Management School
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Why choose Management at Liverpool?

Take the first steps towards your future professional career by joining our Management School, one of an elite group of institutions worldwide to be AACSB accredited. We are a modern and innovative School offering degree programmes that provide you with the knowledge, skills, opportunities and experience you need to be successful in your chosen career. Our School mission is ‘Learning to make a difference’ and our range of contemporary programmes will equip you to do that in your professional and personal lives.

Develop the skills highly sought after by employers with our extra-curricular programme

With the University of Liverpool Management School’s unique ‘ULMS Extra’ programme you’ll go beyond the core curriculum and have the opportunity to consolidate your existing talents and learn new skills. Our specially designed programme provides extra-curricular activities such as guest speakers, careers workshops covering job applications, interviews and assessment centres, presentations by key graduate recruiters and Mandarin lessons.

As a Management School student you’ll be truly prepared for a graduate role in today’s fast paced and ever-changing business world.

Make connections with business and public sector organisations

We have outstanding links with business and public sector organisations, both local and national, which will ensure that you develop knowledge and skills grounded in the real world. Tap into our industry links through our ‘Business Live’ project and gain hands-on experience solving a problem for a real business.

Good to know:

655
Year One undergraduates across all programmes in 2016

Accreditation

from professional bodies across all our programmes

Offers study abroad opportunities

Offers a Year in China

100 75 50 25
Offers Honours Select combinations

Continued over...
We encourage and support extra-curricular involvement with business societies and business competitions – including Enterprise Champions, IBM Universities Business Challenge and Enactus. These enable you to further develop business links and apply what you have learned at university, with the potential to make a difference to those in need. A recent Enactus project has seen our students lend support and advice to businesses in deprived areas of Merseyside.

**Benefit from studying in a School with both a long tradition and modern innovative approach to teaching**

The teaching of business and management at the University of Liverpool dates back to the thriving commercial activity of the 1800s. However, despite our historical roots we are very much a modern School as one of only 5% of business schools worldwide to be awarded AACSB accreditation.

Our academic staff work on cutting-edge research focused on meeting the needs of both industry and the public sector and solving the challenges presented in the modern business world.

You will study innovative programme content, taught using methodologies drawn from the latest business and management research and utilise learning resources to equip you for tomorrow’s economy and in your future career. Our degree programmes include business simulations: set up and run a virtual company or learn to handle finance in an ever-changing environment with ‘Running the British Economy’.

With a vibrant international learning community you’ll be exposed to business ideas and cultures from the UK and beyond. Learn with the support of leading researchers and experienced industrialists – dedicated teaching staff who offer expert knowledge within flexible contact hours.

The Management School’s £12 million extension will provide you with a world-class learning environment. The new facility boasts an experiential marketing facility, a state-of-the-art Bloomberg trading floor, flexible teaching and study spaces and a new lecture theatre.

**Tailor your studies to suit your interests and career aspirations**

Take advantage of the flexibility and choice provided by our undergraduate degree programmes, enabling you to develop specialisms in your chosen field. The School is divided into four subject groups that reflect the current research and teaching expertise within the School: economics, finance and accounting; strategy, international business and entrepreneurship; work, organisation and management; and marketing and operations. We also have a range of pathways and combinations available through Honours Select enabling you to shape your degree programme.

**Study abroad**

Broaden your outlook and reap the huge personal and academic benefits of studying abroad. You can take advantage of exchange links with prestigious, carefully chosen institutions in a range of locations from Canada and the USA through to Asia, Australia and Europe. For more information and a full list of available institutions, visit [www.liverpool.ac.uk/management/undergraduate/study-abroad](http://www.liverpool.ac.uk/management/undergraduate/study-abroad)

**Year in China**

The Year in China is the University of Liverpool’s exciting flagship programme enabling our students the opportunity to spend one year at our sister university Xi’an Jiaotong-Liverpool University (XJTLU), following XJTLU’s BA China Studies programme. See [www.liverpool.ac.uk/yearinchina](http://www.liverpool.ac.uk/yearinchina) for more information.
The Research Excellence Framework (REF) assess the quality and impact of research conducted by UK universities. The quality of Management School research was recognised by the latest REF which ranked the school 27th out of 101 in the UK for the number of research submissions graded as 4* (world-leading) and 3* (internationally excellent).

Research in teaching
Research and thought leadership are vitally important in everything we do and is embedded into every aspect of our teaching. We believe that in order to make a difference to your upcoming working lives we should provide evidence-based research and critical perspectives enabling you to make the best decisions throughout your career. Our teaching is based on this premise meaning your learning will be informed by the very latest developments in that given area of study.

