CREATIVITY INNOVATION ANALYSIS
Norwich Business School’s undergraduate programme comprises two families: a BA suite geared towards creative humanities-based social science perspectives and a BSc suite looking at analytical and technical-based social science perspectives. This allows us to offer more tailored courses to better suit students’ existing skills and future career interests.
Our courses give students maximum flexibility over the subjects they want to study and the career path they wish to take. Each family of degrees will have their own common first year that provides the building blocks for subsequent study in the second and final year. Students will be able to switch between degrees at any point in the first year (within their BA or BSc stream), and tailor their studies through the wide range of specialist modules on offer.

All degrees will have employability embedded in the curriculum, however while some will focus on specific industry or career area pathways, others will offer students a greater degree of flexibility in terms of career choice.

**STUDY ABROAD IN YEAR 3**

Students are able to add an international flavour to their studies by selecting a degree with the study abroad option. This will allow students to build contacts and show future employers they have what it takes to succeed on the international stage by studying abroad for a year before returning to UEA for their final year. They can choose from several European universities or go further afield to one of our partner institutions in Australia, North America or Asia.

**YEAR IN INDUSTRY IN YEAR 3**

With our new degree offer, students will be able to choose to study one of our year in industry programmes and have the opportunity to spend nine to 12 months in full-time employment in their third year before returning to UEA for their final year. This will allow them to gain invaluable work experience and employability skills in a relevant area of their choice. Employers are increasingly looking for graduates with industry experience. We believe that university should prepare students for the world of work as well as enhancing their academic qualifications. Our careers team have links with hundreds of companies in the UK and abroad and will support students in finding their own placement. The year in industry allows students to develop key graduate skills that will enable them to make the most of their final year and ultimately stand out to future employers.

**OUR GUIDING PRINCIPLES**

Creativity, innovation and analysis are embedded in the teaching and learning experience of our undergraduate programmes. Developing skills in these areas helps our students to manage dynamic and creative environments, where innovation and analysis are the basis of business success. We have developed our undergraduate degree programme to give students the chance to encounter all these themes, while being able to choose a route that leans towards their strengths.

**CREATIVITY**

Our students are encouraged to challenge the accepted wisdom and to engage in creative problem solving throughout their course. To support this, we focus on creative teaching methods, practical employability skills and authentic assessment. The BA courses have a more obvious creative emphasis, for example students taking the Marketing and Communications module will be given an interactive workshop with BBC Voices to create a video advertisement from scratch. However, the BSc courses will also emphasise creativity using simulations and live case studies, as well as access to a new state-of-the-art fintech suite.

**INNOVATION**

Innovation runs through all of our undergraduate courses. From accounting students exploring innovations in integrated reporting and strategic performance management, to international business students learning how to drive and sustain innovation in global networks, or human resource management students learning about organisational cultures that foster innovation. Our aim is also to continue to explore the possibilities offered by innovations in teaching and learning.

**ANALYSIS**

Students on all courses will develop and apply skills of critical analysis, although there is a more obvious application within the BSc suite – with courses built explicitly around business analytics and the technical analysis embedded within specific accounting or finance modules. Within the BA suite, analysing business situations and the impact of management decision-making and actions widens the students’ appreciation of operational realities. The focus on analysis prepares our students for employment and encourages independent thinking.
If you are fascinated by business, have a passion to make a difference; with an interest in people, these degrees are designed for you. Whether you want to excel within a large global organisation, start your own business, work as a consultant, or bring fresh ideas to a small, medium enterprise, our BA programmes will provide you with the confidence, skills and expertise you need for a successful career.

All the BA degree courses provide an initial focus on key business disciplines, including the international business environment, marketing, human resource and data management, as well as an introduction to accounting, finance and project management, with the opportunity to specialise in years two and three.

