2020/1 - NBS-4103B APPLIED BUSINESS PROJECT

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Dr Kevan Williams
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:B2/

The aim of the first year of your BA degree is to actively engage with the learning process so you can begin to become reflective and professional managers. We believe the best way to make this happen is to participate in an independent project which challenges you to solve a real world problem to which (unlike the exams which got you into university) there is no set solution! The project is designed to be as much like the 'real' business management world as possible; it has an uneasy beginning, a complex middle, and a difficult end. Student teams start the project as the owners of a new business; but are short of funding, market knowledge, accurate accounts, and a direction for the future. Several dummy businesses will be available to choose from. During a weekly seminar session, and in your own study time, you will have the chance to work on problem framing, personal development, and process reflection. Goals, measures, and direction are to be triggered by tutors but then framed and applied by the students. You can 'solve' the 'problems' anyway they like, but success (and your assessment) is ultimately dependant on consideration of what you have learned and have applied from the other 5 modules you take during the first year. You will also have a series of high level lectures which will help you develop you capacities to deal with project of this nature. Topics include: Team working, from theory to practice; Project management principles; evidence in academic Vs Practitioner contexts; Presentation Skills, and reflective & report writing. The module concludes with a 'live' and 'immersive' dragon's den style event.

2020/1 - NBS-4104B MANAGING DATA IN A DIGITAL WORLD

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Dr Jack Whybrow
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:F1

This module is about how data is central to business and to the academic study of business. This module will explore what is meant by data, the variety of forms that data takes, and the origin and lifecycle of data. The module considers the tools that organisations use to gather, store and manipulate data, including the use of spreadsheets. The module will introduce basic statistical concepts used in business research. Finally, the module will explore the interpretation of data in business and research contexts.

2020/1 - NBS-4105B PRINCIPLES OF MARKETING

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Dr Lucill Curtis
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination
Timetable Slot:B1\,G2+
Exam Period:SPR-02

This module is a general introduction and foundational grounding to Marketing. It is concerned with marketing functions of an organisation and seeks to develop awareness and understanding of marketing as an integrated and business activity. It focuses on the theoretical frameworks, which underpin an organisation's responses to market demand. Additionally, it considers examples of marketing strategy and planning for a variety of organisational contexts to provide an industry perspective to theory. It is suitable for all UEA students and is a stand-alone module.

2020/1 - NBS-4108B INTRODUCTION TO FINANCIAL AND MANAGEMENT ACCOUNTING

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Mr James Armes
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination
Timetable Slot:F2,D3\
Exam Period:SPR-02

This module provides a foundation in the theory and practice of accounting and an introduction to the role, context and language of financial reporting and management accounting. The module assumes no previous study of accounting. It is be taken to provide a foundation to underpin subsequent specialist studies in accounting.

2020/1 - NBS-4110B INTRODUCTION TO CORPORATE FINANCE

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Dr Yurtsev Uymaz
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination with Coursework or Project
Timetable Slot:B1
Exam Period:SPR-02

This module is designed to provide a solid ground on Corporate Finance theory and principles. This module aims to provide students with a fundamental knowledge and understanding of corporate finance including an understandingof the key financial issues

faced by the managers of firms. Key corporate finance applications include the structure of financial markets, investment decision-making, time value of money and measuring & assessing corporate performance.

2020/1 - NBS-4111B INTRODUCTION TO DIGITAL BUSINESS

Spring Semester, Level 4 module
(Maximum 500 Students)
UCU: 20 Organiser: Dr Pat Barrow
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination with Coursework or Project
Timetable Slot:H2
Exam Period:SPR-02

Digital business has the potential to improve business value by strategically managing, coordinating, and controlling organisations. You will explore how digital business supports transactional, decisional, and collaborative business processes by capturing, processing, storing, and distributing information. You will also learn about systems to manage the enterprise, customers, and suppliers. Through four areas of focus: Businesses, Systems, Technologies, and Transformation, you will learn how to apply technologies to address business' grand challenges and opportunities.