Dr Alan Haycox, Director of the Liverpool Health Economics (LHE) research group, is an internationally renowned expert of health economics and whose research has changed national policy in improving the treatment of heart attack victims. As the module leader for Health economics, a third year optional module for Economics and Business Economics students, his research helps students better appreciate how the health care system differs from the economic textbook model of perfectly competitive markets.

Professor Helga Drummond’s research on decision-making and has been published extensively both in article and book form for both academics and managers. She is also an Independent Member of the Defence Scientific Advisory Committee (DSAC) which advises the Ministry of Defence on science and technology. As module leader for Psychological approaches to decision-making, a third year optional module for Business Management, International Business and Marketing students and optional for Business Economics students, her research helps students better understand the concepts and theories relevant to the cognitive and emotional aspects of decision-making at the individual, group and organisational levels.

Professor of Marketing, Antony Patterson’s research projects have investigated book marketing, theme pubs, text messaging, speed dating and nation branding. Recently he has investigated how scandal can increase a celebrity’s brand value using Russell Brand as an example. As module leader for Marketing and society, a third year core module for Marketing students, his research helps students to engage with leading-edge theory and envisage the impact of current and future trends on the role and implementation of marketing.

Dr Supriya Garikipati’s research into microfinance and its role in developing countries helped set up a new framework that benefits 500,000 women a year in India and also helps the country understand better how microfinance is used in the local economy. As module leader for the Economics of developing countries, a third year optional module for Economics and Business Economics students, her research gives students direct insight into the issues related to economic development and its role in less developed countries.
Year in Industry

The Year in Industry is undertaken as part of the four-year degree programme. You will be supported in finding and applying for a placement in an organisation which could range from a local small and medium-sized enterprise to a global blue chip company – it’s up to you.

The Year in Industry provides you with an edge in a competitive graduate labour market and enables you to make important contacts and could even result in a full-time graduate job with your placement organisation.

Recent year in industry students have undertaken placements in organisations including Adidas, IBM, L’Oreal and Microsoft.

The placement year provides an invaluable opportunity to apply your knowledge and skills in a business environment, gaining experience of real responsibilities, projects and goals. Find out more at www.liverpool.ac.uk/management/undergraduate/placements

What the Year in Industry placement providers say:

I believe Year in Industry is a unique opportunity to gain marketable skills in communication, organisation and networking as well as practical skills learnt within the role. Taking on a placement student not only brings in fresh thinking to a company but also up-to-date knowledge and a connection with the upcoming generation which keeps a company developing.

Allison Mawhinney
ETS Process and Technology Manager at Logistics at Unilever

Working for Professional Liverpool has exposed the student to lots of different types of businesses within Liverpool and made good connections for work in the city after they graduate.

Alex Clark
Operations Manager, Professional Liverpool

Our involvement in the Year in Industry programme has been really positive; all of our previous placement students are now working within the company. Over their year they gain a lot, especially confidence and an understanding of how a business operates and what to expect in a professional environment.

Debbie Pickering
Purchasing and Supplier Management Team Lead, Essar Oil (UK) Ltd

It’s an opportunity to find key talented people... it makes a change to have someone new and enthusiastic come in who really wants to learn, benefit themselves and add a lot of value to their degree. For us, it’s about coming in, making a big difference, gaining a lot from us and giving something back to the company.

Tom Robinson
Sales Operations Support, Puma
What the Year in Industry students say:

I now have a much clearer idea of the business environment and what is expected of me in a professional practice. My placement has exposed me to many different roles within the accounting industry, some of which I may now consider as a career option in the future. It has also allowed me to enhance my employability and my network, which will be of paramount importance when looking at future roles.

Daniel Jones
Accounting and Finance with a Year in Industry BA (Hons). Undertook a placement at Grant Thornton

The placement prepares you right from the very first stages, applying. The process involves a number of steps for graduate level jobs and going through the placement process has given me a head start in how this works. Moreover, a year’s worth of work across four main departments on my placement has given me an insight into graduate level work across different business functions.

Alisha Patel
International Business with a Year in Industry BA (Hons). Undertook a placement at Lidl Ltd.

I have been able to apply the practical theory that I have learnt at university to real life situations such as the importance of having good interpersonal skills when networking and communicating with professionals and using effective time management when working to deadlines.

