

2020/1 - NBS-4101A INTRODUCTION TO ACCOUNTING AND FINANCE

Autumn Semester, Level 4 module

(Maximum 198 Students)

UCU: 20

Organiser: Mr James Armes

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination

Timetable Slot:F2

Exam Period:AUT-02

This module provides a foundation in the theory and practice of accounting and an introduction to the role, context and language of Financial Accounting, Management Accounting and Finance. The module assumes no previous study of accounting and is aimed at non-specialists. It is designed as a standalone course for those students following a more general management pathway.

2020/1 - NBS-4106A UNDERSTANDING THE BUSINESS ENVIRONMENT

Autumn Semester, Level 4 module

(Maximum 198 Students)

UCU: 20

Organiser: Dr Kevan Williams

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:A2\E2+

This module helps you to explore the dynamic and ever-changing world of business and provides insights into the managerial role. Understanding the Business Environment explores key environmental drivers and the basic functions of organisations. It is designed to provide essential core knowledge for Year 1 Business students on how organisations are managed in response to changes in the business environment and what is the role of its functional divisions in implementing strategic responses. In addition, the module also explores some of the current issues faced by organisations such as sustainability, corporate social responsibility and internationalisation. Core business theory is introduced in lectures and applied practically with the use of examples in seminars. By the end of this module you will be able to understand and apply key business concepts and a range of analytical tools to explore the business environment. Introduction to Business facilitates study skills development that is essential across all three years of the undergraduate degree by developing academic writing, presentation, and team working and communication skills effectively.

2020/1 - NBS-4107A INTRODUCTION TO QUANTITATIVE METHODS FOR BUSINESS

Autumn Semester, Level 4 module

(Maximum 132 Students)

UCU: 20

Organiser: Dr Robert Jenkins

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination

Timetable Slot:F1

How do businesses use mathematics and statistics to make strategic decisions? How does a business make use of digital technology to facilitate their operations? You'll be provided with the necessary skills to understand these questions. You'll be introduced to important mathematical and statistical skills which are commonly used in the workplace. Alongside this, you will develop your skills in using spreadsheets and a specialised statistical software package. You will learn to use quantitative techniques to summarise, analyse and interpret data. You will then use this information to make decisions and communicate your results to others in a variety of different ways. You will begin by revising and refreshing some fundamental mathematical concepts. You will then undertake a study of both descriptive and inferential statistics. You will learn the techniques for describing data both graphically and numerically. You will learn which techniques are appropriate in different circumstances. You will learn how to measure uncertainty and why this is necessary. You will then go on to see how it is possible to make decisions about a whole data set by selecting a sample from the population. By gaining an understanding of confidence intervals and hypothesis testing you will see how a business is able to make strategic decisions which are vital to the success of the business. Your learning will be underpinned by relevant examples from the business world. You will learn through a mixture of lectures, and IT-based seminars. You will be assessed on your learning with a combined written and computer based descriptive statistics test (50%) and a combined written and computer based inferential statistics test (50%). On successful completion of the module, you'll have the knowledge and skills to assess relevant business problems in a quantitative manner. You will be able to select an appropriate method of analysis, perform the analysis and interpret the results. These skills will be useful in subsequent years of undergraduate study and also in your future working and personal life.

2020/1 - NBS-4112A THE ECONOMIC AND BUSINESS ENVIRONMENT

Autumn Semester, Level 4 module

(Maximum 132 Students)

UCU: 20

Organiser: Dr Nicholas Vasilakos

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:E1/-H3\

Exam Period:AUT-02

The module is designed to introduce students to the key economic and other factors that influence the internal and external environment of firms. The first half of the module discusses key economic principles and explains and how they influence the way firms operate at home and abroad. The second part of the module explains the role of government, socio-cultural and technological environment.

