

UCU: 20

Organiser: Mrs Sally Piff

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:A1/

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 computer-based multiple choice maths test (25%), a computer based descriptive statistics test (25%) and a 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.

2019/0 - NBS-4006Y PRINCIPLES OF MARKETING

Full Year, Level 4 module

(Maximum 510 Students)

UCU: 20

Organiser: Dr Lucill Curtis

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:B2

Exam Paper(hrs):2

Exam Period:SPR-02

You'll be given a general introduction and foundational grounding to Marketing. You'll be concerned with marketing functions of an organisation and seek to develop awareness and understanding of marketing as an integrated business activity. You'll focus on the theoretical frameworks which underpin an organisation's responses to market demand. Additionally, you'll consider examples of marketing programmes for a variety of organisational contexts to provide an industry perspective to theory.

2019/0 - NBS-4008Y INTRODUCTION TO BUSINESS (2)

Full Year, Level 4 module
(Maximum 153 Students)

UCU: 20

Organiser: Mrs Leslie Caroline Fitzhugh

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:E1\

Exam Paper(hrs):2

Exam Period:SPR-02

IN TAKING THIS MODULE YOU CANNOT TAKE NBS-4007Y

How are businesses organised and managed? This module helps non-Norwich Business School students explore the dynamic and ever-changing world of business and provides insights into the managerial role. You'll explore the business environment, key environmental drivers and the basic functions of organisations. There will be a review of how organisations are managed in response to various environmental drivers. You will consider some of the current issues faced by every organisation, such as business sustainability, corporate responsibility and internationalisation. This module is designed to provide an overview of the corporate world for non-business specialists, so no previous knowledge of business or business management is required for this module. General business concepts are introduced in lectures and applied in a practical manner during seminars. By the end of this module, you will be able to understand and apply key business concepts and employ a number of analytical tools to help explore the business environment, industry structure and business management. You will be assessed through a range of assignments, for example an individual piece of coursework, group work and an exam. Therefore, the module reinforces fundamental study skills development through a combination of academic writing, presentational skills, teamwork and the practical application of theory. 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 3 years of the undergraduate degree by developing academic writing, presentation, team working and communication skills effectively.

2019/0 - NBS-4009Y CASES IN ECONOMICS FOR BUSINESS

Full Year, Level 4 module
(Maximum 126 Students)

UCU: 20

Organiser: Dr Jack Whybrow

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:C2/

Exam Period:SPR-02

IN TAKING THIS MODULE YOU CANNOT TAKE NBS-4003Y

This module provides you with an application to core economic theory and principles in a business context. It combines microeconomic and macroeconomic theory with

cases/applications in a teaching programme designed to provide you with the ability to understand and analyse current and topical economic issues with relevance for business. This module is for students who have an A-level (or equivalent) at grade B or above in Economics. Students who do not have an Economics A-level (or equivalent) at grade B or above must take NBS-4003Y.

2019/0 - NBS-4010Y INTRODUCTION TO FINANCIAL AND MANAGEMENT ACCOUNTING (2)

Full Year, Level 4 module
(Maximum 140 Students)

UCU: 20 Organiser: Mr James Armes

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:F2

Exam Paper(hrs):3 Exam Period:SPR-02

IN TAKING THIS MODULE YOU CANNOT TAKE NBS-4001Y

It is vital that everyone working in business has an understanding of accounting data in order that financial information can be used to add value to the organisation. You'll be provided with 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. You'll begin with building a set of accounts from scratch so that you will be able to analyse and provide insight form the major financial statements. You'll also look at management decision making tools such as costing, budgeting and financial decision making. You will be required to actively participate in your learning both in lectures and seminars. The module employs a "learn by doing" approach.

2019/0 - NBS-4011Y INTRODUCTION TO ORGANISATIONAL BEHAVIOUR (2)

Full Year, Level 4 module
(Maximum 99 Students)

UCU: 20 Organiser: Dr Ivan Mitchell

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:D3/

Exam Period:SPR-02

IN TAKING THIS MODULE YOU CANNOT TAKE NBS-4005Y

The aim of this module is for you to develop an understanding of the structure, functioning, and performance of organisations with particular reference to the behaviour of the individuals and groups who work within them. Specifically, the module aims are to: • Develop an appreciation of the nature and historical development of organisational behaviour (OB). • Introduce key concepts and theories in organisational behaviour. • Develop an understanding of the linkages between OB research, theory, and practice. • Develop analytical and academic writing skills.