Rosie Davis
Marketing with a Year in Industry BA (Hons). Undertook a placement at Professional Liverpool.

My placement has given me a breadth of commercial awareness, knowledge and skills, as well as an insight into how the real world works. I’ve learned how time management, organisation and prioritisation of work tasks need to be managed well. I’m now able to demonstrate strong business acumen and an understanding of the importance of the client/supplier relationship, which should enhance my chances of achieving my future career goals.

Joel Garcia
Economics with a Year in Industry BA (Hons). Undertook a placement at EDF Energy Group.

I would advise people to do a Year in Industry as the University gives really good support for you in the lead up to this and during and also it will be easier to get a job in marketing as experience is vital.

Emily Crick
Marketing with a Year in Industry BA (Hons). Undertook a placement at Inspired Thinking Group.
Invest in your future

Throughout your degree we develop the ‘ULMS graduate’ skills including flexibility, problem-solving, commercial awareness and communication, which are highly valued by employers.

Our former students enjoy careers in many professions, including trainee accountant (financial, management and chartered); commodities trader; management consultant; tax assistant; trainee investment manager; business analyst; mortgage adviser; financial consultant; fundraising manager; human resources officer; advertising executive; marketing executive; digital marketing analyst; strategic development analyst; marketing strategist; graduate trainee (including, financial organisations, retail organisations, the civil service and other blue chip companies); sales and marketing manager.

Some graduates have pursued self-employment in areas including marketing and business consultancy, export and events promotion.

Recent employers of our graduates
- Adidas
- Amazon
- Aon
- BAE Systems
- Baker Tilly
- Bank of America
- Bloomberg LP
- BT
- China Guangfa Bank
- Civil Service
- Coca-Cola
- Co-Operative Group
- Deloitte
- Ernst & Young
- GlaxoSmithKline
- Grant Thornton
- Hewlett Packard
- HM Revenue and Customs
- Home Office
- HSBC
- IBM
- Investec
- Jaguar Land Rover
- Kellogg’s
- KPMG
- Liverpool Football Club
- Lloyds Banking Group
- Microsoft
- NHS
- PepsiCo
- PricewaterhouseCoopers
- Royal Dutch Shell
- Santander
- Shop Direct
- Siemens
- Tesco
- United Utilities.
A passion for learning: postgraduate studies

Students completing undergraduate degrees at the University of Liverpool Management School often go on to undertake postgraduate programmes. Recent graduates have enrolled in programmes including Master in Management, MSc Digital Enterprise, MSc Economics, MSc Finance, MSc Human Resource Management, MSc International Business and MSc Operations and Supply Chain Management.

My degree in Business Management gave me an in-depth, theoretical understanding of how business operate which I can apply within my practical work experiences. Plus, I gained crucial interpersonal skills such as communication, leadership and team working which I can utilise in my graduate role.

Chloe Stafford
Graduated with Business Management with a Year in Industry BA (Hons) in 2015, currently working as a Banking Leadership Graduate at The Co-operative Bank.

I had an internship in the summer between second and third year. I worked in Malaysia for a security technologies company for 3 months. The experience was fantastic and definitely helped me shape my chosen career path as I was unsure on which path to take prior to the internship.

Pete Diamond
BA Business Economics 2014. Strategic Analyst at MBNA.

To learn more about our former students, visit www.liverpool.ac.uk/management/alumni/undergraduate
# Degrees

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<thead>
<tr>
<th>Degree</th>
<th>Code</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Accounting and Finance BA (Hons)</td>
<td>N400</td>
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<tr>
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<td>N101</td>
<td>4 years</td>
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<tr>
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<tr>
<td>Marketing BA (Hons)</td>
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<td>Marketing with a Year in Industry BA (Hons)</td>
<td>N501</td>
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## Degrees offered with other departments

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<tr>
<td>Financial Computing BSc (Hons)</td>
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<td>Actuarial Mathematics BSc (Hons)</td>
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<td>Mathematics and Economics BSc (Joint Hons)</td>
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<td>Mathematics and Business Studies BSc (Joint Hons)</td>
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<td>Mathematics with Finance BSc (Hons)</td>
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<td>Politics and International Business BA (Joint Hons)</td>
<td>LN21</td>
<td>3 years</td>
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<tr>
<td>Law with Accounting and Finance LLB (Hons)</td>
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See [www.liverpool.ac.uk/study/undergraduate/courses](http://www.liverpool.ac.uk/study/undergraduate/courses) for current entry requirements.
An Accounting and Finance degree covers the day-to-day financial matters of business and is an excellent first step to becoming a qualified accountant, one of the highest paid professions.