2020/1 - NBS-5905B QUANTITATIVE METHODS FOR BUSINESS

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Robert Jenkins
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination
Timetable Slot:TBC
Exam Paper(hrs):3

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4004Y OR TAKE CMP-5034A OR TAKE APCL-NBS-4
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5005Y

How do businesses use mathematics to make strategic decisions? How can statistical methods help you understand complicated situations and which ones should you use? How can digital tools help you solve quantitative problems? You will be given an insight into these questions. You will be introduced to important statistical skills and decision-making methods through their mathematical underpinning. Building upon this, you will develop your skills in using digital tools to describe and solve these problems too. You will learn to interpret and communicate the results of your analyses to potential colleagues and clients by written, oral 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 and a written examination. 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-5906B BUSINESS ETHICS

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Annilee Game
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST (TAKE NBS-4005Y OR TAKE NBS-4011Y OR TAKE APCL-NBS-4) AND (TAKE NBS-4002Y OR TAKE NBS-4007Y OR TAKE NBS-4008Y OR TAKE APCL-NBS-4)
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5006Y

How do we know what is morally right and wrong in business? What new and complex ethical issues are raised by the globalisation of business? Questions like these are central to this module. In this module, you will learn about the nature, applications and consequences of ethics in business. You will discover why individuals sometimes make unethical business decisions. You will learn to use theoretical tools that help you to identify and analyse key ethical problems associated with business practice. You will also gain knowledge of practical approaches for managing business ethics in organisations. This module is ideal for those with an interest in corporate responsibility and sustainability. You will begin with an overview of what business ethics is and why it is important. You will go on to master the major ethical theories and concepts that form the core of business ethics. You will then build on these foundations to explore important business ethics issues – examples could include whistleblowing, environmental sustainability, corporate influence and/or others. You will discover how to use ethical theories to gain an in-depth understanding of whether, and to what extent, such issues are ethically problematic. You will also gain hands-on experience of applying ethical theories to business scenarios through a range of activities (e.g. role-play, small group exercises, and case study). You will learn through a combination of interactive lectures and seminars, and independent study. You will be assessed through coursework and an exam. By successfully completing this module, you will have new knowledge and skills that increase your ethical awareness and enable you to communicate your ideas clearly and systematically based on evidence. You will also be equipped with theoretical tools that will help you to identify and analyse ethical problems and make ethically justifiable decisions.

2020/1 - NBS-5907B MANAGEMENT ACCOUNTING

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Ms Susan Wheeler
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination
Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4001Y OR TAKE NBS-4010Y OR TAKE APCL-NBS-4
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5007Y

This module aims to develop your understanding of the theory and practice of management accounting. It develops underpinning competencies in management accounting and builds on topics introduced in the first year. It extends comprehension of the role and system of management accounting for performance measurement, planning, decision making and control across a range of organisations. Additionally, it introduces recent developments in management accounting practice, particularly those which underpin its growing strategic role.
This module aims to develop your understanding of the theory and practice of management accounting. It develops underpinning competencies in management accounting and builds on topics introduced in the first year. It extends comprehension of the role and system of management accounting for performance measurement, planning, decision making and control across a range of organisations. Additionally, it introduces recent developments in management accounting practice, particularly those which underpin its growing strategic role.

2020/1 - NBS-5910B OPERATIONS STRATEGY AND MANAGEMENT

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Arijit Bhattacharya
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4002Y OR TAKE NBS-4007Y OR TAKE NBS-4008Y OR TAKE NBS-4003Y OR TAKE NBS-4009Y OR TAKE APCL-NBS-4
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5010Y

What does it take for an organisation to succeed? Managing operations well is critical to every type of organisation and requires both strategic and tactical skills. Only through effective and efficient utilisation of resources can an organisation be successful in the long run. Operations management is concerned with explaining how manufacturing and service organisations work. This module will introduce you to this functional field of management which encompasses the design and improvement of the processes and systems employed in the creation and delivery of an organisation's products and services.

2020/1 - NBS-5913B DIGITAL MARKETING AND THE SERVICE ECONOMY

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Lucill Curtis
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:TBC
Exam Paper(hrs): Exam Period:SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4006Y OR TAKE APCL-NBS-4
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5013Y

This module advances your understanding of strategic marketing by focusing on digital 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 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-5917B PRACTICAL LAW FOR MANAGEMENT

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Scott Summers
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:TBC
Exam Period:SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4002Y OR TAKE NBS-4007Y OR TAKE NBS-4008Y OR TAKE APCL-NBS-4
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5017Y

You will be introduced to aspects of law, which are relevant to your future careers as managers. It is an extremely practical module, which is taught using a range of legal cases, practical scenarios, and problem questions. This approach enables you to learn the essentials of business law in a useful and engaging way, and introduces you to some of the key legal documentation you are likely to encounter in a managerial role. You will learn where to find the law, the practical implications for managers, and when it is essential to seek legal advice.

