

## **TEESSIDE UNIVERSITY**

**Name of course: Bachelor of Arts (Hons) Business with Marketing**

### **Module Description**

#### **[BIN1071-N] BUSINESS ENTERPRISE**

This module is designed to inspire students to think about entering the workplace once they have completed their studies. The module is delivered as an interactive learning experience which will enable students to develop an enterprising mind-set and help them to identify some of the skills and attributes they already possess. The module content will encourage the student to begin to think about their personal career aspirations, whilst addressing potential gaps linked to the individual's knowledge, skills, and experience.

#### **[ACC1057-N] BUSINESS FINANCE**

This module develops and equips learners with the financial knowledge and techniques required by all managers. It provides an understanding of the way in which accounting is used in the external evaluation of organisations and develops the ability to use accounting in decision making, control and managing and adding value to performance.

#### **[BIN1076-N] PERSONAL AND PROFESSIONAL DEVELOPMENT FOR BUSINESS**

This module will help the student become more aware of their own personal and professional development through reflection and interaction with peers. Drawing on related theories students will develop skills, which will enhance their future employability. Understanding the importance of personal development and be able to work around developing the skill set for the future intended career (s).

#### **[BIN1077-N] INTERNATIONAL BUSINESS ENVIRONMENT**

This module introduces basic economic theories of markets and competition along with aspects of the wider business environment, including government policy and the macroeconomy. These ideas are then applied to the practical analysis of markets using Segmentation, Targeting, and Positioning framework.

#### **[HRM1088-N] UNDERSTANDING ORGANISATIONS**

This module is designed to provide a basic introduction to some of the general principles of business management subjects, particularly in the context of structure, culture, leadership, organisational behaviour, and the business environment. The module will demonstrate the impact of the within the overall business operation function. The module introduces the concept of foundation level strategic management, with emphasis on organisational resource and competency. The module considers the impact of organisational behaviour in relation to overall business effectiveness. Furthermore, the module will examine the role of the individual within the organisation and explore motivation, perception, and personal impact.

### **[MAR1050-N] CONSUMER CULTURE**

This module examines how and why consumers think, feel, and behave the way they do and what this means for marketing products, services, ideas, and experiences in contemporary society. Students will learn how marketers identify and exploit various sources of influence that can determine and inform the decision-making process of individuals and groups. Students will build upon theoretical insights gained from these perspectives to critically evaluate current aspects of consumer culture such as the role of brands in consumers' lives, the uses and consequences of communications campaigns, the formation of late modern personalities and marketplace communities.

### **[HRM2072-N] AGILE MANAGEMENT**

This module focuses on introducing students to the specifics of a) acquiring and managing talented people for organisations to be agile in the 21st century and b) the concept and management of business agility. The focus will be on the operational level and academic material will be applied to best practice examples of business that is more agile due to people. The module will provide the necessary theoretical and practical underpinning necessary for the comprehension and analysis of acquiring, developing, managing, great talent; and b) business agility.

### **[BIN2045-N] ENTERPRISE AND PRACTICE**

The module provides students with the opportunity to explore an enterprise and ideas associated with organisational behaviour and the wider managerial approaches to business development. Through active association with the enterprise, they will consider relevant theoretical concepts, analysis techniques, enterprise development and apply this theory and learning to a real-world context.

### **[ECO2023-N] INTERNATIONAL BUSINESS AND MANAGEMENT**

This module has been designed to give students an understanding of the main issues that affect international businesses in the global economy. It covers topics such as globalisation, trade and economic growth and development, and places special emphasis on managing across cultures. Students will gain an awareness of and be able to differentiate cultural differences and their impact on individuals and key organisations. Students will have the opportunity to explore a culture of their choice in depth.

### **[BIN2044] RESEARCH METHODS**

This module will provide students with an understanding of the principles underpinning ethical and rigorous research methods. The module is designed to develop an understanding of the concepts and processes involved in conducting effective research and to develop the necessary practical skills required to conduct a research study.

### **[MAR2030-N] BRAND MANAGEMENT**

This module aims to explore key branding concepts and allow for their application to various sector specific examples with a view to investigating the necessary principles for effective brand marketing, including that of appropriate brand development.

### **[MAR2019-N] PRINCIPLES AND PRACTICE OF MARKETING**

This module aims to extend existing knowledge and comprehension of marketing concepts and tools into the marketing management area with a view to the creation of a marketing appraisal / strategic marketing plan which is appropriate to an identified target audience, and which acknowledges and accommodates the opportunities and threats presented by the marketing environment (including an analysis of social, cultural, technological, economic, and political trends). It is intended that this coverage will equip students for undertaking a deeper exploration of marketing strategy in level 6 of their studies.

### **[BIN3038-N] CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT**

The purpose of this module is to develop an understanding of the challenges faced by organisations in a complex and dynamic environment and it explores the controversies and dilemmas of contemporary management thinking and practice.

### **[BIN3050-N] SUSTAINABILITY, STRATEGY AND SOCIETY**

This module is designed to equip students with the necessary knowledge and skills in effective strategic management and responsible leadership in the wider context of business and enterprise. The current context of the macro environment will be explored, and contemporary issues will be considered by students specifically relating to leading change along with leading and implementing strategy. Student centred learning and teaching strategies will be used to facilitate the effective integration of current leadership theory with practice.

### **[MAR3017-N] MARKETING PLANNING APPLICATION**

This module aims to give final year students the scope to consolidate their understanding of marketing as a managerial activity of corporate relevance. A live project is a crucial component of this module and will be used by students to carry out the process of modelling a Strategic Marketing Plan. The project is connected to a real time situation, giving valuable experience without concern of a negative outcome. The live project method encourages the student to be an active decision-maker in marketing strategy, to analyse relevant data and apply the theories, concepts and analytical techniques discussed in class and readings. The module will also require students to draw on knowledge and techniques previously gained throughout their degree course, including finance and accounting, economics, management science and organisational behaviour.

**[MAR3020-N] SALES MANAGEMENT**

This module focuses on the consultative approach of understanding the buyers needs and providing adapted solutions by helping them overcome their problems, challenges, and creating value. Students will learn how to build partnership with buyers, through detailing the foundations, personae, and reality of the new marketplace.

**[BIN3039-N] DISSERTATION**

Undergraduate Dissertation is a 40-credit module featuring across undergraduate programmes within the Department of Business Management, which fulfils the need for each student to produce a substantive submission founded on extended self-guided study into a subject area which is associated with their degree programme. The topic focus of the submission will be informed by the personal interest of the student as guided by academic advice received from their dissertation supervisor who will support the student formally during the module.