2020/1 - NBS-4929A MANAGEMENT AND ORGANISATIONS

Autumn Semester, Level 4 module
(Maximum 360 Students)

UCU: 20

Organiser: Dr Antonios Panagiotakopoulos

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

Exam Paper(hrs):

Exam Period:AUT-02

What is an organisation? What do we mean by management? How do you lead and manage people? In this module, you will have the opportunity to explore these questions and many more in the fascinating area of management and organisations. You will consider the social world of business and management and what it means in theory and in practice. You will learn about leading, managing and organising people in work settings and why that is critical to organisational effectiveness. You will also reflect on how you work in teams yourself. On successful completion of the module, you will have discovered key insights into the way that organisations exist in practice and have the knowledge to understand them at a conceptual level. You will also have had opportunities for self-reflection and personal learning.

2020/1 - NBS-5902A FINANCIAL ACCOUNTING

Autumn Semester, Level 5 module
(Maximum 247 Students)

UCU: 20

Organiser: Mrs Jessica Kirkham

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination

Timetable Slot:TBC

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'll 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, financial instruments and group accounts. You'll also deepen your analytical skills through ratio analysis. You'll learn through a mixture of lectures, seminars and self-study, and be assessed by coursework and final examination. On successful completion of this module, you'll have acquired significant technical skills in both the preparation and analysis of financial statements. This will give you a strong basis from which to build should you wish to study advanced financial accounting or are planning on a career in business or accounting.

2020/1 - NBS-5903A INFORMATION SYSTEMS FOR MANAGEMENT

Autumn Semester, Level 5 module
(Maximum 180 Students)

UCU: 20 Organiser: Dr Pat Barrow

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

You will discover the ways in which organisations acquire, implement and manage modern information systems. You will gain an in-depth knowledge of important topical applications of information systems, including Business Intelligence, the Human Computer Interface (HCI), Change Management, Information Systems Development, and Disruptive Technologies. You will also explore and analyse the way new technologies are changing how organisations do business and interact with customers. You will also address the changing role of information systems and technology in modern organisations. In particular, you will examine the multiple roles and uses of information in organisations, meaning the emphasis of this module is on the ‘I’ in IT (information), not on the ‘T’ (technology)

2020/1 - NBS-5904A BUSINESS AND COMPANY LAW

Autumn Semester, Level 5 module
(Maximum 144 Students)

UCU: 20 Organiser: Dr Scott Summers

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:TBC

This module is highly vocational and primarily designed for those taking accounting and related degrees, who wish to satisfy the curriculum requirements of the accounting profession, as having a foundation in aspects of English business and company law. You’ll cover in particular detail the Law of Contract and Company Law but also a wide variety of other subject areas, including the English Legal System, Partnership and Agency Law, Law of Torts, Criminal Law, Data Protection Law and Employment Law.

2020/1 - NBS-5908A BUSINESS FINANCE

Autumn Semester, Level 5 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Yifan Chen

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

Exam Paper(hrs):3

On this module you will learn about the basic principles of financial management and how to apply them to the main decisions faced by the financial manager. For example, you will consider why the firm's owners would like the manager to increase firm value, and how the manager will choose between investments that may pay off at different points of time or have different degrees of risk. Moreover, you will explore how companies raise the necessary funds to pay for these investments and why they might prefer a particular source of finance. Overall, this module will present you with the tools of modern financial management in a consistent conceptual framework.

2020/1 - NBS-5915A EMPLOYABILITY CREATIVITY AND PERSONAL DEVELOPMENT

Autumn Semester, Level 5 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Fahri Karakas
(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

Exam Paper(hrs): Exam Period:AUT-02

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-5916A INTERNATIONAL BUSINESS

Autumn Semester, Level 5 module
(Maximum 999 Students)

UCU: 20 Organiser: Mr Sean Ennis

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

Exam Paper(hrs): Exam Period:AUT-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4003Y OR TAKE NBS-4009Y OR TAKE APCL-NBS-4

This module provides students with an introduction to core trade theory and principles in a business context. It combines basic microeconomic and macroeconomic principles with cases/applications in a teaching programme designed to help you understand current business and international business issues. What drives cross-border trade flows? Why free trade is better than autarchy and what is the cost of not having it? How does cross-border trade affect economic growth? And what are the most common challenges that firms have to face when operating across borders? The module will provide you with a set of technical tools and way of thinking to answer such questions, among others.

