

EXCHANGE OPTIONS - Level 5 / Year 2 (EURX004/EXCH021/EURX005)
Students can choose one of our 10 UG Programmes
* Students coming for the Fall semester only (September-January), must choose one programme and take all modules offered in the first semester from that programme.
Due to the nature of the way that BA Economics is taught, there are strict limitations on who can study these courses. It can only be studied in the Fall Semester or for the Full year. Students must have studied a Finance Module and an Economics Module prior to study at NTU and this must be shown on the transcript.
For specialist courses (Accounting, Economics, Marketing) students will need to show proof that they have appropriate knowledge of these subjects and will be subject to academic approval.
*All course choices are subject to availability. Students are responsible for ensuring they have suitable pre-requisites to join modules. We do not allow students to change their modules after the semester has begun.

The following courses all have in-person exams during the January exam period, students must be able to take these either on campus or by overseas examination process (i.e. at home institution). If they cannot do this, then they should not take these courses:

BSc Accounting & Finance
 BSc Economics
 BA Business Management & Accounting & Finance
 BA Business Management & Economics

FALL SEMESTER OPTIONS - Level 5 / Year 2 (EURX004)		
<div><div>1.) BSc (Hons) Accounting & Finance</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Financial Management (10 ECTS)</div><div>Financial Reporting (10 ECTS)</div><div>Management Accounting Information (10 ECTS)</div></div>		
<div><div>2.) BA (Hons) Business</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Digital Entrepreneurship (10 ECTS)</div><div>Managing and Organising for Human Resources (10 ECTS)</div><div>Survey Research and Analysis for Business (10 ECTS)</div></div>		
<div><div>3.) BA (Hons) Business Management & Accounting & Finance</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Corporate Financial Analysis (10 ECTS)</div><div>Accounting in its Organisational Contexts (10 ECTS)</div><div>Financial Management (10 ECTS)</div></div>		
<div><div>4.) BA (Hons) Business Management & Economics</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Economics of International Growth and Development (10 ECTS)</div><div>Macroeconomic Theory & Applications (10 ECTS)</div><div>Microeconomic Theory & Applications (10 ECTS)</div></div>		
<div><div>5.) BA (Hons) Business Management & Human Resources</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Exploring Human Resource Management (10 ECTS)</div><div>Human Resource Development (10 ECTS)</div><div>Researching People and Organisations (10 ECTS)</div></div>		
<div><div>6.) BA (Hons) Business Management & Entrepreneurship</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Enterprise in Practice (10 ECTS)</div><div>Competitive Strategy and Innovation (10 ECTS)</div><div>Dynamic Entrepreneurship (10 ECTS)</div></div>		
<div><div>7.) BA (Hons) Business Management & Marketing</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Integrated Marketing Communications (10 ECTS)</div><div>Research for Marketing (10 ECTS)</div><div>Buyer Behaviour (10 ECTS)</div></div>		
<div><div>8.) BA (Hons) Marketing</div><div>Fall Semester (Semester 1)</div><div>Must take these 3 modules</div><div>Research for Marketing (10 ECTS)</div><div>Buyer Behaviour (10 ECTS)</div><div>Delivering Customer Value (10 ECTS)</div></div>		
<div><div>9.) BA (Hons) International Business</div><div>Fall Semester (Semester 1)</div><div>Must take these 2 modules</div><div>International Business Environment (10 ECTS)</div><div>Economics for International Business (10 ECTS)</div><div>Must take these 2 x 10 cp modules</div><div>Managing Culture Across Borders 1 (5 ECTS)</div><div>Foreign Language 1 (5 ECTS)</div></div>		
<div><div>10.) BSc (Hons) Economics</div><div>Fall Semester (Semester 1)</div><div>Must take these 2 modules</div><div>Intermediate Macroeconomics (10 ECTS)</div><div>Intermediate Microeconomics (10 ECTS)</div><div>AND Choose 1 module from these three choices:</div><div>Environmental & Resource Economics (10 ECTS)</div><div>Industrial Economics (Eco with Bus) (10 ECTS)</div><div>Economics of International Banking (10 ECTS)</div><div>Due to the nature of the way that BA Economics is taught, there are strict limitations on who can study these courses. It can only be studied in the Fall Semester or for the Full year. Students must have studied a Finance Module and an Economics Module prior to study at NTU and this must be shown on the transcript.</div></div>		
<div><div>LANGUAGES: available for students on BAIB as accredited. All other courses, the language will register as supplementary only and information sent out in the summer on how to register.</div><div>(5 ECTS)</div><div><div>Arabic</div><div>English (either Business English or as a Foreign Language)</div><div>French</div><div>German</div><div>Korean</div></div><div><div>Italian</div><div>Japanese</div><div>Mandarin</div><div>Spanish</div></div></div>		
<div>Foreign languages cannot be at beginners level if taken as an accredited module. NB: for a small fee, a language can also be taken as a supplementary module.</div>		

