

Course Structure

The Undergraduate programme is spread over a period of three years. In the first year all students are required to take 12 core compulsory modules that provide a good basic grounding in the disciplines required in management.

First Year Foundation Modules

- Introduction to Accounting and Finance (Linked): Introduction to financial and management accounting concepts.
- Business Economics: Theory and application of basic economic theory and policy in a global context.
- Business Law: Introduction to legal environment, business contracts and the main legal structures in business, including agency and company law.
- Foundations of Marketing: Introduction to the role of marketing in profit and non-profit organizations and overview of the marketing mix.
- Organisation Information Systems: Basics of the operations of computer systems, role of computers in organizations and practical skills in the use of integrated applications software.
- Foundations of Production/Operations Management: Management of change and conversion in manufacturing, service and administrative functions.
- Quantitative Methods in Information Management: Basic statistical concepts and methods for the presentation and description of data.
- Organization Behaviour and Sociology at Work: Explores the social process at work to assess understanding of managerial problems in light of sociology and organization theory.
- Macroeconomic Environment of Business: Understanding of the national and international microeconomic environment and government macroeconomic policies focusing on the impact upon businesses.
- Student Self Development: provides you with the opportunity to develop your study, information technology and self-development skills.
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Second Year Modules

- Practice of Management Skills (compulsory credit): Practice and development of communication and self-management skills through practical sessions and self-evaluation by students.

1 *Options from Accounting & Finance*

- Financial Accounting (Linked): Understanding of external accounting reports, principles of corporate governance and role of the auditor.
- Management Accounting(Linked): Role of accounting information in evaluating alternatives and decision making.
- Capital Markets, Investment and Finance: Understanding of corporate investment decisions and the relationship between risk and return.
- Financial Management: Understanding of how financing methods can affect decision-making.
- Company Law & Administration: Appreciation of the legal nature of a company and development of skills for the analysis and preparation of legal documentation.

2 *Options from Marketing*

- Consumer Behaviour: Evaluation of marketing activity in behavioral frameworks.
- Marketing Communications: Understanding the role and tools of integrated marketing communications in contemporary commercial and consumer markets.
- Marketing Management and Strategy: Understanding of strategic principles of marketing management, including marketing environment, planning process, customer relations, strategy implementation, and international aspects of marketing.
- Marketing Research: Strategic Implications: Overview of market research techniques, focus on research problems and research proposal, data preparation and analysis, statistics for decision-making and qualitative research.
- Product innovation: Critical understanding of radical and incremental product innovation in the context of globalization.

3 *Options from General Management*

- Organisational Analysis: Cultural processes- cultures as systems of meaning and identity; organisational culture; counter- and sub-cultures; contest and conflict in cultures; the management of culture. Political processes- organisations as negotiated arenas; definitions of power; sources of power;tactical/political behaviour; conflict; the

management of conflict. Linguistic processes- language as a creative/performative force; stories and narratives; metaphor and images; discourse and meaning systems; language and management.

- Economics of Industry: Analysis of strategy from the economic perspective.
- Information and Management Systems: Knowledge on Systems language, concepts and tools, Information Control and Management, Information concepts and their application, Hierarchy and Systems behaviour, Information systems and Information technology, The systemic structure of businesses and organizations, Inter-organisational and networked Business systems.
- Writing for Business and Academic Purposes: Principles of effective written communication; The writing process; Writing for academic purposes; Writing for business and other professional purposes; Structure and style in writing; Writing for impact and effect
- Psychology at Work: This module deals with basic theoretical and research knowledge to understand the process of recruiting , retaining and developing staff.

Third Year Modules:

4 *Options from Accounting & Finance*

- International Finance: Evaluation of international financing and investment strategies.
- Taxation and Personal Finance: Introduction to key concepts of taxation and personal financial planning.
- Contemporary issues in Accounting: Applies various concepts of finance and accounts to the recent developments in the industry.
- International Accounting: The module focuses issues like harmonisation and standardisation to ensure uniformity in accounting procedures.
- Corporate Reporting: Critical understanding of objectives and methods of external financial reporting.
- Auditing: Relates to its procedures, forms and practices adopted by professionals.

5 *Options from Marketing*

- Corporate Marketing: Understanding and evaluation of corporate identities and corporate brands in a business context.
- Services Marketing To expand on the study of service characteristics of organizations and their implications on the quality of production and the control of performance of service operations.
- Marketing and Entrepreneurship: Understanding of research in entrepreneurship and marketing, encouraging creativity about marketing opportunities and business growth.
- Retail Marketing : Introduction to the changing nature of retail marketing environment.

6 *Options from General Management*

- Global Business Environment: Comprehensive view of the global economy and the relationship of the same with the international business.
- International Business Strategy: Understanding of underlying issues of entering and servicing a foreign market.
- Understanding Strategic Management: Theories and practices of strategic management through analysis of business environment, nature of competition, and industry structure.
- Applied Strategic Management: In-depth strategic analysis of firms in terms of business process reengineering, portfolio management, managing strategic change, strategy in public and voluntary sector organizations and corporate parenting.
- E-Commerce: Understanding of the management implications of electronic commerce for making informed operational and strategic decisions.
- Human Resource Management 1 and 2: Resourcing and Development: Learning and evaluation of historical, current and developing practices of HRM in the organization context. Also emphasis is laid on examination of strategic contribution of HRM to organizational effectiveness, with emphasis on specific areas of employee reward and relations.
- Ethics in Business and Society: This includes an Introduction to Business Ethics; Introduction to moral theory; Moral theory and business; Globalisation; Corporate Social Responsibility; Global warming; Human Resource Management; Applying business ethics theory-case studies in advertising, affirmative action; equality, fairness and whistleblowing