

UNIVERSITY OF NORTHAMPTON

Name of course: Bachelor of Arts (Hons) Business Studies

Module Description

[MKT1001] FOUNDATIONS OF MARKETING

A core focus of the module is the practical application of fundamental concepts on the decision making of a marketing manager. This will be reflected in the context of different industry sectors and from an international perspective.

[HRM1004] MANAGING PEOPLE

To provide students from all backgrounds with the appropriate skills and knowledge which are essential in dealing with a variety of situations involving people at work. To ensure that students have the study skills required for the rest of their academic life.

[BUS1001] BUSINESS ENVIRONMENT

Provide students with the skills to assess issues that may arise in businesses. Expose students to tools and strategies to mitigate challenges/issues that exist in the business environment

[BSO1010] INFORMATION MANAGEMENT

To understand data and information and how information is developed, organized and processed to create knowledge. To develop skills and understanding of information and digital literacy and engage with statistical analysis.

[BUS1009] BUSINESS IN SOCIETY

This module considers a broad spectrum of issues relating to the role of business in society. It is designed to introduce students to the debate as to how companies balance the (potentially conflicting) demands of different groups of stakeholders.

This module introduces students to critical thinking through rigorous engagement with the tensions between seeking profit and considering environment and other stakeholders. This is done largely via various case studies which are explored using relevant theoretical materials and ideas.

[ACC1003] INTRODUCTORY ACCOUNTING AND FINANCE

The module is designed to provide business leaders with strategic knowledge and capability in the concepts and applications of accounting, quantitative methods, and management information, including the use of IT applications. The module will equip participants with skills which will enable their critical interpretation and interrogation of accounting and financial information in corporate decision-making contexts.

[BSO2016] PROJECT MANAGEMENT: PLANNING AND CONTROL

This module considers a broad spectrum of issues relating to the social responsibility of business which do not form part of the mainstream of business education, but which are increasingly being seen as important aspects of corporate behaviour with a consequential impact on firm performance and with responsibility and with considerable and growing public and media interest.

Updated on 28 July 2023

[HRM2003] MANAGING HUMAN RESOURCES

To focus on the work of an HRM function in a modern organization. To explain the role of the HR specialist, the various skills and techniques which can be used in managing human resource.

[BSO2003] OPERATIONS MANAGEMENT

This module is designed to provide business leaders with strategic knowledge and capability in the concepts and applications of operations and supply chain management and project management.

[MKT2006] BRAND MANAGEMENT

This module aims to promote an understanding of Branding and of Strategic Brand Management by providing a framework for comprehensive reflection and analysis and thus a rational means to answering complex questions.

[BUS2002] STRATEGIC BUSINESS ANALYSIS

The module is based around various major areas of strategy. It begins by outlining various views of strategy and then considers various approaches to strategy that organisation may adopt.

[ACC2004] MANAGING FINANCE AND FINANCIAL DECISIONS

The purpose of this module is to explore financial and management accounting introducing key aspects for financial management and financial decision making with the aim to gain an awareness of the financial issues likely to face managers of corporate organisations.

[BUS4001] DISSERTATIONS

The content of dissertations cannot be pre-set other than in general terms. These are: a substantial review of the literature pertaining to a problem or issue; a considered choice of research or (where appropriate) survey; method presentation and evaluation of secondary or (where appropriate); primary data conclusions pertaining to the aims and objectives of the work. Actual content will vary between dissertation and will particularly depend upon whether a student elects to gather primary empirical data or to conduct a largely conceptual study.

[BUS3003] GLOBAL BUSINESS DEVELOPMENT

This module aims to promote an understanding of globalisation. Students should develop the ability to analyse and evaluate the strategic responses of international business to changes in their global environment. The ideas and processes of globalisation are developed, explored and analysed using case studies from various regions and sectors.

[BUS3002] DEBATE IN STRATEGIC MANAGEMENT

The module is designed to build upon the year 2 module in Strategic Business Analysis by providing the opportunity for students to explore various debates (or issues) in strategic management in greater depth than in the second year. Student should note that this module is particularly student-centred in its approach.

[BUS3001] SOCIAL RESPONSIBILITY OF BUSINESS

This module considers a wide spectrum of issues relating to the social responsibility of business which is increasingly being seen as important aspects of corporate behaviour with a consequential impact on firm performance and with considerable and growing public and media interest.

[MKT3026] OPPORTUNITY, INNOVATION AND ENTREPRENEURSHIP

Innovation leads to new products, services, and business ventures. In an increasingly crowded business environment, entrepreneurs and managers must develop innovative ways of creating and exploiting new opportunities if they are to gain competitive advantage in tomorrow's markets. This module highlights the sources of opportunity and innovation and the entrepreneurial mindset needed for successful start-up and Corporate Entrepreneurship