2019/0 - NBS-5002Y FINANCIAL ACCOUNTING

Full Year, Level 5 module
(Maximum 300 Students)

UCU: 20

Organiser: Mrs Jessica Kirkham

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:D1

Exam Paper(hrs):3

Exam Period:SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4001Y OR TAKE NBS-4010Y OR TAKE APCL-NBS-4

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 (20%) and final examination (80%). 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.

2019/0 - NBS-5003Y INFORMATION SYSTEMS FOR MANAGEMENT

Full Year, Level 5 module
(Maximum 192 Students)

UCU: 20

Organiser: Dr Pat Barrow

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:B3\

Exam Paper(hrs):2

Exam Period:SPR-02

You'll discover the ways in which organizations acquire, implement, and manage modern information systems. You'll 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 Sustainable Technologies. You'll also explore and analyse the way new technologies are changing how organisations do business and interact with customers. You'll also address the changing role of information systems and technology in modern organisations. In particular, you'll 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).

2019/0 - NBS-5004Y BUSINESS AND COMPANY LAW

Full Year, Level 5 module

(Maximum 192 Students)

UCU: 20

Organiser: Dr Scott Summers

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:C2/

Exam Paper(hrs):2

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

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.

2019/0 - NBS-5005Y QUANTITATIVE METHODS FOR BUSINESS

Full Year, Level 5 module

(Maximum 180 Students)

UCU: 20

Organiser: Dr Robert Jenkins

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:G1\

Exam Paper(hrs):3

Exam Period:SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4004Y OR TAKE CMP-5034A OR TAKE APCL-NBS-4

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'll be given an insight into these questions. 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.

2019/0 - NBS-5006Y BUSINESS ETHICS

Full Year, Level 5 module
(Maximum 120 Students)

UCU: 20

Organiser: Dr Annilee Game

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:H3/

Exam Paper(hrs):2

Exam Period:SPR-02

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)

How do we know what is morally right and wrong in business? Is it ever ethical to accept 'corporate gifts' or to be a 'whistle-blower'? 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'll 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'll 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, case study). You will learn through a combination of interactive lectures and seminars, and independent study. You'll 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'll also be equipped with theoretical tools that will help you to identify and analyse ethical problems and make ethically justifiable decisions.

Full Year, Level 5 module
(Maximum 100 Students)

UCU: 20

Organiser: Dr Fahri Karakas

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:E2/-C3

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.

2019/0 - NBS-5016Y INTERNATIONAL BUSINESS

Full Year, Level 5 module
(Maximum 252 Students)

UCU: 20

Organiser: Dr Nicholas Vasilakos

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:H2\

Exam Paper(hrs):2

Exam Period:SPR-02

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

This module provides you 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 is free trade

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.

2019/0 - NBS-5017Y PRACTICAL LAW FOR MANAGEMENT

Full Year, Level 5 module
(Maximum 72 Students)

UCU: 20 Organiser: Dr Scott Summers

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:C2/*F1/

Exam Paper(hrs):2 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

You'll be introduced to aspects of law which are relevant to your future careers as managers. This 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'll learn where to find the law, the practical implications for managers, and when it is essential to seek legal advice.

2019/0 - NBS-5020Y MARKETING COMMUNICATIONS

Full Year, Level 5 module
(Maximum 156 Students)

UCU: 20 Organiser: Mr Tony Polack

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:H3\

Exam Paper(hrs):2 Exam Period:SPR-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'll 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'll 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'll 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'll 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'll 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.

2019/0 - NBS-5021Y AUDITING AND ASSURANCE

Full Year, Level 5 module
(Maximum 150 Students)

UCU: 20 Organiser: Mrs Amanda Williams

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination

Timetable Slot:H2/, D3\

Exam Period:SPR-02

BEFORE OR WHILE TAKING THIS MODULE YOU MUST TAKE NBS-5002Y

What do auditors do? When Enron collapsed in 2001 people asked where were the auditors? 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 field work is reviewed and comes together to produce the audit report. When you have completed 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.

2019/0 - NBS-6001Y ADVANCED FINANCIAL ACCOUNTING

Full Year, Level 6 module
(Maximum 184 Students)

UCU: 20 Organiser: Dr Gaia Melloni

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:D1\

Exam Paper(hrs):2 Exam Period:SPR-02

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,

finances 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.

2019/0 - NBS-6003Y PERSONAL AND CORPORATE TAXATION

Full Year, Level 6 module
(Maximum 200 Students)

UCU: 20

Organiser: Mrs Jessica Kirkham

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot: B1\

Exam Paper(hrs):3

Exam Period: SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5002Y

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!

