



Nottingham  
Business School  

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Nottingham Trent University

Bachelor Exchange Curriculum Offering

**Full Year**

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# 1. Introduction

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Please find the brief module descriptors of the module offerings from Nottingham Business School for our Bachelor Fall Semester.

Please see the table on the next page on how the offering works.

Modules that are from the Accounting & Finance or Economics department may have a physical examination.

Full descriptors for all modules can be found in the link at the back of this document.

**EXCHANGE OPTIONS - Level 5 / Year 2 (EURX004/EXCH021/EURX005)**

**Students can choose one of our 10 UG Programmes**

**\* Students coming for the [full year](#) must choose one programme and take all the modules offered in the first semester, you then either stay on the course route taking the core modules and making a choice from a selection in the second semester from the same programme OR choose 3 modules from the mixed module route in the final section of this form.**

**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.**

**FULL YEAR EXCHANGE OPTIONS - Level 5 / Year 2 (EXCH021)**

<b>1.) BSc (Hons) Accounting &amp; Finance</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Financial Management (10 ECTS)
Financial Reporting (10 ECTS)
Management Accounting Information (10 ECTS)
<b>Spring Semester (Semester 2)</b>
Applied Professional Development (10 ECTS) - CORE MODULE
<b>Choose 1 module from these two choices:</b>
Taxation (10 ECTS)
Survey Research and Analysis (10 ECTS)
<b>Choose 1 module from these two choices:</b>
Forensic Accounting and Assurance (10 ECTS)
Finance in the Public Services (10 ECTS)

<b>2.) BA (Hons) Business</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Digital Entrepreneurship (10 ECTS)
Managing & Organising for Human Resources (10 ECTS)
Sustainable Leadership in Practice (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
Marketing Management (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Management Accounting for Decision Making (10 ECTS)
Exploring Strategy & Innovation (10 ECTS)
Managing the Global Supply Chain (10 ECTS)

<b>3.) BA (Hons) Business Management &amp; Accounting &amp; Finance</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Corporate Financial Analysis (10 ECTS)
Accounting in its Organisational Contexts (10 ECTS)
Financial Management (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
People, Organisations and Society (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Marketing Management (10 ECTS)
International Business in a Global Changing Landscape (10 ECTS)
Survey Research & Analysis (10 ECTS)

<b>4.) BA (Hons) Business Management &amp; Economics</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Economics in Action (10 ECTS)
Macroeconomic Theory & Applications (10 ECTS)*
Microeconomic Theory & Applications (10 ECTS)*
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
Survey Research & Analysis (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Marketing Management (10 ECTS)
Exploring Strategy & Innovation (10 ECTS)
People, Organisations and Society (10 ECTS)

<b>5.) BA (Hons) Business Management &amp; Human Resources</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Exploring Human Resource Management (10 ECTS)
Human Resource Development (10 ECTS)
Researching People and Organisations (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
Marketing Management (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Artificial Intelligence and Digital Entrepreneurship (10 ECTS)
International Business in a Global Changing Landscape (10 ECTS)
Management Accounting for Decision Making (10 ECTS)

<b>6.) BA (Hons) Business Management &amp; Entrepreneurship</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Enterprise in Practice (10 ECTS)
Innovation in Business (10 ECTS)
Corporate Entrepreneurship (10 ECTS)
<b>This course is only offered for the Fall Semester.</b>
Students wishing to join this course and study for a full year will need to move to the mixed module route offered below.

<b>7.) BA (Hons) Business Management &amp; Marketing</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Campaign & Content Management (10 ECTS)
Research for Marketing (10 ECTS)
Buyer Behaviour (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
People, Organisations and Society (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Artificial Intelligence and Digital Entrepreneurship (10 ECTS)
International Business in a Global Changing Landscape (10 ECTS)
Managing the Global Supply Chain (10 ECTS)

<b>8.) BA (Hons) Marketing</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 3 modules</b>
Research for Marketing (10 ECTS)
Buyer Behaviour (10 ECTS)
Delivering Customer Value (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>CORE MODULES (must take):</b>
Applied Professional Development (10 ECTS)
Creating Promotional Campaigns (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Exploring Strategy and Innovation (10 ECTS)
Managing Global Supply Chain (10 ECTS)
Digital Marketing (10 ECTS)