Learning is facilitated through the understanding, evaluation and participation in interactive activities that draw from a wide range of organisational issues, in the private, public and third sectors. These courses will also facilitate the development of key business management skills, such as teamwork, leadership, communications, creative thinking, problem solving, emotional intelligence, social/cultural awareness and stakeholder engagement.
BUSINESS AND ENTREPRENEURSHIP

The BA (Hons) Business and Entrepreneurship is a three-year (four-year with Year in Industry or Year Abroad) undergraduate programme aimed at preparing you to launch your own venture, work in entrepreneurial organisations or be part of family business succession.

The course gives a strong foundation in business management with a distinctive focus on entrepreneurship, entrepreneurial and management thinking and a growth mind set. An important part of the course is the confidence you will develop as you will work with academics with real business experience, successful entrepreneurs and businesses from multiple sectors. Meeting guest speakers is a valuable part of your course experience and building strong networks will help your employability and business ideas.

In the first year, you will explore the business environment and the world of organisations, while developing competencies in key areas of business. During this year, you have the flexibility of an “Applied Business Project” where you will explore new business ideas in helping society.

In your second year, you develop entrepreneurial thinking in identifying business opportunities and the capabilities to act upon them.

In the final year, you will understand the dynamics of New Venture Creation and tailor learning experience through a combination of entrepreneurship-related elective modules, or a final year project with the option to plan/develop a new venture.

**FIRST YEAR**

**Semester 1 (S1)**
- Understanding the Business Environment
- Managing Organisations
- Introduction to Accounting and Finance

**Semester 2 (S2)**
- Principles of Marketing
- Managing Data in a Digital World
- Applied Business Project

**SECOND YEAR**

**Semester 1 (S1)**
- Strategic Awareness and Analysis
- Entrepreneurial Mindset and Management*
- Optional Module

**Semester 2 (S2)**
- Optional Module
- Optional Module
- Optional Module

**FINAL YEAR**

**Semester 1 (S1)**
- Strategic Management
- Optional Module
- Final Year Project
- Or 2 Optional Modules

**Semester 2 (S2)**
- New Venture Creation*
- Optional Module

**OPTIONAL MODULES**

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
Are you interested in the way people behave at work? Or how people can be managed effectively? Prepare for a career getting the best out of people with a degree in business and human resource management.

On this course you will learn how to work with people, building reflective leadership skills and developing the ability to look at yourself and your work critically. You will learn to pose questions, challenge assumptions and use evidence to make decisions and then back them up.

As well as helping you develop the skills necessary to manage people effectively in organisations, you will be introduced to a range of tools and techniques of management, discovering how business information is critically analysed and how decisions are made in complex, digital and changing environments.

You will have the opportunity to be part of a team, managing a ‘live’ human resources project. Specialist modules will deepen your understanding of the key debates in the contemporary management of people. When you graduate you will be well placed to work within business, start your own company or work as a consultant.

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>Semester 1 (S1)</th>
<th>Understanding the Business Environment</th>
<th>Managing Organisations</th>
<th>Introduction to Accounting and Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR</td>
<td>Semester 2 (S2)</td>
<td>Principles of Marketing</td>
<td>Managing Data in a Digital World</td>
<td>Applied Business Project</td>
</tr>
<tr>
<td>SECOND YEAR</td>
<td>Semester 1 (S1)</td>
<td>Strategic Awareness and Analysis</td>
<td>People Management in Practice</td>
<td>Optional Module</td>
</tr>
<tr>
<td>SECOND YEAR</td>
<td>Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR</td>
<td>Semester 1 (S1)</td>
<td>Strategic Management</td>
<td>Optional Module</td>
<td>Final Year Project Or 2 Optional Modules</td>
</tr>
<tr>
<td>FINAL YEAR</td>
<td>Semester 2 (S2)</td>
<td>International and Strategic Human Resource Management</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

**OPTIONAL MODULES**

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
## BUSINESS MANAGEMENT

On this course you will discover the skills required for a role in management. You will learn how to pose questions and challenge assumptions, and how to use evidence to make and back up your decisions. You will also learn how to deal with numbers and accounts, how to interpret statistics, and how to manage people and resources. Overall, you will gain invaluable experience in working with others and presenting findings and ideas.

