

Bachelor of Science (Honours) (Top-up)

- **Business Management**
- **Business Management with Communications**
- **Business Management with Communications and Year in Industry**
- **Business Management with Industrial Placement**
- **International Business**

Developed, fully taught and awarded by University of Birmingham, UK

MODULE SYNOPSIS

ADVANCED COMMUNICATIONS PRACTICE (PLACEMENT) (20 Credits)

This module involves a pre-final year placement relating to Communications or Marketing Communications, allowing students to apply theory to practice and gain an understanding of how theoretical models can be applied in the real world, whilst further developing the key communications skills which employers are increasingly seeking. The onus will be on students to find a placement, with the advice and assistance of the Business School and the University Careers Service, giving added value to students in terms of their employability.

The taught and reflective part of this module, post-placement at the commencement of the final year, enables students to analyse in depth working communications-based practices and assimilate wider and more advanced associated theoretical frameworks.

CONSUMER BEHAVIOUR (20 Credits)

This module covers the theoretical perspectives and contemporary research to give insight into consumer behaviour. Changing patterns of consumption and marketing technology applications are shaping businesses as they aim to market to the consumer more effectively. Case studies on the latest consumer behaviour technologies will be introduced to demonstrate how behaviour has developed in comparison to the traditional marketing channels.

The focus areas include:

- Role of technology and its subsequent impact on consumer behaviour, explored with digital consumption, online consumer behaviour, big data and data use
- Impact of General Data Protection Regulation (GDPR) with a focus on data privacy
- Changing customer journey in the context of Omnichannel and Uni-channel marketing
- Technological applications such as Marketing Automation and Augmented Reality
- Current issues and developments in behavioural, psychological and sociological thinking
- Responsible business and ethical consumption

CONTEMPORARY ISSUES IN MARKETING (20 Credits)

This module introduces relevant contemporary theories and prepares students to enable them to better deal with contemporary marketing challenges by equipping them with the relevant marketing competencies and transferable employability skills.

This module covers:

- Introduction to key market and marketing macro challenges
- Contemporary issues related to global marketing patterns and marketing in domestic and local regions
- Market influences in the digital age and changes in customer expectations and consumer demand
- Business to Customer (B2C), Business to Business (B2B), Customer to Customer (C2C) and Peer to Peer (P2P) relationships
- Marketing in new and high growth firms
- Product commercialisation and introducing new innovative products to markets
- Creation of customer value and co-creation with customers
- Marketing opportunity and new market creation

CREATIVE CAMPAIGN PRODUCTION (20 Credits)

This module uses communication theory and contemporary case studies to examine how an organisation presents itself to an audience, internal or external. Topics include communication channel selection, persuasive campaigns, engaging an audience on the internet, communicating change to internal and external audiences, organizational use of social media for engagement. Also, the role and function of Human Resource Management and recruitment marketing is analysed. Podcast scripting and production will be taught and experienced as a channel of engagement.

Students will further examine and critique contemporary examples of creative campaigns using appropriate theory, before designing and producing their own campaigns using a variety of tools and channels. These include video production for the internet which can be uploaded to an individual employment enhancing online portfolio developed and contributed to throughout the degree programme. Students will work in collaborative teams, with both peer to peer, and student/lecturer engagement.

CRISIS MANAGEMENT (20 Credits)

Successful crisis management aims to minimise the impact of disruptive events that can result in loss of life, equipment, earnings, customers, reputation, market share or other future business prospects.

Previously, if a crisis arose, it was often assumed to be the result of a single flawed decision, often by one or more blameworthy individuals. In this view, a crisis was an aberration, an unfortunate accident as much a tragedy for the well-meaning and generally competent leaders who made the decision as for its more direct victims. In contrast, this module analyses the entire system, for example, factors that can precede and influence crisis such as policy changes, regulatory oversight, licensing criteria, financial concerns, environmental change, or organisational culture. Blending theory and practice, students will apply knowledge learnt in the analysis of real-world crisis management challenges.

DISSERTATION (20 Credits)

This compulsory module provides the opportunity to carry out independent research work over a period of two study blocks with the dissertation topic to be determined in consultation with a university supervisor. The process includes a written progress report in Study Block 1; a draft to be submitted to the supervisor in Study Block 2 and the final research version to be submitted towards end of Study Block 2.

Students on the Communications programme must write a dissertation with a communications focus.

EVENT MANAGEMENT AND DESTINATION MARKETING (20 Credits)

This module introduces the concepts through a marketing and communications perspective, including but not limited to, the strategic purpose of special events, event objectives, the importance of event theme, marketing planning and communications, and the key areas in event planning process.