<b>9.) BA (Hons) International Business</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 2 modules</b>
International Business Environment (10 ECTS)
Economics for International Business (10 ECTS)
Managing Culture Across Borders 1 (5 ECTS)
Foreign Language 1 (5 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>Must take these 3 modules</b>
Managing Culture Across Borders 2 (5 ECTS)
Foreign Language 2 (5 ECTS)
Applied Professional Development (10 ECTS)
<b>AND Choose 1 module from these 3 choices:</b>
Management Accounting for Decision Making (10 ECTS)
Digital Marketing and Emerging Technologies (10 ECTS)
Managing Global Supply Chain (10 ECTS)

<b>10.) BSc (Hons) Economics</b>
<b>Fall Semester (Semester 1)</b>
<b>Must take these 2 modules</b>
Intermediate Macroeconomics (10 ECTS)
Intermediate Microeconomics (10 ECTS)
<b>AND Choose 1 module from these two choices:</b>
Economic Evaluation (10 ECTS)
Economics of International Banking (10 ECTS)
Industrial Economics (Eco with Bus) (10 ECTS)
<b>Spring Semester (Semester 2)</b>
<b>You can take either Set 1, 2 or 3 (but cannot mix)</b>
<b>Set 1</b>
Applied Professional Development (10 ECTS)
Environmental & Resource Economics (10 ECTS)
<b>Set 2</b>
Applied Professional Development (10 ECTS)
Global Financial Markets (10 ECTS)
<b>Set 3</b>
Applied Professional Development (10 ECTS)
Managerial Economics 1
<b>Choose 1 module from these two choices to go with any set in HY2:</b>
Econometrics (10 ECTS)
Survey Research & Analysis

<b>YEAR 2 LEVEL 5 - SPRING SEMESTER ONLY Mixed Module Route:</b>
<b>CHOOSE 3 MODULES FROM THIS LIST (all modules are 10 ECTS each):</b>
International Business in a Global Changing Landscape*
Survey Research & Analysis
Management Accounting for Decision Making**
Artificial Intelligence and Digital Entrepreneurship (10 ECTS)
Marketing Management
People, Organisations and Society***
Managing Global Supply Chain
Exploring Strategy & Innovation****
Digital Marketing and Emerging Technologies (10 ECTS)
Financial Markets, Institutions & Services
* You cannot study International Business in a Global Changing Landscape if you have studied International Business Environment in the fall semester as it is too similar a module.
**You cannot study Management Accounting for Decision Making if you have studied Financial Management or Management Accounting Information in the fall semester due to the modules being too similar.
***You cannot study People, Organisations and Society if you have studied Managing & Organising for Human Resources in the fall semester as it is the same module.
****You cannot study Exploring Strategy & Innovation if you have studied Innovation in Business in the fall semester as it is a similar module.
*All Students selecting from the mixed route options for spring remain classed as studying the course that they chose for the fall semester for the full academic year.
If you do not take the APD module or study the Entrepreneurship route, then you have to move to the mixed module route.

<b>LANGUAGES: available for students on BAIB as accredited. All other courses, the language will be registered as supplementary only and a fee will be incurred. (5 ECTS PER SEMESTER)</b>
Arabic
English (either Business English or as a Foreign Language)
French
German
Italian
Japanese
Mandarin
Spanish
Korean
<b>* Students cannot study a language in the spring semester.</b> They can do it for the fall semester only or the full year due to the structure of the module.
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.

## **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.

**Semester 2 – students take the below core module and then choose two other modules from two sets below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

**Choose 1 module from this set of modules:**

### **Taxation (10 ECTS / 20 UK credit points)**

The module will provide you with an understanding of the operation of the UK tax system. You will develop technical skills to produce income and corporation tax computations. Specific areas covered during this module will include corporation tax computations, personal income tax, and computations including employment income, business tax computations including adjusted profit computations, capital allowances, self-assessment, losses, and partnerships.

