

and visual means. You will begin by deepening your understanding of hypothesis testing methods concerning means of samples. You will then learn about the essential tools of correlation and regression, leading naturally to multiple regression analysis. After this, your learning will be focussed on modelling business scenarios using time-series forecasting, model simulation and validation, linear programming, project planning methods and decision-making. In addition, the mathematical theory behind how monetary values are affected by time (for example interest calculations, mortgages, net present values) and effective inventory control models will be explored. Your learning will be underpinned by relevant examples from the business world. Wherever relevant, you will be taught how to use a digital tool to perform these tasks. You will learn through a mixture of lectures, IT-based seminars and scenario-based seminars. You will be encouraged to communicate your findings both orally and in writing, and to defend your assertions using sound quantitative reasoning. You will be assessed on your learning with a computer-based course test (20%) and a written examination (80%). On successful completion of the module, you will have the knowledge and skills to assess relevant business problems in a quantitative manner, choose an appropriate method of analysis, perform the analysis and communicate your findings effectively. In addition, you will have knowledge of the mathematics that drives these methods allowing you to understand, build and analyse more complex situations.

2020/1 - NBS-5013A DIGITAL MARKETING AND THE SERVICE ECONOMY

Autumn Semester, Level 5 module

(Maximum 1 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:E2\

Exam Period:SPR-02

NBS-5013A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

This module advances your understanding of strategic marketing by focusing on digital and service marketing. While strategy is about planning, developing and continuously creating the firm's future to ensure sustainable competitive advantage, today's firm must learn to adapt its marketing activities and ground its understanding in the reality of its chosen markets. This module draws on digital marketing and service theories by highlighting different models, case studies and industry experience. It proposes to develop strategic thinking for marketers in a highly challenging technological world, and to help lead firms in facing future challenges in a more connected economy.

2020/1 - NBS-5015A EMPLOYABILITY, CREATIVITY AND PERSONAL DEVELOPMENT

Autumn Semester, Level 5 module

(Maximum 1 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:E2/-C3

NBS-5015A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

The overall aim of this module is to encourage you to develop key employability skills that will stand you in good stead for a future career in business, management, and the creative sectors. You will find opportunities to practice skills such as self-organization, communication, leadership, creativity, design thinking, and problem solving relevant to the expectations of graduate employers. The module will put you right in the centre of your own learning and engagement, with an array of developmental activities designed to develop yourself and to develop adaptable and practical approaches to your future roles within organizations. This module draws from an interdisciplinary perspective to understand career success, creativity, self-making and personal branding. It will build on foundational concepts and skills in career development from across disciplines, including psychology, business, design thinking, entrepreneurship, and employability. The module also involves the development of practical employable skills including preparing CV, writing a cover letter, and preparing for job interviews. This is an applied vision and skill development module focusing on the development of the new skill sets for professionals of the 21st century. It is designed as a learning environment and a management trainee program that focuses on the development of knowledge and skills for global leaders. A core belief underlying our approach, demonstrated in interactive sessions, stems from the Chinese proverb, "Tell me and I forget. Show me and I remember. Involve me and I understand." We will have intensive brainstorming sessions, professional development workshops and executive training programs to help you and your colleagues to develop and apply professional skills for your career in the 21st century. In today's global, rapidly changing knowledge based economy, learning and experimenting with employable skills is one of the smartest investments you can make for your future career.

2020/1 - NBS-5101A FINANCIAL REPORTING

Autumn Semester, Level 5 module
(Maximum 280 Students)

UCU: 20

Organiser: Mrs Jessica Kirkham

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination

Timetable Slot: D1\,H2\

Exam Period: AUT-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4108B

What are the rules that dictate how company accounts should be prepared and why do those rules exist? This is the essence of this module. Whilst company directors may wish to present the financial condition of a business in the best possible light, rules have been developed to protect investors and users of the accounts from being misled. You'll develop knowledge and skills in understanding and applying accounting standards when preparing financial statements. You will also prepare and analyse statements of both individual businesses and groups of companies. Large UK companies report using International Financial Reporting Standards, and these are the standards that you'll use. You'll begin by preparing basic financial statements and progress, preparing accounts of increasing complexity by looking at topics including goodwill, leases, cashflow statements, foreign currency transactions,

