

BSc (Hons) Business Management
The University of Birmingham , UK

Modules Offered and Outline

BACHELOR OF SCIENCE (HONOURS)					
Module	Business Management (240 credits)	Business Management with Language (240 credits)	Business Management with Industrial Placement (360 credits)	International Business (360 credits)	International Business with Language (360 credits)
(YEAR 2)					
Semester 1					
Market Research	X	X	X	X	X
Managerial Finance	X	X	X	X	X
Consumer Behaviour	X		X	X	
Project and Events Management	X	X	X	X	X
Change Management	X		X	X	
Services Marketing	X		X	X	
Mandarin		X			X
Semester 2					
Research Skills	X	X	X	X	X
International Marketing	X	X	X	X	X
Employment Relations	X		X	X	
Business Accounting	X	X	X	X	X
Markets, Competition & Regulation	X	X	X	X	X
Mandarin		X			X
Semester 3					
Industry Placement A			X		
International Work Placement or Study A				X	X
(YEAR 3)					
Semester 1					
Marketing Ethics	X		X	X	
eMarketing	X	X	X	X	X
Marketing Communications	X	X	X	X	X
Globalisation, Transnationals & Economic Policy	X	X	X	X	X
Mandarin		X			X
Semester 2					
International Human Resource Management	X	X	X	X	X
New & Hi-Tech Product Marketing	X	X	X	X	X
Advertising	X		X	X	
Strategic Management	X	X	X	X	X
Entrepreneurship	X	X	X	X	X
Dissertation	X	X	X	X	X
Mandarin		X			X
Semester 3					
Industry Placement B			X		
International Work Placement or Study B				X	X

All modules are correct at time of printing, but may change to reflect changes in the UK programme.

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MODULE OUTLINE

Advertising

In this module students develop an awareness of the components of advertising, how advertising works, advertising design and how audiences respond to advertisements. They also learn how to appreciate advertising from an ethical point of view and understand how a TV commercial is designed. They analyse and evaluate the role of advertising in marketing activity and present solutions via assessed group work, action learning (evaluating real life advertisements). They assess the impact of other theoretical domains in the development of advertising theory.

Business Accounting

This module offers an introduction to management accounting and its supporting role in the management and decision-making process of business entities, with a particular focus on large organisations. Rather than the detailed operations of accounting systems, the module concentrates on the application of management accounting. It shows how accounting information can be used in producing plans, monitoring and controlling operations, and how it relates to the external financial environment.

Change Management

How does organisational change affect management? This module will delve into the nature, degree, processes and management of organisational change through case study analysis to build an understanding of the interpersonal, group and organisational issues associated with change management in a range of organisational arenas.

Consumer Behaviour

The module develops the understanding of consumer research and the application of this in marketing management. Apart from theory, the module also covers the practical implications of consumer behaviour on business and decision-making. Key factors in consumer behaviour such as decision making, perception, learning, attitude development, personality, involvement and motivation as well as the impact on social, environment and cultural influences will be covered.

Dissertation

This compulsory module provides the opportunity to carry out independent research work over a period of two semesters with the dissertation topic to be determined in consultation with a supervisor. The process includes a written progress report in Semester 1, a draft submitted in Semester 2 and the final research version to be submitted towards end of Semester 2.

eMarketing

Marketing on the internet poses a new array of opportunities and challenges. Marketers need to understand new concepts, tools, and business models that comes with an increasingly IT savvy consumer. The aim of this module is to introduce an e-marketing dimension to conventional marketing principles.

Employment Relations

The human factor cannot be underestimated in the organisational process and this module puts a focus on the management of employees. It covers the topics on the fairness of wages, worker participation in management, the role of managerial discretion, the effects of labour law on management-worker relations and the impact of unions, as well as the rise in part-time and temporary work.

Entrepreneurship

Students will put their theoretical knowledge into practice in this module which will require them to produce a realistic business plan for their own start-up company. An online self-learning tool with interactive and planning elements will be provided to build the business proposal. This tool includes finance spreadsheets, discussion boards, case studies of successful graduate start ups and video presentations. Students are also expected to compile a reflective learning diary to note the implications of academic literature in relation to their own business.

Globalisation, Transnationals & Economic Policy

This module offers perspectives on globalisation and development, the impact of transnational companies on product and labour markets and the transnational and the international economic system. Case

studies on the role of transnationals in Central and Eastern Europe and Japan will also be examined to offer real life examples. The module also expands in the perspectives on industrial policy design in relation to innovation, finance-industry relations, FDI, clusters, environment education and European issues.

International Human Resource Management

This module aims to introduce students to the fundamental theories and practical issues in the management of human resources in international organisations. It examines the factors (including cultural ones) that influence management of human resources and how national business systems influence the human resource practices within multinational corporations.