In your first year, you will explore the essential principles and theories of management. In the second and final years, you will have freedom to choose optional modules that delve deeper into areas that fascinate you most. Alongside this, you will take core modules that develop your understanding and capabilities in strategic management and analysis.

This degree prepares you to work in business, start your own company, or become a consultant. It gives you a range of hard and soft skills that are welcomed in a number of industries including manufacturing, retail, the service industries, media, arts, entertainment and sport.

### BA (HONS) BUSINESS MANAGEMENT
(with study abroad or year in industry option in year 3)

Typical offer grades are for guidance only – please speak with us if unsure. Find out more at [www.uea.ac.uk/nbs/courses](http://www.uea.ac.uk/nbs/courses)

- **A level (typical offer):** ABB
- **International baccalaureate:** 32
- **BTEC EXT L3:** DMM in relevant subject

**Length:** 3 years (4 years with a Year Abroad or with a Year in Industry)

### OPTIONAL MODULES

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.

<table>
<thead>
<tr>
<th>FIRST YEAR Semester 1 (S1)</th>
<th>Understanding the Business Environment</th>
<th>Managing Organisations</th>
<th>Introduction to Accounting and Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR Semester 2 (S2)</td>
<td>Principles of Marketing</td>
<td>Managing Data in a Digital World</td>
<td>Applied Business Project</td>
</tr>
<tr>
<td>SECOND YEAR Semester 1 (S1)</td>
<td>Strategic Awareness and Analysis</td>
<td>Managing People</td>
<td>Optional Module</td>
</tr>
<tr>
<td>SECOND YEAR Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR Semester 1 (S1)</td>
<td>Strategic Management</td>
<td>Optional Module</td>
<td>Final Year Project</td>
</tr>
<tr>
<td>FINAL YEAR Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td>Or 2 Optional Modules</td>
</tr>
</tbody>
</table>
INTERNATIONAL BUSINESS MANAGEMENT

Develop your understanding of the challenges and opportunities involved in managing and operating businesses across cultures, geographies and institutional environments.

Learn to pose questions and challenge assumptions, as well as how to use evidence to make decisions in complex and dynamic international business settings and then back them up. The course focuses on how to effectively shape strategies and manage operations of firms across a variety of international markets.

You will enjoy a broad first year that provides you with a basic overview of business and management. In subsequent years you will develop your expertise in a wider range of advanced topics related to international strategy and management, international market development and managing global value chains. You will also acquire transferable skills that employers’ value and look for in graduates.

Once you complete this course, you will be better prepared for managing globally dispersed operations and a culturally diverse workforce. You will be ready to enter large multinational corporations, government departments, small and medium sized firms (public or private), start your own business, or progress to a research degree in the field.

Typical offer grades are for guidance only – please speak with us if unsure. Find out more at www.uea.ac.uk/nbs/courses

A level (typical offer): ABB
International baccalaureate: 32
BTEC EXT L3: DMM in relevant subject
Length: 3 years
(4 years with a Year Abroad or with a Year in Industry)

OPTIONAL MODULES

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
MARKETING AND MANAGEMENT

On this course, you will combine the skills of marketing and management, gaining a unique insight into the continuous changes and challenges of the business world.

You will explore the essentials of marketing from both an academic and practical perspective, examining consumer behaviour, segmenting, targeting, positioning, promotions, pricing and more. You will also examine, in great detail, the theoretical frameworks that underpin how organisations respond to market demand. You will emerge with skills in market research, advertising, sales and managing projects and people, and you will be confident in presenting and communicating your ideas.

You will also focus on management skills, from understanding organisational behaviour to strategic awareness. You will build a foundation in your first year, and then tailor your degree with optional modules in your later years.