2020/1 - NBS-5920A MARKETING COMMUNICATIONS

Autumn Semester, Level 5 module
(Maximum 153 Students)

UCU: 20 Organiser: Mr Tony Polack

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

Exam Paper(hrs): Exam Period:AUT-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4006Y OR TAKE APCL-NBS-4

How do businesses go about getting their messages across to their customers? This module will explain how modern organisations plan their communications with the people that matter to them. You will discover the range of activities and tools, which is available to marketing managers from traditional advertising and public relations (PR) to the more up-to-date product placement and social media. You will look at the issues that arise in planning, implementing and managing Integrated Marketing Communications - IMC - campaign. These include print and broadcast advertising, PR, sponsorship, product placement, sales promotion, experiential and event-marketing as well as direct and digital marketing. In this module, you will discover some communication theories and combine these ideas with your own creative side to produce a marketing campaign for a real live brand of your choice. You will begin with some of the theory behind marketing communications and look in depth about how advertisers use both the Elaboration Likelihood Model and Narrative Transportation Theory. Later you will look at each of the activities and tools which make up a modern IMC - campaign. Assessment is through an exam and a short written report and most of your seminars will be teamwork where you will build up your knowledge and experience to make your own campaign tools. You will be given a crash-course in video making and this will

give you everything you and your team needs to create their own 30-second TV advert! If you work in a marketing department the chances are you will be doing marketing communications. In this module, you'll have the chance to create your own marketing campaign and get a practical insight into the world of the marketing manager and a career in marketing.

2020/1 - NBS-5922A HUMAN RESOURCE MANAGEMENT

Autumn Semester, Level 5 module

(Maximum 300 Students)

UCU: 20

Organiser: Dr Josephine Kinge

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

Exam Period:AUT-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4005Y

If you become a manager of people, how will you look after those in your team, department or wider organisation? Will you seek to empower, encourage and energise your staff? How will you deal with conflict and management control? You'll have the chance to examine a range of approaches to managing people across a variety of organisational contexts and issues. By doing so, you'll discover valuable insights into the way that organisations work and the impact that different human resource management approaches can have on organisations, people and business. You'll learn about the strategic significance of human resource management for competitive advantage, and particularly the processes to recruit, reward and retain the staff your organisation needs. You'll also explore contemporary issues about managing employees against a background of change and internationalisation. On successful completion of the module, you'll have gained insight into the ways that organisations deal with their workforce. You'll have developed skills and knowledge that will help equip you for future management practice. And you'll learn useful lessons about job markets and how to get and grow in the job you desire.

2020/1 - NBS-6012A INNOVATION MANAGEMENT

Autumn Semester, Level 6 module

(Maximum 120 Students)

UCU: 20

Organiser: Dr Alfonso Avila-Merino

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

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-6901A ADVANCED FINANCIAL ACCOUNTING

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20 Organiser: Mrs Amanda Williams

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5002Y

In 2014, Tesco admitted that it had overstated profits by £326 million leading to legal costs, fines and compensation payments, totalling a further £235 million. Investors rely on the financial statements of companies like Tesco. This module explores some of the issues that make preparing and understanding financial statements far from straightforward. The foundation for understanding financial statements are the standards, which are used to produce them. But how did we get the standards we use today? You will learn about the regulatory context of financial reporting and look at some of the key issues that are currently being debated and negotiated. You will look at the key bodies involved in accounting regulation and consider how new standards are negotiated. You will apply concepts and theories of financial accounting to standards that relate to groups of companies, to gain a deeper understanding of both group accounts and the political processes around standard setting. The concepts of recognition and measurement, classifying stuff and then counting stuff, are fundamental to interpreting accounts and you will explore these two themes through theory and application. By the end of the module you will have enriched your accounting skills so that you critically discuss accounting decisions made by standard setters and by individual firms. You will be able to evaluate current and developing international financial reporting standards and apply them to key technical areas of financial reporting, in particular business combinations. You will have enhanced your ability to understand and interpret financial statements.