2019/0 - NBS-6007Y FINANCIAL MODELLING

Full Year, Level 6 module
(Maximum 150 Students)

UCU: 20

Organiser: Dr Lazaros Symeonidis

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:D3/, H3/C1\

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 you to gain exposure to the application of statistical methods in real contexts through in-class case studies and practice in a PC lab environment.

2019/0 - NBS-6009Y STRATEGIC MANAGEMENT

Full Year, Level 6 module
(Maximum 184 Students)

UCU: 20

Organiser: Dr Arvind Yadav

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:C1/

Exam Paper(hrs):2

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

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. Our 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.

2019/0 - NBS-6011Y MARKETING: SOCIAL RESPONSIBILITY AND THE LAW

Full Year, Level 6 module
(Maximum 60 Students)

UCU: 20

Organiser: Dr Scott Summers

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot: B1/H2\|H2/

Exam Paper(hrs):2

Exam Period: SPR-02

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

You'll examine socially irresponsible marketing practices by governments and businesses, taking national and international perspectives, and look at the effect on the public, consumers and other businesses. On successful completion of this module you'll be able to demonstrate an understanding and awareness of the impact of marketing decisions on consumers, businesses and the wider society. You'll have greater knowledge and awareness of the legal and regulatory frameworks which affect marketing practice, and be equipped with the skills to formulate your own marketing decisions and know when expert legal advice is required.

2019/0 - NBS-6014Y MANAGEMENT CONSULTING AND DEVELOPMENT

Full Year, Level 6 module
(Maximum 100 Students)

UCU: 20

Organiser: Mr Julian Campbell

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot: E1

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.

2019/0 - NBS-6016Y INVESTMENT MANAGEMENT

Full Year, Level 6 module
(Maximum 130 Students)

UCU: 20

Organiser: Dr Andrei Stancu

MODULE - 40% PASS ON AGGREGATE

Module Type: Examination with Coursework or Project

Timetable Slot:H3\

Exam Paper(hrs):2

Exam Period:SPR-02

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5008Y

IN TAKING THIS MODULE YOU CANNOT TAKE ECO-6004Y

In this module, 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. You will learn how wealth can be allocated optimally across various types of assets in order to meet different investor objectives. Emphasis will be placed on mainstream approaches which assume market efficiency. However, we shall also discuss arguments and evidence related to criticism of these approaches and the usefulness of alternatives, such as behavioural finance. You will cover both passive and active investment strategies (e.g. technical analysis, fundamental analysis) at a national and global level. Assets analysed will include basic traded stock and debt securities along with more complex derivative assets (e.g. futures, options) in the context of different investment portfolios (e.g. mutual funds, hedge funds, ETFs). You will also discuss issues related to performance evaluation and risk management. The material taught will be aligned closely to the curriculum of the Chartered Financial Analyst (CFA) Program and the Chartered Institute for Securities & Investment (CISI).

2019/0 - NBS-6018Y PROJECT MANAGEMENT

Full Year, Level 6 module

(Maximum 160 Students)

UCU: 20

Organiser: Mr James Cornford

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:C2

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5010Y OR TAKE CMP-5003A OR TAKE PHA-5001Y

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'll 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.

2019/0 - NBS-6019Y BUILDING STRENGTHS AT WORK

Full Year, Level 6 module

(Maximum 60 Students)

UCU: 20

Organiser: Dr Dana Unger

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:A2/-G1\

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-5011Y

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’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.

2019/0 - NBS-6022Y MARKET RESEARCH

Full Year, Level 6 module

(Maximum 61 Students)

UCU: 20

Organiser: Dr Jonathan Wilson

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot:G2/

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

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. This module is only available for students on the BSc Marketing and Management (U1NN52302) and BSc Marketing and Management with a Year Abroad (U1NN5A401) degrees.

2019/0 - NBS-6026Y COMPETITION AND CONSUMER POLICY FOR MANAGERS

Full Year, Level 6 module
(Maximum 50 Students)

UCU: 20

Organiser: Dr Peter Ormosi

MODULE - 40% PASS ON AGGREGATE

Module Type: Coursework

Timetable Slot: B2, A2

BEFORE TAKING THIS MODULE YOU MUST TAKE NBS-4003Y OR TAKE NBS-4009Y OR (TAKE ECO-4001A AND TAKE ECO-4001B) OR TAKE APCL-NBS-4

This module gives you 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, and discuss how these policies affect businesses in the UK and globally. The module is practice-driven and builds strongly on NBS research. You will be 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-6030Y PROFESSIONAL VALUES

Full Year, Level 6 module
(Maximum 120 Students)

UCU: 20

Organiser: Mrs Amanda Williams

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.