





You'll 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'll learn to interpret and communicate the results of your analyses to potential colleagues and clients by written, oral and visual means. You'll begin by deepening your understanding of hypothesis testing methods concerning means of samples. You'll 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'll learn through a mixture of lectures, IT-based seminars and scenario-based seminars. You'll be encouraged to communicate your findings both orally and in writing, and to defend your assertions using sound quantitative reasoning. You'll be assessed on your learning with a computer-based course test (20%) and a written examination (80%). On successful completion of the module, you'll 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. This module is only available to incoming autumn semester study abroad students, it is not available to any yearlong study abroad students or students who will complete their full degree at UEA.

### **2019/0 - NBS-5008A BUSINESS FINANCE**

Autumn Semester, Level 5 module

(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot: B3/

Exam Period: SPR-02

On this module you'll 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'll 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'll 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.

### **2019/0 - NBS-5013A DIGITAL MARKETING AND THE SERVICE ECONOMY**

Autumn Semester, Level 5 module

(Maximum 0 Students)





Exam Period:SPR-02

How does the UK government raise money through taxes? There are several options available and in this module you'll 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. 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 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! This module is only available to incoming autumn semester study abroad students, it is not available to any yearlong study abroad students or students who will complete their full degree at UEA.

### **2019/0 - NBS-6008A CONSUMER BEHAVIOUR**

Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:B3\, H3\|H3/C1\

Exam Period:SPR-02

Are you fascinated by the everyday activities of people and their decisions? Ever considered how much of our life as consumers is influenced by marketing? This module helps you explore, and explain some of the behavioural reasons behind consumer decision making. Throughout this module you will expand your awareness of the influences that shape consumer behaviour. Whether shopping, entertaining, agonising over what clothes to buy, or where to go on holiday, celebrating getting into university, anticipating passing a driving test, declaring undying devotion to a favourite football team, taking selfies and updating social media pages while lying on a beach or gazing upon a mirror reflection, this module will help you appreciate the complexity behind actions. Beyond shopping, you will learn about how possessions and experiences affect us, the way we feel about ourselves and each other. This module is ideal for those with a personal and professional interest in marketing and consumer insights. In this module you will draw upon theoretical perspectives in a range of knowledge disciplines, and from this melting pot, you will explore the concepts behind consumer actions, understand how marketers apply them in influencing consumers, and sharpen your critical thinking on how marketplaces and cultures are shaped. Through a mixture of lectures, seminars, audio-visual material, class exercises, and self-directed, independent study, you



Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:F2/, A2\|A2/

Exam Period:SPR-02

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. This module is only available to incoming autumn semester study abroad students, it is not available to any yearlong study abroad students or students who will complete their full degree at UEA.

### **2019/0 - NBS-6016A INVESTMENT MANAGEMENT**

Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:H3\

Exam Period:SPR-02

In this module, you will deal with the basic and advanced theories, models and techniques



module. Throughout the module you will learn which strengths at work increase employees' well-being and performance. You'll 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. This module is only available to incoming autumn semester study abroad students, it is not available to any yearlong study abroad students or students who will complete their full degree at UEA.

## **2019/0 - NBS-6026A COMPETITION AND CONSUMER POLICY FOR MANAGERS**

Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot: B2, A2/G1\

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'll 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.

## **2019/0 - NBS-6027A SHOPPER MARKETING**

Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10 Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:H2/, H3/

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 supply chain. As such, it will appeal to business management students with an interest in marketing, retailing, operations management and consumer behaviour but also students from other disciplines with an interest in sustainable consumption and the design of interventions (policies and practices) that influence buyer behaviour. This module is only available to incoming autumn semester study abroad students, it is not available to any yearlong study abroad students or students who will complete their full degree at UEA.

### **2019/0 - NBS-6030A PROFESSIONAL VALUES**

Autumn Semester, Level 6 module  
(Maximum 0 Students)

UCU: 10 Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:G2+

How do you stop corporate scandals from happening? Business has always been plagued by corporate scandals and these have usually triggered some kind of regulation. From the emergence of the UK Corporate Governance Code (the Cadbury Code) in the 1990s to the Sarbanes Oxley Act that followed the collapse of Enron. In this module you will look at what companies do to try and prevent corporate catastrophes and the role of professional accountants and auditors. You will discuss the purpose of corporate governance structures looking in detail at a variety of governance codes. You will focus on the principles around the use of controls to manage risks within an organisation. Having dealt with the regulatory, governance and control structures in place to deal with risks you will think about the individual responsibility of professional accountants and auditors. What tools and structures are in place for individuals to deal with ethical dilemmas they face when risks arise and controls are tested? When you have completed this module you will be able to understand and use the technical language of audit and risk management. You will be able to discuss and debate the ethical dilemmas faced by practicing accountants and auditors and you will have developed your transferrable skills of critical evaluation of arguments and evidence. This