BSc Accounting & Finance

Semester 1 – students must take all 3 modules in the list below:

Financial Management (10 ECTS / 20 UK CREDIT POINTS)

This module assesses the value creation activity of organisations through their investment and financing strategies, focusing on finance theories and their application in practice. You will be equipped with the ability to analyse scenarios, case studies and actual companies with respect to financial management. You will also learn to evaluate alternative proposals and to communicate information to a business audience in an effective manner.

Financial Reporting (10 ECTS / 20 UK CREDIT POINTS)

This module will develop your technical accounting knowledge whilst contextualising it within a broader regulatory framework. You will study the role of financial reporting and its use to stakeholders and the application of accounting standards in the preparation of financial statements. The module will also focus on the preparation and purpose of group accounts and emerging problem areas in financial reporting. It will enable you to calculate, present and interpret accounting reports with regard to current regulatory requirements and apply current and relevant accounting standards in the preparation of financial statements.

Management Accounting Information (10 ECTS / 20 UK CREDIT POINTS)

This module extends the concepts and techniques that were studied in Management Accounting during Year One, covering cost ascertainment, decision-making and budgetary planning, and control. In addition to this, the module will consider business performance measurement and behavioural and environmental issues in management accounting. You will also learn how to choose and apply management accounting tools and techniques in various business contexts in order to support planning, control, and decision-making within organisations.

BA Business

Semester 1 – students must take all 3 modules in the list below:

Managing and Organising for Human Resources (10 ECTS / 20 UK credit points)

This module aims to develop an understanding of the human aspects of managing and organising work. It draws upon ideas from disciplines such as work psychology, organisational sociology, and human resource management to provide insights into possibilities for managing and organising work. The module considers the nature of the changing context of managing and organising and examines the central issues and contemporary concerns that this presents for HR.

Throughout the module you will be encouraged to develop a critical perspective which encompasses views from both those managing and those managed, as well as a consideration of the wider impact of choices taken in regard to managing and organising work activities. Whilst exploring classic studies in managing and organising, these ideas will also be examined in the context of the contemporary changing international workplace. The module is relevant to a broad range of careers given that HR issues are a concern for all.

Survey Research and Analysis for Business (10 ECTS / 20 UK credit points)

This module draws on conceptual material in the area of Survey Methods widely used in business and the application of analytic methods to the data generated. One of the primary focuses of this module is to help you understand how to plan and conduct surveys but also interpret the results within the appropriate business context. With the aid of appropriate professional statistical software you will be encouraged to apply statistical methods of analysis to data. The module is designed to allow you the opportunity to analyse and interpret “real data” from various areas of the business world. In studying this module you will develop your knowledge and skills in conducting survey research within business.

You will be given the opportunity to plan and execute a survey; design and implement a survey instrument; analyse survey results using applications software; and interpret and communicate analytical findings.

Digital Entrepreneurship (10 ECTS / 20 UK credit points)

The aim of this module is to develop your critical awareness of digital entrepreneurship and intrapreneurship within a global marketplace. During the module you will examine the process of developing a digital business that is enabled and / or enhanced by internet technologies, smart and mobile phones and their applications, and other emerging technologies.

BA Business Management & Accounting & Finance

Semester 1 – students must take all 3 modules in the list below:

Corporate Financial Analysis (10 ECTS / 20 UK Credit Points)

The aim of this module is to introduce students to a critical analysis of company annual reports and accounts, looking at both the accounting statements and the narrative report. You will investigate how financial performance and health is reported by businesses. In studying this module you will examine the contents of company annual financial reports, identify a range of users of the reports, and develop the skills required to assess the contents of company annual financial reports. Furthermore, you will carry out a critical evaluation of a company's financial performance and health using company annual reports and other sources of financial information (such as; share valuation models, investment philosophy, regulatory reporting requirements, economic and industry analysis, and corporate governance principles).

