

UNIVERSITY OF EAST ANGLIA

Name of course: Master of Science in Business Management

Module Description

STRATEGIC MANAGEMENT ACCOUNTING

This module explores contemporary management accounting theory, research and practice. It develops students' understanding of key areas including budgeting, performance management, strategic cost management and current management thinking. Students will also examine emerging issues such as network relationships, environmental management accounting and digitalisation. By integrating established principles with contemporary research and organisational practices, the module enables students to understand how management accounting supports decision-making, performance improvement and strategic management within an evolving business environment.

DIGITAL BUSINESS MANAGEMENT

This module examines the strategic, organisational and technological aspects of digital business management. It explores how digital technologies influence value creation, competitive advantage and organisational leadership. Key topics include digital business strategy, online business models, digital marketing, supply chain integration, customer relationship management and service design. Students will also examine emerging technologies such as artificial intelligence, robotics, augmented and virtual reality, and quantum computing. The module develops students' ability to evaluate digital innovation, transformation and new business models within local and global business environments.

ENTREPRENUERSHIP AND SMALL BUSINESS MANAGEMENT

This module provides students with an understanding of the importance of entrepreneurship within the economy and the factors influencing the entrepreneurial process. It examines key aspects of entrepreneurship and small business management, drawing on contemporary research and practical perspectives. Students will explore how different economic, social and business contexts shape entrepreneurial activities, decision-making and business development. The module develops students' ability to evaluate entrepreneurial opportunities, challenges and management practices within diverse organisational and market environments.

BRANDS AND STRATEGY

This module provides students with a comprehensive understanding of how organisations use brands to achieve strategic objectives and create competitive advantage. It examines the meaning and importance of brands from both organisational and customer perspectives. Students will explore how brand value and equity are developed, communicated and sustained through effective branding strategies. The module also considers brand positioning, communication and customer relationships, alongside the challenges of managing brands across international markets. In addition, students will examine how brands evolve over time and develop the ability to evaluate strategies for building, managing and sustaining successful brands in changing business environments.

ARTIFICIAL INTELLIGENCE FOR BUSINESS

This module explores the fundamental concepts of Artificial Intelligence (AI) and its applications across different areas of business. Students will examine how AI works, how it is perceived, and how organisations use it to improve decision-making, efficiency and innovation. The module considers the capabilities and limitations of AI, alongside its ethical, social and organisational implications. Students will also explore emerging developments, potential risks and the future direction of AI. Rather than focusing solely on current technologies, the module develops critical understanding and practical awareness, enabling students to evaluate AI applications, identify potential challenges and make informed decisions in evolving business environments.

BUSINESS LEADERSHIP AND CHANGE MANAGEMENT

This module explores how organisations manage, lead and respond to change in dynamic business environments. Students will examine key concepts including planned and emergent change, organisational development, project challenges and employee responses to change. The module considers leadership as both an individual and collective activity, emphasising collaboration and co-creation between leaders and followers. Students will apply analytical tools to identify organisational needs and evaluate appropriate strategies for implementing change effectively. Through theory and practical application, the module develops students' leadership, critical thinking, research and communication skills, enabling them to manage organisational change and communicate recommendations effectively within contemporary organisations.

INNOVATION MANAGEMENT

This module explores the strategic and managerial importance of innovation and technology in improving organisational competitiveness and performance. Students will examine innovation processes, strategies and their economic implications, including open innovation, user innovation and collaboration with external partners. The module considers innovation as a cross-functional activity involving R&D, marketing, production and finance, while addressing the risks associated with commercialising new products and technologies. Students will also explore intellectual property, patents and technology markets. Contemporary issues including technology adoption, knowledge management and Artificial

Intelligence are examined, developing students' ability to manage innovation and technological change effectively within modern organisations.

CORPORATE SUSTAINABILITY: MARKETING, MANAGEMENT AND NET ZERO

This module explores how businesses are shifting from a profit-focused approach towards purpose, sustainability and responsible management. Students will examine the UN Sustainable Development Goals (SDGs), Corporate Social Responsibility (CSR), emissions trading, the Triple Bottom Line and the UN Global Compact. The module considers the economic, social and environmental pillars of sustainability, including organisational strategies for achieving Net Zero targets. Students will also explore integrated reporting and how businesses communicate their environmental, social and economic performance. A key focus is carbon literacy, developing students' practical understanding of carbon reduction and sustainability practices relevant to contemporary organisations and future employment.

DATA ANALYTICS FOR BUSINESS

This module introduces students to data analytics and its application within contemporary business environments. Students will explore the complete data analytics lifecycle, from identifying business and data requirements to collecting, preparing, analysing, interpreting and visualising data. The module develops practical skills using industry-standard techniques and tools, including applications of Generative AI in business analytics. Students will also examine data governance, ethics and responsible data practices, alongside approaches to managing business analytics projects. Through practical activities and assessments, students will develop the knowledge, analytical skills and experience required to apply data-driven approaches to business problems and support effective organisational decision-making.