2020/1 - NBS-6906A ADVANCED MANAGMENT ACCOUNTING

Autumn Semester, Level 6 module
(Maximum 190 Students)

UCU: 20 Organiser: Dr Pinar Guven-Uslu

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5007Y

You will develop a sound understanding of advanced techniques of pricing and performance

measurement, together with a critical viewpoint of management accounting, which can be applied in the workplace. You will examine a number of key topics in depth to illustrate three main themes: organisational control, performance measurement and management decision-making. You will explore a number of issues relating to contemporary practices from a research perspective, in the light of the changing nature of management accounting across different contexts and settings. You will build upon previous study of the subject and understand management accounting within an organisational, strategic and ethical context. You will also develop your research and enquiry skills by exploring of some of the underlying debates surrounding both the practice and theory of management accounting.

2020/1 - NBS-6907A FINANCIAL MODELLING

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Daniel Tsvetanov

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST (TAKE NBS-4004Y OR TAKE APCL-NBS-4) AND TAKE NBS-5008Y

This module aims to build a bridge between the theory, application and practice of finance. It will enable you to analyse simulated and actual financial data and build realistic models to solve problems and support financial decisions. In line with practice, most of the models will be built using Microsoft Excel spreadsheets and data from free online sources or specialized financial databases. Key applications include; time value of money, investment appraisal, firm valuation, equity and bond pricing, descriptive statistics, regression, forecasting, etc. The module will allow students to gain exposure to the application of statistical methods in real contexts through in-class case studies and practice in a PC lab environment.

2020/1 - NBS-6908A CONSUMER BEHAVIOUR

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Usha Sundaram

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

BEFORE TAKING THIS MODULE YOU MUST (TAKE NBS-4006Y OR TAKE APCL-NBS-4) AND TAKE NBS-5013Y AND TAKE NBS-5020Y

Are you fascinated by the everyday activities of people? Ever wondered why people make the choices they make, do the things they do, behave the way they are, and arrive at the decisions they make? Do you ever consider how much of our life as consumers is influenced by the field of marketing? Ever tried to analyse your own reasons and motivations behind your actions as a consumer? This module helps you explore, uncover, and explain some of the behavioural reasons behind consumer decision making. Throughout this module, you will

expand your knowledge, understanding, and awareness of consumer behaviour and the different influences that shape a consumer in today's world. Whether you are shopping, entertaining, agonising over what clothes to buy, or where to go on holiday, if you are celebrating getting into university, anticipating passing your driving test, or declaring your undying devotion to your favourite football team, if you are taking selfies and updating your social media pages while lying on a beach or looking at yourself in the mirror, this module will help you understand the complexity behind these actions and decisions, and sharpen your critical thinking. In addition to understanding how people choose and buy things, you will also learn about how possessions and experiences affect our lives, how they influence the way we feel about ourselves and each other, and how much of our lives are touched and influenced by the marketing system. This module is ideal for those who have a personal and professional interest in marketing, market research, and consumer insights. In this module, you will draw from a range of theoretical perspectives representing virtually every social sciences discipline and from an eclectic selection of disciplinary insights from arts to humanities, from physical sciences to philosophy, religion, and language. From this melting pot, you will learn to explore the concepts behind consumer actions, understand how marketers apply them in myriad ways to influence consumers across a range of individual, collective, social, online, and offline settings, and appreciate how new marketplaces and market cultures are shaped through these influences. Through a mixture of lectures, seminars, podcasts, videos, class exercises, and self-directed, independent study, you will sharpen your critical thinking about what it is to be a consumer and a marketer, and learn to challenge conventional ideas about consumption, market structures, and a marketized society. Through this module, you will broaden your understanding of the complex nature of consumer behaviour and the consumption phenomenon in society. This module makes you a sharper and more perceptive consumer and marketer. It helps you understand better the all-pervasive influence of marketing as a profession and practice in all walks of life, and appreciate the central role of consumption in our society. You will broaden your theoretical knowledge, disciplinary perspectives, and practical understanding of consumer behaviour and marketing. You will learn to think, critique, question, challenge, and most importantly reflect upon your own life as a consumer, marketer, and co-creator.