**OR**

### **Survey Research & Analysis (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.

**Choose 1 module from this set of modules:**

**Forensic Accounting & Assurance (10 ECTS / 20 UK credit points)**

During this module you will learn about the role of the auditor and develop an understanding of modern audit from both an internal and external perspective. You will be introduced to forensic accounting as a discipline, studying the role and procedures of forensic accounting and the impact of auditing standards on those who undertake assurance engagements.

**OR**

**Finance in the Public Services (10 ECTS / 20 UK credit points)**

This module provides an introduction to the public services specifically focusing on:

- the objectives and purpose of public service organisations
- financing and financial reporting in the public services
- service provision, including service delivery, expenditure, and budgetary control.
- performance reporting and decision-making within public service organisation
- the current challenges and contemporary issues facing the public services.

You will learn to evaluate the effectiveness of strategic and operational, financial, and non-financial, decision-making within public service 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.

### **Sustainable Leadership in Practice (10 ECTS / 20 UK credit points)**

Sustainable leadership is critical in tackling climate change, enabling leaders to create resilient, ethical systems that balance environmental, social and economic priorities. In this module, you will analyse case studies using tools like the UN Sustainable Development Goals and the Sustainability Competency Matrix. You will graduate with the leadership mindset and practical skills to influence positive change.

### **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.

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Marketing Management (10 ECTS / 20 UK credit points)**

This module explores the role of marketing management and its interaction with other business functions. You will study marketing management concepts that support the development of sound marketing strategies, and also have the opportunity to develop effective group and personal skills that are valued highly by employers.

**Choose 1 module from the below:**

### **Management Accounting for Decision Making (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. Critical to this process is understanding the environment in which you operate and the financial structure of your organisation. You need to understand the information that is required to successfully manage your organisation and how to interpret it. During this module you will examine a range of management accounting techniques that are used in business decision making and explore how accounting and finance information could evolve to meet the needs of organisations operating in competitive markets.

You will study the value and limitations of accounting information for managerial decision making, planning and control purposes within organisations, and develop your understanding of problem-solving techniques that are frequently used by teams operating in an organisational context, and how these techniques could be used within the accounting and finance framework.

### **Exploring Strategy & 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.

### **Managing the Global Supply Chain (10 ECTS / 20 UK credit points)**

Focusing on operations and marketing, this module your practical understanding of the structure and organisation of supply chains, including sustainability and ethical issues. The areas you will cover include operations, logistics and procurement, and the importance of the flow of goods and information in providing value through global delivery systems.

## **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.

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **People, Organisations and Society (10 ECTS / 20 UK credit points)**

This module aims to explore and evaluate several contemporary business aspects affecting individuals and organisations from a practical perspective. It seeks to assess the theoretical perspectives of managing people, human behaviour, and the evolving nature of work.

**Choose 1 module from the below:**

**Marketing Management (10 ECTS / 20 UK credit points)**

This module explores the role of marketing management and its interaction with other business functions. You will study marketing management concepts that are used during the development of sound marketing strategies and will develop effective group and personal skills that are valued highly by organisational employers. You will learn about the application of marketing tools to different contexts, as well as segmentation, targeting and positioning. Other subjects covered include integrated marketing communications, social and ethical implications of marketing and marketing in context (including services, business, and international).

**International Business in a Changing Global Landscape (10 ECTS / 20 UK credit points)**

This module gives an overview of how international business is conducted, focusing on what makes international business different from domestic business. You will study the major theories explaining international business transactions, the financial exchange systems and institutions that measure and facilitate international transactions, and the dynamic interface between countries and companies attempting to conduct foreign business activities. You will explore strategy, behaviour and the management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

**Survey Research and Analysis (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.

## **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.

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Survey Research and Analysis (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.

**Choose 1 module from the below:**

**Marketing Management (10 ECTS / 20 UK credit points)**

This module explores the role of marketing management and its interaction with other business functions. You will study marketing management concepts that are used during the development of sound marketing strategies and will develop effective group and personal skills that are valued highly by organisational employers. You will learn about the application of marketing tools to different contexts, as well as segmentation, targeting and positioning. Other subjects covered include integrated marketing communications, social and ethical implications of marketing and marketing in context (including services, business, and international).

