**Strategic Management Accounting**
Studying on this module means you'll capture key facets of current thinking and explore the main issues of management accounting research and practice. You develop and embed your knowledge of established management accounting by studying topics such as budgeting, performance management and strategic cost management, and present day management thought. Other topics include newly emerging concerns in management accounting, including network relations, environmental management accounting, and digitization. You'll explore and discuss the basic premises, complemented by insights from modern day practice, research and thought.

**Digital Business Management**
This module critically examines the strategic, organisational and technological dimensions of digital business management, equipping students with advanced knowledge of how digital technologies reshape value creation, competitive positioning and leadership in contemporary organisations. Drawing on theories of e-business development and strategy, the module explores digital marketplace analysis, infrastructure and e-environment, internet-enabled business models, digital marketing, supply chain integration, customer relationship management and service design, alongside emerging technologies such as artificial intelligence, robotics, augmented and virtual reality, and quantum computing. Students analyse best practice in leading digital ventures and evaluate national and international contexts for digital growth, developing the capacity to assess how technological innovation drives transformation, new business models and strategic renewal in both local and global settings.

**Entrepreneurship and Small Business Management**
This module aims to provide students with knowledge of the significance of entrepreneurship within the economy, research-led understanding of factors that affect the entrepreneurial process and small business management functions respectively. These key themes are evaluated within the entrepreneurial context, echoing recent research suggestions to examine entrepreneurship in context.

**Brands and Strategy**
The module gives you a good understanding of how organisations can use brands to achieve their strategic objectives. You will look at:
- what brands mean for both companies and customers
- how brand value is built
- how to communicate using brands
- how brands are managed globally, and;
- how brands are managed over time.

**Artificial Intelligence for Business**
The aim of this module is to explore some of the fundamental concepts of Artificial Intelligence (AI) and its use in different areas of business. AI is said to be one of the most important things that humanity is working on. It has enabled huge advances in almost every area but it brings real dangers too that are now becoming evident to organisations and governments alike. People like Elon Musk and Stephen Hawking have warned that AI may pose a threat to the human race. Like it or not, it is here to stay.

**Business Leadership and Change Management**
How do organisations change and develop, and how do the workers respond to change? Why do projects fail to deliver the intended results, or come in over-budget or late? These questions are essential to the study of organisations' growth and survival.
Organisations are not static, and you are likely to find yourselves in organisations that are undergoing change. Throughout this module you will discover a wealth of different approaches to achieving change.

**Corporate Sustainability: Marketing, Management and Net-Zero**
The modern business approach is seeing some businesses changing their mission and vision from delivering profit to delivering purpose. Much of this approach is driven by a desire to follow the UN's 17 SDGs or Sustainable Development Goals. In this module you will learn the origins of the UN's 17 SDGs and their infancy in CSR – Corporate Social Responsibility, the UK and EU Greenhouse Gas Emissions Trading Schemes - ETS, the Triple Bottom Line and Three Pillars of Sustainability, and the UN's Global Compact initiative.

**Innovation Management**
Research indicates that innovative firms, those that are able to exploit and use innovation to improve their processes or to differentiate their products and services, outperform their competitors, measured in terms of market share, profitability, growth and market capitalisation. However, the management of innovation is inherently complex and risky. In many cases, new technologies fail to be converted into products and services. In fact, most new products and services are not commercial successes. In sum, innovation can enhance competitiveness, but it also requires a different set of management skills from those required in everyday business administration.The first half of the module will cover both economic and managerial aspects of innovation. Students will get in-depth understanding of key aspects of innovation processes and their institutional and strategic implications. Students will learn that innovation is a cross functional task involving multiple corporate functions such as R&D, marketing, production and finance. Through examples and case studies, students will acquire knowledge of key terms and definitions in innovation research.

**Data Analytics for Business**
The module introduces students to data analytics as it is used in business. It further gives them an overview of the complete data analytics lifecycle. Students will learn industry standard techniques and tools and develop skills in understanding business and data requirements, handling and analysing data, Generative AI, and interpreting and visualising findings. Students will learn about governance and ethics issues relating to the data analytics process, and how to manage business analytics projects. Students will need to practice regularly, to further hone these skills, ultimately putting knowledge, skills, and experience into practice by undertaking two online assessments and a project report.