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>Semester 1 (S1)</th>
<th>Understanding the Business Environment</th>
<th>Managing Organisations</th>
<th>Introduction to Accounting and Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR</td>
<td>Semester 2 (S2)</td>
<td>Principles of Marketing</td>
<td>Managing Data in a Digital World</td>
<td>Applied Business Project</td>
</tr>
<tr>
<td>SECOND YEAR</td>
<td>Semester 1 (S1)</td>
<td>Strategic Awareness and Analysis*</td>
<td>Marketing Communications</td>
<td>Optional Module</td>
</tr>
<tr>
<td>SECOND YEAR</td>
<td>Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR</td>
<td>Semester 1 (S1)</td>
<td>Strategic Management</td>
<td>Consumers, Markets, Cultures</td>
<td>Final Year Project Or 2 Optional Modules</td>
</tr>
<tr>
<td>FINAL YEAR</td>
<td>Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td></td>
</tr>
</tbody>
</table>

OPTIONAL MODULES

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
ACCOUNTING, FINANCE, ANALYTICS AND DIGITAL BUSINESS

Our BSc courses are for anyone who enjoys working with numbers, has an analytical mind and wants to rise to the top in business with a successful career in accounting, financial services, operations management, business analytics or consultancy, for example.

All the BSc degree courses provide an initial focus on key business disciplines, including corporate finance, accounting, economics, organisational behaviour, quantitative methods and an introduction to digital business, with the opportunity to specialise in years two and three.

Learning is facilitated through the understanding, evaluation and participation in interactive activities that draw from a wide range of organisational issues, in the private, public and third sectors. These courses will also facilitate the development of specialist skills, such as data analytics, metrics and measurement, computer systems management, as well as budgeting and costing.
# Accounting and Finance

The BSc Accounting and Finance degree is designed for those looking to enter the accountancy profession and wishing to obtain a professional qualification after graduation.

Employability skills are at the heart of the course. We employ real-world tasks and develop your confidence with team activities, presentations, independent research and communication.

You will develop your critical and analytical abilities, enabling you to achieve expertise and experience in accounting and related skills. This is also an excellent choice if you are considering a career in commerce, industry or financial services, such as banking, fund management or insurance.

## Compulsory Modules

<table>
<thead>
<tr>
<th>FIRST YEAR Semester 1 (S1)</th>
<th>Management and Organisational Behaviour</th>
<th>Introduction to Quantitative Methods for Business</th>
<th>The Economic and Business Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR Semester 2 (S2)</td>
<td>Introduction to Financial and Management Accounting</td>
<td>Introduction to Corporate Finance</td>
<td>Introduction to Digital Business</td>
</tr>
<tr>
<td>SECOND YEAR Semester 1 (S1)</td>
<td>Financial Reporting</td>
<td>Business Finance (+ICAEW Financial Mgt)</td>
<td>Optional Module</td>
</tr>
<tr>
<td>SECOND YEAR Semester 2 (S2)</td>
<td>Management Accounting</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR Semester 1 (S1)</td>
<td>Corporate Reporting</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

## Optional Modules

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.

---

**BSc (HONS) ACCOUNTING AND FINANCE**

(with study abroad or year in industry option in year 3)

Typical offer grades are for guidance only – please speak with us if unsure. Find out more at [www.uea.ac.uk/nbs/courses](http://www.uea.ac.uk/nbs/courses)

A level (typical offer): ABB
International baccalaureate: 32
BTEC EXT L3: DMM in relevant subject
Length: 3 years (4 years with a Year Abroad or with a Year in Industry)
ACCOUNTING AND MANAGEMENT

This degree is designed for students looking to study a professionally-accredited undergraduate degree in accounting, while learning the theory and practice of management. You will develop your critical and analytical abilities, while becoming proficient in accounting and related expertise. The course is also an excellent pathway if you wish to pursue a career in management accounting, commerce or banking.

Our teaching approach makes extensive use of real-world examples and tasks. You will also learn transferable skills from modules such as Developing Business Skills and Developing Management Skills.