2020/1 - NBS-6909A STRATEGIC MANAGMENT

Autumn Semester, Level 6 module
(Maximum 130 Students)

UCU: 20 Organiser: Dr Arvind Yadav

(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 APCL-NBS-4

Strategy is the most important subject for it is about future. And this module is about winning in the future. Strategy comes first; all other aspects of business will follow. Clearly, it is critical that all organisational leaders must understand strategy and the ability to craft and implement good strategy, irrespective of your working in a business, in the government or in a non-governmental organisation. You will use theoretical frameworks, along with investigation of the real world allowing you a clearer perspective of what strategy really is

and why it is critical to your leadership and your success. Many real businesses do not understand strategy, but of course the successful ones do, as will you. The module builds on management concepts developed during the first and second years, at its heart achieving sustainable competitive advantage. While looking at strategic management as a managed process, we also take account of differences in strategy perspectives, external and internal organisational contexts and the changing nature of strategy. As a third year module, you are required to understand strategic management within current debates and contemporary issues as they influence leadership and management in the global economy. One of the many joys of studying strategy is that examples of good and bad strategy are all around us making for our richer learning experience. In the 21st century we take strategy beyond planning into agility so creating organisational success in an unpredictable world. Importantly at this point in time, we debate the critical role of purpose in strategy and the role of society in shaping your strategy reflecting society's expectations for organisational success in responsible ways. Strategy is about how you think and the goal of this module is to help you think differently; to think in a more strategic way and for you to be a winner in your future.

2020/1 - NBS-6914A MANAGEMENT CONSULTING AND DEVELOPMENT

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20

Organiser:

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

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-6919A BUILDING STRENGTHS AT WORK

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20

Organiser: Dr Dana Unger

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type:

Timetable Slot:TBC

Why are some employees happier than others? What does it mean to be in the group of the "healthy and happy" employees? Find out the answers to these questions by taking this module. Throughout the module you will learn which strengths at work increase employees' well-being and performance. You will think critically about the scientific literature on positive organisational behaviour. And last but not least: You'll know how to develop these strengths in yourself and in others. You will begin by learning crucial concepts and theories in the field of positive organisational behaviour. For example, you'll learn why being

proactive is a strength that helps people feel better at work. You'll gain a deeper understanding of how different strengths at work operate until you get the complete picture: healthy organisations are the result of having healthy employees, teams, leaders, and organisational practices. You'll be critical with the literature in the field by expressing your opinions through weekly discussions and through group activities. This will help you improve your communication skills. From a practical viewpoint, you'll practice each of these strengths by thinking of your own experience, by solving work scenarios, and by proposing organisational work practices and policies. Some of the strengths that help employees deal with problems at work can be used to deal with problems in other areas of your life. This means you can put into practice what you learn while you are taking this module.

2020/1 - NBS-6922A MARKET RESEARCH

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Jonathan Wilson

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

Marketing research is defined as 'the systematic and objective identification, collection, analysis and dissemination of information for improving decision making related to the identification and solution of problems and opportunities in marketing.' The European Society for Opinion and Marketing Research. The term 'Market Research' and 'Marketing Research' are sometimes used interchangeably. It can be argued that market research tends to be broader and is concerned with research relating to markets. For example, examining market trends in society. While marketing research involves research relating to marketing. The primary focus of this module is on marketing research, although we are also concerned with markets, as certain aspects of the market e.g. consumers and competitors are relevant to marketing research.

2020/1 - NBS-6932A INVESTMENT MANAGEMENT AND FINANCIAL SERVICES

Autumn Semester, Level 6 module
(Maximum 999 Students)

UCU: 20 Organiser: Dr Patrycja Klusak

(UG) MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:TBC

Exam Period:AUT-02

During this module you will explore why financial markets exist and how they operate to support firms and households within the local and global economy. You will deal with the basic and advanced theories, models and techniques that have been developed and used in the financial industry and research for investment management.