Financial Management (10 ECTS / 20 UK Credit Points)

This module assesses the value organisations create through their investment and financing strategies and activity. You will focus on finance theories and their application in practice and will be equipped with the ability to analyse scenarios, case studies and actual companies with respect to financial management. You will learn how to evaluate alternative proposals and communicate to a business audience in an effective manner.

Accounting in its Organisational Context (10 ECTS / 20 UK Credit Points)

The manager and entrepreneur of the future must have sound financial skills to enable them to take advantage of their environment. Understanding the environment in which you operate, and the financial structure of your organisation is critical to this process. You will also need to understand the information required to successfully manage your organisation and how to correctly interpret it.

With this in mind, this module will explore a range of management accounting techniques that are used in business decision making and develop your understanding of the value and limitations of accounting information for managerial decision making, planning and control purposes within organisations. You will develop an understanding of problem-solving techniques and how these techniques can be used within the accounting and finance framework. You will also explore how accounting and finance information could evolve to meet the needs of organisations operating in competitive markets.

BA Business Management & Economics

Semester 1 – students must take all 3 modules in the list below:

Economics of International Growth and Development (10 ECTS / 20 UK Credit Points)

The module covers vital subjects as theories of economic growth, economic inequality, poverty and malnutrition, population growth, trade policy, and the markets for factors (land, labour, and credit) and output. Real examples and cases studies from around the world will be used to support the theoretical arguments.

Microeconomics Theory and Applications (10 ECTS / 20 UK Credit Points)

The module is designed to introduce key microeconomic theory which will enable you to analyse the choices that face consumers, businesses, and governments and hence the decisions these economic agents make. It aims to explore the interconnectedness of these decisions and the factors that shape both the choices of economic agents and the resulting outcomes. The module will develop a framework which will allow you to understand the arguments around market failure and government intervention.

Macroeconomics Theory and Applications (10 ECTS / 20 UK Credit Points)

The module is designed to introduce you to key macroeconomic issues both in a national and international context. In doing so, it will introduce theoretical and conceptual building blocks which are required by economists to analyse macroeconomic issues.

BA Business Management & Entrepreneurship

Semester 1 – students must take all 3 modules in the list below:

Competitive Strategy and Innovation (10 ECTS / 20 UK Credit Points)

This module provides an understanding of business development and strategy with particular reference to processes of strategic management, innovation, and business development in the global context.

It will develop your understanding of competitive advantage and introduce you to key concepts in strategy, organisational change, and development, all drawn from different cultural contexts. You will examine the nature of innovation, and the process involved in bringing it about. This module also seeks to demonstrate how innovation can provide competitive advantage for business firms operating in local, national, and international environments.

Over the course of the module, you will: -

- study profitability and the nature and purpose of corporate and competitive strategy in a global context.
- explore corporate direction, goals, mission, and vision.
- analyse the business environment, methods and techniques of analysis and its relevance to competitor and customer development.
- explore the nature of technological change and its links to innovation.
- classify innovation and innovative activity.
- analyse the process of innovation and different perspectives on the process.

Enterprise in Practice (10 ECTS / 20 UK Credit Points)

This module develops an understanding of the nature, operations, and business environment of small and medium sized enterprises (SMEs). In parallel it promotes the role of entrepreneurs and entrepreneurial activity in the economic context. Students will appreciate and understand the challenges SMEs face and evaluate the importance of entrepreneurship in SMEs. Support infrastructures and policies are presented to help contextualise issues for SMEs. The module develops and underpins strategic thinking and an analysis of business operations, business growth options and business environment.

Corporate Entrepreneurship (10 ECTS / 20 UK Credit Points)

The Corporate Entrepreneurship module presents you with a tool kit that can unlock creativity, innovation, and entrepreneurship in many institutions. The module is designed to widen your understanding of the changing world of business management and the need for constantly renewing existing business processes in line with unexpected changes in the market. Specifically, the module is intended to stimulate debate about the essence of entrepreneurship in both private and public institutions. It provides you with essential tools that are necessary towards understanding and creating enterprising institution(s).

BA Business Management & Human Resources

Semester 1 – students must take all 3 modules in the list below:

Exploring Human Resource Management (10 ECTS / 20 UK Credit Points)

This module will develop your knowledge of the key issues relating to the processes and practices of human resource management (HRM). You will study the role of HRM and the HR function in organisations, and also have the opportunity to critically understand research in the field of HRM.