FIRST YEAR
Semester 1 (S1)  
- Management and Organisational Behaviour
- Introduction to Quantitative Methods for Business
- The Economic and Business Environment

Semester 2 (S2)  
- Introduction to Financial and Management Accounting
- Introduction to Corporate Finance
- Introduction to Digital Business

SECOND YEAR
Semester 1 (S1)  
- Financial Reporting
- Managing People
- Strategic Awareness and Analysis

Semester 2 (S2)  
- Management Accounting
- Optional Module
- Optional Module

FINAL YEAR
Semester 1 (S1)  
- Advanced Management Accounting
- Optional Module
- Optional Module

Semester 2 (S2)  
- Optional Module
- Optional Module
- Optional Module

OPTIONAL MODULES

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.

BSc (HONS) ACCOUNTING AND MANAGEMENT
(with study abroad or year in industry option in year 3)

Typical offer grades are for guidance only – please speak with us if unsure. Find out more at www.uea.ac.uk/nbs/courses

A level (typical offer): ABB
International baccalaureate: 32
BTEC EXT L3: DMM in relevant subject
Length: 3 years
(4 years with a Year Abroad or with a Year in Industry)
**BUSINESS ANALYTICS AND MANAGEMENT**

Prepare yourself for the future of data-driven decision making in business and management. This course provides you with the tools to find, manage, analyse and interpret data to support business decisions. You will develop a critical appreciation of the strengths and limitations of these tools.

You will gain invaluable experience of working with others and presenting findings and ideas. In your final year of study, you will undertake a major analytics project.

### Compulsory Modules

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>Semester 1 (S1)</th>
<th>Introduction to Quantitative Methods for Business</th>
<th>The Economic and Business Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR</td>
<td>Semester 2 (S2)</td>
<td>Quantitative Methods for Business</td>
<td>Information and Data Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Information Systems for Managers</td>
<td></td>
</tr>
<tr>
<td>SECOND YEAR</td>
<td>Semester 1 (S1)</td>
<td>Statistics for Business</td>
<td>Optional Module</td>
</tr>
<tr>
<td></td>
<td>Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
<tr>
<td>FINAL YEAR</td>
<td>Semester 1 (S1)</td>
<td>Business Analytics Project</td>
<td>Optional Module</td>
</tr>
<tr>
<td></td>
<td>Semester 2 (S2)</td>
<td>Optional Module</td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

### Optional Modules

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
BUSINESS FINANCE AND MANAGEMENT

This course is designed for those looking to pursue a career in the financial services industry, or financial aspects of any organisation. You will master the key principles of business finance, financial management, international financial services, financial modelling and investments, alongside other core management disciplines.

This degree emphasises the development and enhancement of transferable intellectual and study skills, as well as improving self-awareness and managing your own personal development.

This will prepare you for graduate careers in business and put you on track for management positions.

Your first year will introduce you to accounting, finance and business ideas, while you can choose modules in your second and final years to tailor your degree to your career aspirations. Upon graduating, you will have the qualifications to enter a wide variety of employment sectors, including the banking, investment, and insurance industries, as well as finance in a wide range of sectors.

###first-year

<table>
<thead>
<tr>
<th>Semester 1 (S1)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and Organisational Behaviour</td>
<td>Introduction to Quantitative Methods for Business</td>
<td>The Economic and Business Environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 (S2)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Financial and Management Accounting</td>
<td>Introduction to Corporate Finance</td>
<td>Introduction to Digital Business</td>
</tr>
</tbody>
</table>

###second-year

<table>
<thead>
<tr>
<th>Semester 1 (S1)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Finance</td>
<td></td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 (S2)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics for Business</td>
<td>Banking and Financial Services</td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

###final-year

<table>
<thead>
<tr>
<th>Semester 1 (S1)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Management</td>
<td></td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2 (S2)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk Management</td>
<td></td>
<td>Optional Module</td>
</tr>
</tbody>
</table>

###optional-modules

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.