2020/1 - NBS-5921B AUDITING AND ASSURANCE

Spring Semester, Level 5 module
(Maximum 999 Students)

UCU: 20 Organiser: Mrs Amanda Williams
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC
Exam Paper(hrs): Exam Period:SPR-02

BEFORE OR WHILE TAKING THIS MODULE YOU MUST TAKE NBS-5002Y OR TAKE NBS-5902A
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-5021Y

What do auditors do? When Enron collapsed in 2001 people asked where the auditors were? The same question was being asked when Lehman Bros collapsed in 2008. This module looks at the detail of what auditors do. You will learn about the tools used by auditors to plan and deliver a quality audit; tools such as risk assessment, documenting and analysing systems, testing details of transactions and using analytical procedures to understand where accounting errors may have occurred. You will start by going through the process of an audit, how the auditors use a risk based approach to develop an audit strategy and how that audit strategy is applied to different parts of the financial statements. You will look in depth at the audit of areas such as inventory. You will explore the specific issues thrown up by the pervasive use of information technology. You will consider how the audit fieldwork is reviewed and comes together to produce the audit report. When you have competed this module you will be able to understand and use the technical language of audit. You will have developed your transferable skills of critical evaluation of arguments and evidence.

2020/1 - NBS-5923B PERSONAL AND CORPORATE TAXATION

Spring Semester, Level 5 module
(Maximum 999 Students)
UCU: 20 Organiser: Mrs Loretta Bond
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC
Exam Paper(hrs): Exam Period:SPR-02

IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6003Y

How does the UK government raise money through taxes? There are several options available and in this module you will consider the rationale behind the main types of tax and learn how to prepare tax computations. Some aspects of international tax will also be considered. You'll develop knowledge of income tax, national insurance, corporation tax, capital gains tax and VAT. For each of these taxes you'll learn how to set out computations and calculate tax payable. You'll develop your analytical skills by considering how to reduce tax payable through tax planning and will also look at the ethical issues around tax avoidance and evasion. You'll be preparing tax computations for individuals, sole traders, partners and companies and will learn through lectures, seminars and self-study. As you progress, tasks will increase in complexity and you'll compare different types of income and methods of taxation. You'll be assessed by coursework (20%) and final examination (80%). On successful completion of this module you'll be able to complete detailed tax computations, apply tax planning techniques and be able to explain the underlying principles of the UK tax

system. This will give you a strong basis should you wish to progress in your tax accounting studies and may also come in handy for calculating your own tax liability in the future!

2020/1 - NBS-6903B PERSONAL AND CORPORATE TAXATION

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Mrs Loretta Bond
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination
Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5002Y
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6003Y

How does the UK government raise money through taxes? There are several options available and in this module, you will consider the rationale behind the main types of tax and learn how to prepare tax computations. Some aspects of international tax will also be considered. You will develop knowledge of income tax, national insurance, corporation tax, capital gains tax and VAT. For each of these taxes you will learn how to set out computations and calculate tax payable. You will develop your analytical skills by considering how to reduce tax payable through tax planning and will look at the ethical issues around tax avoidance and evasion. You will be preparing tax computations for individuals, sole traders, partners and companies and will learn through lectures, seminars and self-study. As you progress, tasks will increase in complexity and you will compare different types of income and methods of taxation. On successful completion of this module, you will be able to complete detailed tax computations, apply tax-planning techniques and be able to explain the underlying principles of the UK tax system. This will give you a strong basis if you wish to progress in your tax accounting studies and may also come in handy for calculating your own tax liability in the future!

2020/1 - NBS-6910B ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Dimitrios Dousios
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST (TAKE NBS-4005Y OR TAKE APCL-NBS-4 OR TAKE NBS-4011Y) AND (TAKE APCL-NBS-4 OR TAKE NBS-4006Y) OR (TAKE 1 MODULE FROM
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6010Y

You'll study the significance of entrepreneurship and the small business sector within the economy. There will also be a focus on research-led understanding of the factors that affect the small business birth, growth, success and failure.