The module will develop your knowledge and understanding of the key issues of relations between an employer and its workforce. You will also have the opportunity to understand critically the reasons and explanations behind trends such as employee voice and employee engagement and what the role of HRM is in shaping those trends. You will evaluate current and developing practice in selected areas of managing the employment relationship, with a particular emphasis on the role of employee voice.

Researching People and Organisations (10 ECTS / 20 UK Credit Points)

This module aims to develop your critical understanding and challenge accepted views of organisational issues affecting people in their everyday work. You will develop core research skills, learn to evaluate, and present research evidence and arguments, and also develop a greater awareness of the limitations of theory.

Examples of the topics that are covered include power, surveillance and technology at work, service and leisure work, organisational misbehaviour, gender, and sexuality in the workplace, and changing time and place of work.

Human Resource Development (10 ECTS / 20 UK Credit Points)

This module will increase your understanding of the key underpinning theories, principles, and practical implications relevant to Human Resource Development through the use of data analytic techniques. You will consider key ideas informing an HRD strategy, and to outline the meaning and importance of Strategic HRD in contemporary organisations. You will be asked to assess organisational data in creating learning and training activities for organisations, groups, and individuals.

Throughout the module you will be encouraged to consider a range of theoretical and practical applications of HRD, and its implications for the effective management and development of individuals and the organisation. There will also be the expectation to demonstrate team-working skills and ability to structure and communicate ideas effectively both verbally and in writing.

BA Business Management & Marketing

Semester 1 – students must take all 3 modules in the list below:

Buyer Behaviour (10 ECTS / 20 UK Credit Points)

This module explores, in depth, the core theories relating to Consumer Behaviour (both pre-and post-consumption) and applies them in a range of differing marketing contexts. You will develop a deeper knowledge and awareness of consumer behaviour in a variety of contexts – such as being a ‘customer’ of a charity. You will study consumer behaviour as well across all consumption stages (pre-consumption, consumption, post-consumption, and disposal). The module looks at various ‘cognitive’ and ‘experiential’ models of behaviour as well as discussing the ethics of manipulating buyer behaviour and the importance and influence of children. The module will also cover buyer behaviour in business markets as organisational buying can be fundamentally different to personal buying.

Research for Marketing (10 ECTS / 20 UK Credit Points)

During this module you will explore the core theories relating to Marketing Research and Marketing Planning, applying them to a range of differing marketing contexts. You will study the marketing planning process and how it supports the development of marketing strategies and tactics. The module will also take a practical approach, teaching you how to develop appropriate methods for conducting marketing research and understand the more practical issues. You will be asked to develop a research questionnaire or hold interviews with fellow-student ‘consumers’, to experience the process of research first hand.

Integrated Marketing Communications (10 ECTS / 20 UK Credit Points)

This module focuses on developing your ability to apply marketing communication theory and tools, in order to design, prepare and implement a strategic marketing communications campaign. You will look further into the concepts and techniques used in the interpretation of markets and market trends and develop the ability to work effectively individually and collaboratively to achieve goals in relation to set targets. The module will cover strategic marketing communications planning frameworks; how to develop strategies, plans, and objectives; applying and coordinating the promotional mix; the role of marketing communications in building customer relationships and value; internal and external communications; measuring the effectiveness of marketing communications and the use of marketing communications in different contexts including international and global markets.

BA Marketing

Semester 1 – students must take all 3 modules in the list below:

Buyer Behaviour (10 ECTS / 20 UK Credit Points)

Understanding the buyers and their needs, in customer and business markets, is one the key first steps of developing an effective marketing strategy. During this module, students will be exposed to organisational and core consumer behaviour theories as well as a variety of psychological and sociological theories relating to consumer behaviour (both pre-and post-consumption) to understand what influences consumer decision making and consumption behaviour.

Students will directly apply theories and models to case organisations in different marketing contexts. This will support your understanding of these models and theories and their use/ utility in practice.

Research for Marketing (10 ECTS / 20 UK Credit Points)

This module provides students with the opportunity to design and undertake their own case study based real-world market research project. Market research provides essential insights to management teams to help them make informed business decisions about product, service, and brand management which is a vital part of achieving competitive advantage.

The research for marketing module is practical with learning by doing, and through experience, a key feature of your work. Students will understand the key steps of the market research process - from responding to an initial client brief and ensuring your response and work recognises ethical research practice, to preparing market sector insights from published data and undertaking original research with real participants, ensuring your work and, ultimately, reporting back your findings.