The Destination Marketing perspective will explore the role and importance of destination branding and management in crafting, securing and maintaining a desirable market position, focusing on the creation of successful Destination Marketing campaigns. The management of a destination is crucial to ensuring ongoing investment, visitations and interest. Thus, there will be discussions on contemporary Destination Marketing issues such as; stakeholder management, crisis response, destination regeneration, event tourism and the impact of social media. The implications and effectiveness of Destination Marketing efforts will also be critically reviewed with a focus on the economic, socio-cultural and environmental impacts of tourist development.

FUNDAMENTALS OF LEADERSHIP (20 Credits)

This module is about understanding and explaining leaders and leading; exploring what leadership is and debating the difference leadership makes and why. Leadership theory, its contributions and limitations will be introduced, with discussion and debate on varieties of leadership experience across different 'real life' settings.

This module introduces students to the ideas of critical reflection and self-reflexivity in leadership studies in relation to the 'actual & real' enactment of leading/leadership, helping students to develop a sense of their own leadership potential and aptitude(s). Students will be further introduced to the most recent thinking and ideas in leadership studies around leading in/for 'responsible business' and in relation to debates around diversity and inclusivity.

GLOBALISATION, INNOVATION AND COMPETITIVENESS (20 Credits)

Modern day businesses are developing and competing in an increasingly dynamic and global context and shaped by institutional change as well as developments in knowledge, technology and innovation. In the present-day global business and institutional context, this module provides students with theoretical and empirical understanding of the economics and management of globalisation, innovation and their effects on competitiveness. The topics covered include global value chains and global innovation networks, clusters and national innovation systems as well as the challenges that the new technologies of digitalisation, automation and artificial intelligence pose to the competitiveness of firms.

INDUSTRY PLACEMENT A & B (120 Credits)

Industry placements will allow students to understand and apply analytical frameworks to problems, issues and decision making in the context of real business management. Students are expected to self-source their work placements in at least one functional discipline, such as Marketing, Communications, Procurement/Supply Chain Management, HRM, Accounting, Finance or Operations. The importance of the macro-environment in which organisations operate will be emphasised through explicit consideration of the macro-forces relevant to the disciplinary function which provides the application focus. The placements are subject to the University's approval and students will be assessed through a work-based essay. Support from the university's award winning careers team is available to guide students towards sourcing their placements and internships.

Business Management with Industrial Placement

Industry Placement A & B: 12 weeks work placement each

Business Management with Communications and Year in Industry

Industry Placement A: 12 weeks work placement

Industry Placement B: 24 weeks work placement

INTERNATIONAL ECONOMICS AND FINANCIAL DECISION MAKING (20 Credits)

The first part of the module equips students with knowledge of main macro-economic concepts, theories and principles and basic tools and methods of economic analysis with relevance for business. The topics typically include the main macroeconomic variables (GDP, inflation, and unemployment) and their measurement, basic macroeconomic theory including models of short-run and long-run aggregate demand and supply, and economic growth. There will also be an overview of theories of unemployment and inflation; fiscal policy; monetary policy; and globalisation and international trade, providing a platform to discuss problems and policies in the international economy.

The second part of the module examines investment projects using discounting methods under the conditions of certainty and risk using both traditional and portfolio methods. There will be demonstration of how to calculate and use cost of capital for geared companies, and how to evaluate leasing projects.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (20 Credits)

This module introduces students to international human resource management and locates this in a comparative context to understand the management of people in organisations operating across nations and cultures, from employee, management and business system perspectives.

This module will examine key contemporary HRM policies and practices, such as recruitment, selection, training and reward and performance management across different international business systems. It identifies and explains organisational impacts of international economic and business issues including social and political influences and legal requirements on HRM. The module also analyses the relevance of international employee mobility to global organisations and the appropriateness of various human resource strategies in the deployment of international personnel.

The module provides informed up-to-date comment and analysis on the implications of local/regional/global issues in relation to the management of human resources in international organisations.

INTERNATIONAL STUDY A & B (120 Credits)

This module exposes students to the differences in culture, business practice and socio-political-economic factors impacting on business.

Year 2

Students will have the opportunity to travel to the university's home campus in the UK, to study alongside UK-based students. They will live on the University of Birmingham campus and take the same examinations and assessments as local students over a period of four months. They will also participate in trips and activities.

Year 3

Students will have the opportunity to study at one of University of Birmingham's exchange partners in North America, Latin/South America, Europe, the Far East or Asia-Pacific region, subject to acceptance by the host institution and provided that this is not in the student's home country. Alternatively they may choose to study at the University of Birmingham's campus in Dubai. Like International Study A, students

will study alongside with the institution's home campus students and take the local examinations and assessments.

MANAGERIAL FINANCE (20 Credits)

Corporate Finance is at the core of any comprehensive business education as it covers a range of important topics that are considered critical to managerial decision making. The module will draw on accounting, statistics, economics and several management disciplines to develop the first principle that should govern decision making within any size or form of business entity. This module will have an emphasis on Investment, Financing and Profit Distribution decisions while noting the tension between "theory" and "practice", ethical/societal issues in financial decision making, potential pitfalls etc.

