial that businesses and other organizations are able to assimilate information and conduct effective marketing planning.
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. Leadership Innovation and Change	This module provides students with a detailed understanding of the key concepts and principles of leadership and how leadership may be used to influence innovation and change within organisations.
17. Operations and Project Management	This module seeks to develop an appreciation of the theoretical and practical issues relating to project management and operations management from a strategic and operations perspective
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.