**Exploring 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.

**People, Organisations and Society (10 ECTS / 20 UK credit points)**

This module aims to explore and evaluate several contemporary business aspects affecting individuals and organisations from a practical perspective. It seeks to assess the theoretical perspectives of managing people, human behaviour, and the evolving nature of work.

## **BA Business Management & Entrepreneurship**

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

### **Innovation in Business (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).

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work

or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **People, Organisations and Society (10 ECTS / 20 UK credit points)**

This module aims to explore and evaluate several contemporary business aspects affecting individuals and organisations from a practical perspective. It seeks to assess the theoretical perspectives of managing people, human behaviour, and the evolving nature of work.

**Choose 1 module from the below:**

### **Managing the Global Supply Chain (10 ECTS / 20 UK credit points)**

This module focuses on operations and marketing and will develop your practical understanding of the structure and organisation of supply chains. You will cover aspects of operations, logistics, procurement, sustainability, and ethical issues, in order to understand the importance of the flow of goods and information in providing value through global delivery systems.

### **International Business in a Changing Global Landscape (10 ECTS / 20 UK credit points)**

This module gives an overview of how international business is conducted, focusing on what makes international business different from domestic business. You will study the major theories explaining international business transactions, the financial exchange systems and institutions that measure and facilitate international transactions, and the dynamic interface between countries and companies attempting to conduct foreign business activities. You will explore strategy, behaviour and the management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

### **Management Accounting for Decision Making (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. Critical to this process is understanding the environment in which you operate and the financial structure of your organisation. You need to understand the information that is required to successfully manage your organisation and how to interpret it. During this module you will examine a range of management accounting techniques that are used in business decision making and explore how accounting and finance information could evolve to meet the needs of organisations operating in competitive markets.

You will study the value and limitations of accounting information for managerial decision making, planning and control purposes within organisations, and develop your understanding of problem-solving techniques that are frequently used by teams operating in an organisational context, and how these techniques could be used within the accounting and finance framework.

## **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.

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Marketing Management (10 ECTS / 20 UK credit points)**

This module explores the role of marketing management and its interaction with other business functions. You will study marketing management concepts that are used during the development of sound marketing strategies and will develop effective group and personal skills that are valued highly by organisational employers. You will learn about the application of marketing tools to different contexts, as well as segmentation, targeting and positioning. Other subjects covered include integrated marketing communications, social and ethical implications of marketing, and marketing in context (including services, business, and international).

**Choose 1 module from the below:**

### **Artificial Intelligence and Digital Entrepreneurship (10 ECTS / 20 UK credit points)**

Digital entrepreneurship is transforming how organisations identify opportunities and launch ventures in the age of artificial intelligence. You will analyse market trends, evaluate digital platforms, and develop business concepts enabled and enhanced by the latest digital tools and technologies. By the end, you'll be ready to drive innovation and digital strategy across business and management roles.

### **Management Accounting for Decision Making (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. Critical to this process is understanding the environment in which you operate and the financial structure of your organisation. You need to understand the information that is required to successfully manage your organisation and how to interpret it.

During this module you will examine a range of management accounting techniques that are used in business decision making and explore how accounting and finance information could evolve to meet the needs of organisations operating in competitive markets.

You will study the value and limitations of accounting information for managerial decision making, planning and control purposes within organisations, and develop your understanding of problem-solving techniques that are frequently used by teams operating in an organisational context, and how these techniques could be used within the accounting and finance framework.

### **International Business in a Changing Global Landscape (10 ECTS / 20 UK credit points)**

This module gives an overview of how international business is conducted, focusing on what makes international business different from domestic business. You will study the major theories explaining international business transactions, the financial exchange systems and institutions that measure and facilitate international transactions, and the dynamic interface between countries and companies attempting to conduct foreign business activities. You will explore strategy, behaviour and the management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

## **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 as well consumer behaviour 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.

**Semester 2 – students take the below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **People, Organisations and Society (10 ECTS / 20 UK credit points)**

This module aims to explore and evaluate several contemporary business aspects affecting individuals and organisations from a practical perspective. It seeks to assess the theoretical perspectives of managing people, human behaviour, and the evolving nature of work.