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:G1/-H2\, F2\|F2/\A2\|A2/

BEFORE TAKING THIS MODULE YOU MUST (TAKE NBS-4003Y OR TAKE NBS-4009Y OR TAKE APCL-NBS-4) OR (TAKE APCL-NBS-4 OR TAKE NBS-4002Y OR TAKE NBS-4007Y OR TAKE NBS-4008Y) AND (TAKE APCL-NBS-4 OR TAKE NBS-4005Y OR TAKE NBS-4011Y)

Innovation is at the centre of the modern economy. It is convincingly argued that the development of individuals, business, cities and whole nations increasingly relies on their capacity to develop not only new products and processes, but also new technologies, new organisational structures and new cultural forms. This module will introduce you to key concepts and topics in innovation management research from a critical perspective. You will then explore the application of those ideas to management practice.

2020/1 - NBS-6014A MANAGEMENT CONSULTING AND DEVELOPMENT

Autumn Semester, Level 6 module

(Maximum 1 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:E1

NBS-6014A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

You'll be introduced to the tools, techniques and the practical frameworks associated with management consulting, as well as examine how organisational development is implemented by management consultants. Ideally, you'll be considering a career in management consulting and/or have an interest in organisational development.

2020/1 - NBS-6015A SUPPLY CHAIN MANAGEMENT: STRATEGY AND DESIGN

Autumn Semester, Level 6 module

(Maximum 1 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:F2/, A2\|A2/

Exam Period:SPR-02

NBS-6015A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

Every time you enter a supermarket and find your required groceries available on the shelf, it means that a supply chain has served its purpose. Supply chains are often very complex, encompassing a multitude of firms, processes and people. Supply Chain management (SCM) is about how materials suppliers, manufacturers, retailers and service providers collaborate to

means you can put into practice what you learn while you are taking this module.

2020/1 - NBS-6026A COMPETITION AND CONSUMER POLICY FOR MANAGERS

Autumn Semester, Level 6 module

(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot: B2, A2/G1\

NBS-6026A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

This module gives a unique insight into competition and consumer policy in the UK and the EU. Awareness of these policies are indispensable to the prudent operation of any business. The module introduces you to the high-level research and policy work that NBS's Centre for Competition Policy is doing. The module is split into two parts. The first part focuses on competition policy, the aims of which is to promote competition in the marketplace; make markets work better and contribute towards improved efficiency in individual markets. You will examine the main components of competition policy and examine how they contributed to enhanced competitiveness of UK businesses within the UK, the European Union (EU) and the global economy. In the second part of the module you will look at consumer policy and how it ensures maximal consumer participation in markets. You will explore how these policies affect businesses in the UK and globally. The module is practice-driven and builds strongly on NBS research. Students are expected to interact throughout the module, present case studies, and engage in the discussion of topical consumer and competition related issues. Throughout the module we rely on case studies that facilitate the understanding of the anatomy of business behaviour relevant to competition and consumer policy. The module also contains, as a key component, information on how business can comply with the relevant laws and regulations governing competition and consumer policies.

2020/1 - NBS-6027A SHOPPER MARKETING

Autumn Semester, Level 6 module

(Maximum 1 Students)

UCU: 10

Organiser: Dr Arvind Yadav

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot: H2/, H3/

NBS-6027A IS FOR SEMESTER 1 VISITING STUDENTS ONLY

Shopper marketing is concerned with the factors that influence buyer behaviour where it matters most – at the point of purchase, in-store or online. These factors are referred to as situational factors and relate to the individual shopper, the environment (store or website), the buying goals (self or other-orientated), and the shopping mission (routine repeat purchase, or special occasion). You will explore the way in which retailers, manufacturers and distributors work together to influence, anticipate and meet the needs and wants of distinct shopper segments through the manipulation of the retail environment, the marketing mix and the