**Typical offer grades are for guidance only – please speak with us if unsure.**

*Find out more at [www.uea.ac.uk/nbs/courses](http://www.uea.ac.uk/nbs/courses)*

**A level (typical offer):** ABB

**International baccalaureate:** 32

**BTEC EXT L3:** DMM in relevant subject

**Length:** 3 years (4 years with a Year Abroad or with a Year in Industry)
The shortage of graduates with knowledge of digital business and the necessary skills to make digital businesses successful is recognised by governments, non-government agencies and leading technology companies. You will learn how digital technologies transform businesses and markets, establishes new opportunities for value creation, disrupts traditional business models, and how digital technologies are applied in every aspect of business. You will also develop your analytical skills and your understanding of digital transformation and what a digital business is. You will also have the opportunity to examine the technological drivers of change and the roles that people have.

In your first year, you will explore the central principles and theories related to business. In your second and final years, you will have freedom to choose optional modules that delve deeper into areas that interest you most. Also, in your final year, you will have the option to complete a project that examines digital business in detail.

This course addresses the worldwide shortage of graduates in digital business and provides you with vital experience and understanding of contemporary and emerging digital technologies. It provides an appreciation of digital business management, how to communicate your knowledge, and work with others. This course equips you with knowledge and skills demanded by employers, or helps progression into further study if you chose to pursue a postgraduate MSc/MA or a PhD.

If you want to ensure that you have the right digital business knowledge and skills to succeed in the future and put yourself at a competitive edge over other graduates, then this course is right for you.

**First Year**

**Semester 1 (S1)**
- Management and Organisational Behaviour
- Introduction to Quantitative Methods for Business
- The Economic and Business Environment

**Semester 2 (S2)**
- Introduction to Financial and Management Accounting
- Information Systems for Managers
- Information and Data Management
- Understanding Digital Markets*
- Digital Entrepreneurship*
- Critical Issues in Information Systems*

**Second Year**

**Semester 1 (S1)**
- Information Systems*
- Information and Data Management
- Optional Module

**Semester 2 (S2)**
- Optional Module
- Optional Module

**Final Year**

**Semester 1 (S1)**
- Optional Module
- Final Year Project
- Or 2 Optional Modules

**Semester 2 (S2)**
- Optional Module

**Optional Modules**

Only compulsory modules are listed here. As you enter your second and third year you will have access to a comprehensive range of optional modules. These will allow you to further diversify and specialise your studies to your interests and career aspirations. Our multiple optional modules offer choice and flexibility, enabling you to add a depth of study, create individualised, employability skills sets and are an important element of our undergraduate programmes.
IMPORTANT INFORMATION
We might make changes to advertised courses and other information. We have taken great care in compiling the information contained in this brochure, which we believe to be accurate at the time of going to press. We consider changes to courses very carefully and the University hopes to minimise any changes. Exceptionally it can be necessary to make changes, for example to courses, provision of facilities or fees due to legitimate staffing, financial, regulatory or academic reasons. Examples of such reasons might include a change of law or regulatory requirements, industrial action, lack of demand, departure of key personnel, change in government policy or funding, or withdrawal or reduction of funding. We will try to keep applicants notified as soon as possible of any such material changes likely to have a bearing on their application by updating our website.

www.uea.ac.uk

NO LIABILITY FOR CHANGES OUTSIDE OF OUR CONTROL
Should industrial action or other circumstances beyond the reasonable control of the University occur, and this interferes with the University’s ability to deliver services in accordance with the descriptions provided, the University will use all reasonable efforts to minimise disruption as far as it is practicable to do so. Provided the University complies with its obligations set out above, it shall not be liable to students, applicants or any other person for any loss, costs, charges or expenses arising out of the information set out in this brochure or its digital equivalent, changes to that information or any disruption or interference of the type described above.

UNIVERSITY TERMS AND CONDITIONS, PROCEDURES, RULES AND REGULATIONS
If you accept an offer of a place, it will be subject to the University’s terms and conditions, the latest version of which is available at www.uea.ac.uk/about/legalstatements