**Choose 1 module from the below:**

**International Business in a Changing Global Landscape (10 ECTS / 20 UK credit points)**

This module gives an overview of how international business is conducted, focusing on what makes international business different from domestic business. You will study the major theories explaining international business transactions, the financial exchange systems and institutions that measure and facilitate international transactions, and the dynamic interface between countries and companies attempting to conduct foreign business activities. You will explore strategy, behaviour and the management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

**Managing the Global Supply Chain (10 ECTS / 20 UK credit points)**

Covering various areas of marketing and operations, this module will provide you with a practical understanding of the structure and organisation of supply chains, including sustainability and ethical issues. You will be introduced to aspects of operations, logistics and procurement and further develop your understanding on the importance of the flow of goods and information in providing value through global delivery systems.

**Artificial Intelligence and Digital Entrepreneurship (10 ECTS / 20 UK credit points)**

Digital entrepreneurship is transforming how organisations identify opportunities and launch ventures in the age of artificial intelligence. You will analyse market trends, evaluate digital platforms, and develop business concepts enabled and enhanced by the latest digital tools and technologies. By the end, you'll be ready to drive innovation and digital strategy across business and management roles.

## **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.

**Semester 2 – students take the two below core modules and then choose one optional module from the below:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events

focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Creating Promotional Campaigns (10 ECTS / 20 UK credit points)**

Want to create marketing campaigns that stand out? This module gives you the tools to plan, execute, and manage strategic marketing communications that engage audiences and drive results. You'll learn how to analyse market trends, develop creative strategies, and coordinate the right mix of promotional tools to build strong customer relationships. From crafting compelling content to measuring campaign success, you'll explore the entire marketing communications process. You'll also dive into how businesses communicate internally and externally, and how strategies adapt across different markets, including global and international contexts.

With a mix of individual and team projects, this module prepares you to think strategically and execute campaigns with confidence essential skills for careers in marketing, branding, and digital communications.

**Choose 1 from one of these 3 modules:**

### **Digital Marketing and Emerging Technologies (10 ECTS / 20 UK credit points)**

Learn how to plan, launch, and manage impactful digital marketing campaigns in this hands-on, career-focused module. You'll cover the full campaign cycle from strategy and planning to execution, measurement, and optimisation using tools that reflect today's digital-first world. Explore how digital marketing has reshaped the traditional marketing mix, analyse online consumer behaviour, and apply insights to meet evolving customer expectations.

**Or**

### **Exploring 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.

**Or**

## **Managing the Global Supply Chain (10 ECTS / 20 UK credit points)**

Covering various areas of marketing and operations, this module will provide you with a practical understanding of the structure and organisation of supply chains, including sustainability and ethical issues. You will be introduced to aspects of operations, logistics and procurement, and further develop your understanding on the importance of the flow of goods and information in providing value through global delivery systems.

## **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. We are one of the few UK universities to offer language training and the opportunity to participate in the UNILANG certification scheme, giving our students a real advantage when it comes to competing for the best jobs. All languages can be taken from beginner level, and for those with A-level pass grades or equivalent in French, German and Spanish can be taken to even more advanced levels.

### **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.

**Semester 2 – students take the three below core modules and then choose one optional module from the below choices:**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work

or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Managing Culture Across Borders 2 (5 ECTS / 10 UK credit points)**

Contemporary issues within cross cultural management are explored at a global, national, and organisational levels within this module. A strong theoretical underpinning and a range of interactive student exercises enables an understanding of a wide range of cross-cultural management issues across borders.

### **Language (5 ECTS / 10 UK credit points)**

Continue to develop your language skills in this yearlong compulsory module. Take advantage of the opportunity to participate in the UNILANG certification scheme.

**Choose 1 from one of these 3 modules:**

### **Managing the Global Supply Chain (10 ECTS / 20 UK credit points)**

Covering various areas of marketing and operations, this module will provide you with a practical understanding of the structure and organisation of supply chains, including sustainability and ethical issues. You will be introduced to aspects of operations, logistics and procurement, and further develop your understanding on the importance of the flow of goods and information in providing value through global delivery systems.

### **Management Accounting for Decision Making (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. Critical to this process is understanding the environment in which you operate and the financial structure of your organisation. You need to understand the information that is required to successfully manage your organisation and how to interpret it. During this module you will examine a range of management accounting techniques that are used in business decision making and explore how accounting and finance information could evolve to meet the needs of organisations operating in competitive markets.