MANAGING OPERATIONS AND PROJECTS (20 Credits)

This module covers the fundamental principles and practice of Operations and Project Management, focusing on the management of the firm (industrial, service, public sector or retail) at the micro level of the economy. Students will be exposed to the development and delivery of operational and project strategies that are congruent with the company's business and marketing strategies.

Comprising a series of themes in operations and project strategy, design, planning and control, and quality/improvement, the major topics covered are:

- Operations and project management in context
- Projects and their relationship to operations
- Operations and project sustainability
- Designing business and service processes
- Organisational and leadership issues in projects
- Product and service development as a project
- Planning and controlling resources for operations and projects, including inventory and capacity management, resource scheduling and control
- Risk in projects and operations
- Developing lean operations managing quality systems

ORGANISATIONAL BEHAVIOUR (20 Credits)

This module covers the understanding of how organisations of all kinds operate and how different stakeholder groups interact with organisations and each other. More specifically, it introduces key organisational concepts and theories, which can be used to help students understand how organisations operate and how people operate within them. The topics covered include culture, power, ethics, management style and organisational space. These concepts and ideas will be explored to understand how they influence management practice.

By taking a critical approach to organisational behaviour, there will be discussion and critique of traditional managerialist approaches as well as organisational theories that do not encourage a managerialist approach.

Throughout, students will recognise the approaches and concepts covered in the managerial practices they are surrounded by, or witnessed, on a day to day basis.

PUBLIC RELATIONS AND REPUTATION MANAGEMENT (20 Credits)

This module examines how reputations are built, and sometimes threatened or destroyed. It analyses the use of communications across a range of contemporary channels which influence perceptions of organisations. It will be demonstrated how reputation can be managed through use of PR planning techniques, due concern for ethical decision making, issues tracking and crisis communications planning. Interactive workshops bring a practical element for students of this module via workshops.

In pro-active reputation management the module analyses tools and techniques to assist with creative campaigns for competitive edge, including those which either support, or are integral to, marketing campaigns. At the end of the module, students will be equipped with core knowledge and frameworks to understand how to manage reputation in relation to brand image, employee behaviour, and ethical values.

In reactive reputation management the module includes analysis of contemporary case studies in crisis communication and how organisations seek to protect reputational capital when a crisis unfolds.

RESEARCH METHODS AND BUSINESS ANALYTICS (20 Credits)

This module provides fundamental training of the research process and the available methods of data collection and analysis in the wider Business Management context. Students will gain an in-depth knowledge of research philosophy, research design, research approach, data collection, data preparation and data analysis including in-class sessions and workshops on more advanced analytical techniques for both quantitative and qualitative research. Software applications used in the analysis of both qualitative and quantitative research will be introduced through this module. In addition, core skills in writing research reports will be delivered from understanding literature reviews through to report completion.

There will be exposure to real-world business analytics applications and challenges, gaining familiarity with the practical aspects of business analytics, such as types of data, sources, extraction, cleaning and manipulation. The core concepts including but not limited to business intelligence, analytic techniques, visualisation, big data and cognitive computing will also be covered.

RESPONSIBLE BUSINESS: THEORY AND PRACTICE (20 Credits)

This module covers irresponsible businesses that exploit marginalised communities, damage our ecosystems, unfairly distributing benefits, costs, risks and harm, and that feasible alternatives to business irresponsibility exist and are successful in different contexts. With the growing movement for change, driven by the growing visibility of the cumulative impact of the consequences of irresponsible actions and the benefits accruing from responsible businesses, this module will explore the challenges associated with responsible business transformation and to develop a conceptual and pragmatic set of responsible business competences to assist in this transformation.

STRATEGIC GLOBAL COMMUNICATION (20 Credits)

This module examines the theories, principles and practice of strategic stakeholder communications in an international context, with a focus on advanced level management and organisational communications, from both cross-cultural and analytical standpoints. It aims to equip future Marketing Communications specialists, and Public Relations leaders with the knowledge and frameworks to enable strategic communications mapping, engagement, relationship development and management.

The module will analyse strategic approaches to managing challenges, conflict, and negotiation with all stakeholders at a corporate, national and international level; and the role of leaders in strategic communications, providing frameworks for cross cultural approaches. Students will also apply contemporary frameworks for customer relationship management and reputation building in this module.

STRATEGIC MANAGEMENT (20 Credits)

This module allows students to understand the various approaches to strategic management in the complex internal and external environment, both national and international. Students will study, analyse and evaluate corporate strategies in complex cases; as well as review strategy implementation at the corporate and intercompany levels.

In this module students learn how to carry out a full and critical strategic audit of an organisation and its competitive environment. In doing so they are enabled to produce coherent and consistent report to detail a company's strategic priorities.