Through this approach and work you will become familiar with the two main approaches of qualitative and quantitative research and the relevant technical terms and theory of each approach. The module is accredited by the Market Research Society (MRS) and students have the opportunity to gain recognition with the MRS.

Delivering Customer Value (10 ECTS / 20 UK Credit Points)

The creation and delivery of value are core to marketing and are the lifeblood of organisations, the satisfaction of their customers, the engagement, and activities of all their employees and ultimately their success.

This module builds on understanding from Fundamentals of Marketing in Year 1. Through the application of theory to practice you will explore and interrogate how customer value has been interpreted by organisations, if they are creating and delivering value, what changes and improvements are need and why they are needed. In doing so, the connection to strategy and brand positioning are recognised along with, for example, decisions related to the importance of relationships and experiences and the marketing mix and its integration.

BA International Business

Semester 1 – students must take all 3 modules in the list below:

Economics for International Business (10 ECTS / 20 UK Credit Points)

This module will introduce you to a range of key economic concepts, ideas, and skills, which will help you to understand how the international economy works. In addition to understanding core economic concepts, you will also learn to appreciate the potential of economic analysis to clarify contemporary issues for decision makers in international business and management.

During the module you will be introduced to methods such as opportunity cost and resource allocation; demand, supply, and price determination; and market structure and the behaviour of firms. You will also explore international trade theory concepts, including the gains from trade; absolute and comparative advantage, 'new' trade theories and the theory and practice of trade protection.

International Business Environment (10 ECTS / 20 UK Credit Points)

This module will provide you with an overview on how international business is conducted, focusing on what makes international business different from domestic business. You will explore the major theories that explain international business transactions and the institutions influencing those activities. You will also learn about measuring and facilitating international transactions and the dynamic interface between countries and companies that are attempting to conduct foreign business activities. You will explore the subject in reference to the strategy, behaviour and management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

Language (5 ECTS / 10 UK Credit Points)

During this compulsory module you can continue to develop your language skills. All languages can be taken from beginner level to even more advanced levels.

Choose from Arabic, French, English, German, Italian, Japanese, Mandarin, Spanish or Korean.

Managing Culture Across Borders 1 (5 ECTS / 10 UK Credit Points)

This module focuses on cross-cultural issues at global, national, and organisational levels and how these impact, in both theoretical and practical terms, upon the management of business functions across national borders. A solid theoretical and empirical basis is utilised to examine managing across borders as a foundation to understanding practice within management functions. The module examines contemporary issues within cross-cultural management and uses emerging empirical contexts to inform and develop knowledge. The module uses interactive student exercises to inform their learning (role-plays, seminars, case studies) to allow the cultural experience and knowledge of the multinational student group to inform the module's objectives.

BSc Economics

Semester 1 – students must take these two modules in the list below:

Intermediate Macroeconomics (10 ECTS / 20 UK Credit Points)

This module looks to develop students understanding of macroeconomic theory. It will provide students with the necessary conceptual foundations to appraise alternative perspectives on key controversies in macroeconomics. In looking consistently to draw potential policy implications its focus will be on both the short- term dynamics of economies frequently buffeted by economic shocks and the longer-term drivers and influences on economic growth and development.

Intermediate Microeconomics (10 ECTS / 20 UK Credit Points)

This module aims to deepen and widen students understanding of microeconomics by building upon the foundations students acquired from the Principles of Microeconomics module. This module will explore the complex interconnectedness of individual decisions, which arise because of rival demands on globally scarce resources. Additionally, this module will introduce students to some of the controversies associated with alternative theoretical approaches.

Semester 1 – Choose from 1 of these modules:

Economic Evaluation (10 ECTS / 20 UK Credit Points)

This module provides a broad treatment of micro and macroeconomic policy issues that affect contemporary society. The module will use the toolkit of the economist to analyse contemporary economic issues.

Industrial Economics (10 ECTS / 20 UK Credit Points)

This module will enable you to apply economic techniques to analyse the workings of industries and firms, in their market context. Alternative economic theories concerning the behaviour of firms and government policies towards industries and firms will be explored.

Economics of International Banking (10 ECTS / 20 UK Credit Points)

This module analyses the activities of banks both in a national and an international context, assessing their economic role and impact on wider economic activity. You will develop your competency in analysing the performance of banks and risk management.

Link to module specifications for all modules found [here](#).