You will study the value and limitations of accounting information for managerial decision making, planning and control purposes within organisations, and develop your understanding of problem-solving techniques that are frequently used by teams operating in an organisational context, and how these techniques could be used within the accounting and finance framework.

### **Digital Marketing and Emerging Technologies (10 ECTS / 20 UK credit points)**

Learn how to plan, launch, and manage impactful digital marketing campaigns in this hands-on, career-focused module. You'll cover the full campaign cycle from strategy and planning to execution, measurement, and optimisation using tools that reflect today's digital-first world. Explore how digital marketing has reshaped the traditional marketing mix, analyse online consumer behaviour, and apply insights to meet evolving customer expectations.

## **BA 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.

**Semester 2 – Choose either Set 1, 2 or 3:**

#### **Set 1**

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Environmental and Resource Economics (10 ECTS / 20 UK credit points)**

This module will give you the opportunity to apply economic analysis to issues related to the use of the environment and natural resources. Indicative topic areas include:

- introduction to environmental economics and sustainability
- economic characteristics of the environment and natural resources- their public good characteristics and the role of externalities
- pollution control regimes: command and control regulation, taxation, and tradeable permit schemes
- models of natural resource management, development, and use
- economics of energy markets
- economics of climate change and the role of institutions and international environmental agreements.

## Set 2

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Managerial Economics (10 ECTS / 20 UK credit points)**

This module involves the application of economic tools and techniques to contemporary business decisions, incorporating experience in the use of computer software to aid analysis.

## Set 3

### **Applied Professional Development (10 ECTS / 20 UK credit points)**

This module supports you to build upon and reflect on your personal and professional skills, attributes, and behaviours. You will attend a conference with a varied programme of events focused on the future of work, and later in the module you will immerse yourself in a period work or work-like experience to develop a range of skills designed to enhance your employability. The module has elements tailored to the degree course you have joined.

### **Financial Market Dynamics (10 ECTS / 20 UK credit points)**

Financial markets enable the transfer of funds from those who want to save to those who want to borrow to invest in productive activity. This module deepens the analysis of the major markets, participants, and instruments in a global context.

**Choose 1 module from one of these choices to go with Set 1/2/3:**

### **Econometrics (10 ECTS / 20 UK credit points)**

This module will develop further the tools and techniques that enhance your ability to use quantitative data to evaluate economic and business decisions. It will help you to build and test models of economic phenomena and introduce you to forecasting and hypothesis testing.

## **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.

### Spring Semester Mixed Module route.

If you do not wish to continue with the full year course route, then you will need to move to the Spring Semester mixed module route instead.

Choose 3 modules from the List below:

Survey Research & Analysis*	<i>You cannot take this module if you have taken this in Fall Semester</i>
Management Accounting for Decision Making**	<i>You cannot take this module if you have taken Financial Management or Management Accounting Information in the Fall Semester</i>
Artificial Intelligence & Digital Entrepreneurship	<i>You cannot take this module if you took Dynamic Entrepreneurship in the Fall Semester</i>
Marketing Management	
People, Organisations & Society****	<i>You cannot take this module if you took Managing Organising for HR in the Fall Semester</i>
Managing Global Supply Chain	
Exploring Strategy & Innovation*****	<i>You cannot take this module if you took Competitive Strategy &amp; Innovation in the Fall Semester.</i>
Digital Marketing and Emerging Technologies	
Financial Markets, Institutions & Services #	<i>The below module is taken from the Law with Business degree which Nottingham Business School provides to the Law School. If taking this module, you will be with Law School students not Nottingham Business School students</i>
All of the above modules are worth 10 ECTS each	
If you do not take the Applied Professional Development Module on the course, you register for fall semester then you <b>must</b> move to this mixed module route instead. There will be no negotiation over this.	

Throughout this brochure you can read descriptions of the list above apart from the below module:

#### Financial Markets, Institutions and Services (10 ECTS / 20 UK credit points)

Develop your ability to understand the financial accounts of firms and the economic functions provided by markets and the financial system.

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