2020/1 - NBS-6915B SUPPLY CHAIN MANAGEMENT: STRATEGY AND DESIGN

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Antonios Karatzas
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Examination with Coursework or Project
Timetable Slot:TBC

NBS-6915B PRE-REQUISITE RULE
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6015Y

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 design, manufacture, and distribute products or services to us, the final consumers. Success depends on the ability to provide suitable (be it innovative, high quality and/or low cost) products and services that match the needs and wants of the various supply chain entities. This module will introduce you to the challenges faced by procurement professionals and supply chain managers charged with designing supply chains and developing supply chain strategies that are fit for purpose. You will explore the principles and practices of supply chain strategy and design, and get the opportunity to apply a variety of frameworks, tools and techniques for improving supply chain performance. You will begin with the main strategic considerations when designing a supply chain, and appreciate why collaboration and exchange of information between the supply chain members always leads to better outcomes. You will then delve deeper in various areas of supply chain design (e.g. sourcing, logistics and inventory planning), and apply mathematical optimisation techniques to solve practical problems. You will learn through a combination of lectures and seminars, and benefit from a guest lecture by a supply chain management practitioner. Whether you start your own business, become a supply chain professional, or a company manager in a different functional area, successful completion of the course will help you appreciate the complexity and importance of supply chains. You will be able to make more knowledgeable and confident decisions that are performance enhancing and beneficial for all supply chain actors.

2020/1 - NBS-6918B PROJECT MANAGEMENT

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Mr James Cornford
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC

NBS-6918B PRE-REQUISITE RULE
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6018Y

Project management has become an increasingly important approach to management and

skilled project managers are in increasing demand across all sectors of the economy. You will be introduced to the basic tools and skills required to create, plan, deliver and evaluate projects. You will use these tools on a real project. You will critically reflect on your experience in the light of both the developing academic evidence-base on project management and current practitioner debates.

2020/1 - NBS-6923B STRATEGIC BRAND MANAGEMENT

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Mr James Gardiner
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC

NBS-6923B PRE-REQUISITE RULE
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6023Y

Look around you – how many brands do you see? On any given day, we encounter around 3,500 brand messages. Brands are all around us and are part of our lives. Some have even become cultural icons – think of Apple or Coca-Cola. But why do some brands stand out from the crowd, while others are quickly forgotten? Throughout the module, you'll be unlocking the secrets of successful branding. You'll gain in-depth and practical knowledge on how to create brands, communicate brand messages to consumers and establish meaningful relationships between brands and their customers. To develop thorough knowledge and understanding of brand management, you'll study the factors and strategies that contribute to building substantial brand value. By looking at numerous examples and case studies of real-life brands, you'll uncover how organisations successfully launch brands, maintain brand value, and how they manage brands over time and geographic boundaries. You will learn through a mixture of lectures, self-directed study and interactive seminars, which will give you the opportunity to put your knowledge into practice and test your understanding of the relevant theory. This module will enable you to develop your own branding ideas and communicate them effectively through written work and presentations to your peers. Studying brand management will be particularly useful if you are interested in a career in marketing, advertising or market research.

2020/1 - NBS-6924B ORGANISATIONAL INFORMATION SYSTEMS

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Pat Barrow
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type: Coursework
Timetable Slot:TBC

NBS-6924B PRE-REQUISITE RULE
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6024Y

You will explore the key assumptions surrounding the use of information in contemporary

organisations. You will examine the issues within a modern philosophical framework, while focusing on a critical reflection of the methodology and organisational models that form the basis of organisational systems.

2020/1 - NBS-6929B DEVELOPING TALENT; MANAGING YOUR CAREER

Spring Semester, Level 6 module
(Maximum 999 Students)
UCU: 20 Organiser: Dr Susan Sayce
(UG) MODULE - 40% PASS ON AGGREGATE
Module Type:
Timetable Slot:TBC

NBS-6929B PRE-REQUISITE RULE
IN TAKING THIS MODULE YOU CANNOT TAKE NBS-6029Y

This module is about career management development. You will unite individual and organisational perspectives to help you manage your own career as well as other people's careers in a competitive global labour market.