International Marketing

When it comes to our increasingly globalised world, knowledge of the international environment is essential. This module gives a background on the scope and challenges of international marketing, as well as the impact of culture on this area of marketing. It will also look into ways to assess opportunities, develop strategies and build frameworks to support international marketing efforts.

Managerial Finance

This module shows how technical financial methods can be applied to practical decision making in management decisions as well as the limitations of these methods. Dealing with topics such as investment appraisal, financing and dividend decisions, this module offers an introductory- to intermediate-level insight into corporate finance.

Marketing Communications

The aim of this module is to examine the theories, principles and practice of advertising and marketing communications. Students will study theories and models of how marketing communications works and the various parts of the communications mix (Advertising, Public Relations, Sales Promotion and Direct Marketing). They will discuss the planning of communications campaigns and particularly problems and opportunities involved in developing communications briefs, and managing global and electronic campaigns. The module will also touch on the ethics underpinning marketing communications.

Marketing Ethics

Social responsibility and organisational ethics are increasingly being seen as a core value for organisations. This module will explore a range of ethical issues in marketing theory and practice and will examine issues concerning the ethics of markets and marketing, ethical marketing and decision-making, ethical consumption and the ethics of consumption, power relationships between producers and consumers, as well as the ethical philosophies and frameworks in marketing.

Market Research

This module is concerned with the fundamentals of market research and will cover the principles and practice of data collection for marketing research purposes. An emphasis will be placed on the collection of primary data by survey questionnaires.

Markets, Competition & Regulation

This module covers the economic analysis of market power, structure conduct and performance monopolies and dominant firms as well as game theory, non-cooperative oligopoly models, the technical progress, international trade, principal-agent theories and transaction costs. Building on the basics, this course also covers theories on discriminatory, predatory and limit pricing, mergers, collusion, restrictive practices, vertical restraints, advertising and competition, the regulation of natural monopolies, the deregulation of oligopolistic industries as well as issues of alliances and competition.

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New and Hi-Tech Product Marketing

Hi-tech products are keys to survival and growth, and they face different marketing challenges from conventional and existing products. This module covers the growth area of new products and the differences in the environments encountered, consumer groups targeted, policy options, and research methods. This module will explore a different set of ideas and approaches as hi-tech products are unique in terms of the marketing constants and variables they encounter.

Project and Events Management

This module will introduce students to the basic principles of project management and the structured processes of events management. This module combines the techniques of project planning with the practice of project management. It covers: Critical Path Analysis; Resource Scheduling; Earned Value Analysis and Work Breakdown Structures.

Research Skills

This module will build a strong foundation in research skills – a cornerstone of business and management. The module will cover the basics of research design and build strengths in the collection, interpretation, measurement and analysis of data. The module will also teach presentation skills and dissertation writing.

Services Marketing

Traditional marketing involves the marketing of a company's product to a group of potential customers. However, in today's economy it is the service sector that is becoming increasingly important. Services are important because as consumers we use services on a daily basis. When studying services marketing, there are particular characteristics of services that make them difficult to precisely define. The main issue being that there is a lack of tangibility or substance to focus upon, unlike traditional marketing thought where the emphasis is on the tangible product. The emphasis on the intangibility of the service introduces a new set of variables and issues into the marketing equation. The services marketing concept combines customer focus, co-ordinated marketing and profitability. The focus of the course will be on understanding that not all services are the same and therefore it is important to understand the characteristics of different types of service organisations and how marketing objectives and strategies need to be tailored to address these points.

Strategic Management

This module covers basic strategic management concepts such as the analysis of the internal and external environments of companies and strategic advice at the business unit, corporate and inter-company levels. It also looks at strategic management in an international context and strategy implementation. The module also allows the application of the theories taught with the presentation of case studies on individual companies by student groups.

Industry Placement A & B

This Level 1 60-credit module comprises a minimum of 12-week internship and an essay to show the understanding and application of analytical frameworks such as Marketing, Procurement or Supply Chain Management, Human Resource Management, Accounting, Finance or Operations to problems, issues and decision making in the context of real business management. Students will be expected to arrange their own placements in consultation with the University or SIM.

International Study A & B

This Level 1 60-credit module is a compulsory component of the International Business Programmes, and comprises overseas study and essay/s to highlight differences in culture, business practice and socio-political-economic factors impacting on business. Students may choose to study at any University or Business School in North America, Latin/South America, Europe, the Far East or Asia-Pacific region (including Universitas 21), not in the student's home country subject to acceptance by the host institution.

International Work Placement A & B

This Level 1 60-credit module is a compulsory component of the International Business Programmes, and comprises a 12-week internship and essay/s to improve the understanding of different approaches to business management, experience a different society and learn about differences in culture, business practice and socio-political-economic factors impacting on business.