The BA Accounting and Finance degree programme at Liverpool provides a sound grounding in all core theoretical and practical areas of accounting and finance, focusing on financial accounting, management accounting, finance, strategy, audit and taxation. Programme staff are professionally qualified accountants with a range of experience in different sectors, so you can be confident of being taught the most up-to-date content by those that have applied it in the business world.

With close industry links the programme is accredited by the professional accountancy bodies and receives the maximum number of exemptions available to any university from a wide range of professional bodies including; the Institute of Chartered Accountants in England and Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Chartered Institute of Public Finance Accountants (CIPFA) and the Institute of Chartered Accountants of Scotland (ICAS).

The School retains close links with the accountancy profession through contacts between academic staff and the large professional firms, experts from which regularly contribute to the teaching on certain modules.

Our graduates have successfully gone on to find work in accountancy practices, industry, investment banking, asset management and insurance in organisations such as Deloitte, Deutsche Bank, EY, Grant Thornton, KPMG, PwC, as well as in education and the public sector.

On the Year in Industry programme you spend Year Three on placement in industry.

Programme in detail
In Year One you will take modules introducing you to a number of aspects of accountancy and finance.

Year Two will build on the foundations laid in the first year and extend your knowledge of accounting by studying key areas of the subject including audit, taxation and law.

In your final year, core areas of accounting and finance are further developed and you are increasingly exposed to both the research literature in accounting and finance and the practical applications of what you are learning.

Key modules
Year One
Core modules
- Business and management
- Economic principles for business and markets
- Information skills for the professional accountant
- Introduction to finance
- Introduction to financial accounting
- Introduction to managerial accounting
- Quantitative methods for accounting and finance
- Skills for the professional accountant.

N401 students will also take:
- Placement preparation module.

Year Two
Core modules
- Accounting theory
- Audit and assurance
- Business law
- Financial management
- Financial reporting I
- Management accounting
- Tax compliance.

Available as part of Honours Select. Choose from a range of subjects to create your perfect Joint or Major/Minor Honours degree. See www.liverpool.ac.uk/study/undergraduate/courses/honours-select
Selected optional modules
Students will choose one of the following modules:
- Business ethics
- Diversity management
- Entrepreneurship
- Management economics I
- Theory of the firm.

Year in Industry (N401 only)
Core modules
- ULMS placement year.

Final Year (Year Three for N400 and Year Four for N401)
Core modules
- Advanced auditing
- Advanced management accounting
- Business finance
- Business strategy
- Corporate reporting and analysis
- Financial reporting II.

Selected optional modules
Students will choose one of the following modules:
- Advanced taxation
- Principles of finance with excel.

Plus one of the following modules:
- Advanced entrepreneurship
- Behavioural finance
- Capital markets
- Corporate governance
- Critical perspectives in management
- Derivative securities
- Financial risk management
- Football financial reporting, analysis and valuation
- The football business.

See pages 24-39 for module descriptions.

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Business Economics BA (Hons)
UCAS code: LN11
Programme length: 3 years

Business Economics with a Year in Industry BA (Hons)
UCAS code: LN12
Programme length: 4 years

The BA Business Economics programme gives you a firm foundation of economic concepts that can be applied in a business context, as well as a complementary training in a focused business pathway: Accounting and Finance or International Business.

While less demanding in terms of quantitative skills than the BSc Economics, the programme includes a much greater concentration of economics (50% of modules) than our BA Business Management programme. The Business Economics programme is a member of the family of economics programmes as recognised by the Government Economic Service.

With modules covering the main principles of business you will also take compulsory modules that cover the key areas of economics. Complementing your solid business and economic base you will also be able to select remaining modules in your final year relating to your pathway and based on the expertise of our academics.

The programme is also accredited by the Institute of Chartered Accountants in England and Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA). Exemptions from various examination papers are available upon successful completion of certain modules.

By developing specific quantitative and analytical skills as well as broader business knowledge from studying both business and economics, our graduates are highly employable finding careers in a variety of specialist and general business related roles in companies such as Bank of America, Deloitte, PepsiCo, PwC, Sky as well as smaller specialist firms.

On the Year in Industry programme you spend Year Three on placement in industry.

For up-to-date entry requirements and full module details see [www.liverpool.ac.uk/study/undergraduate/courses](http://www.liverpool.ac.uk/study/undergraduate/courses)
Programme in detail

Year One introduces you to the subjects that provide the foundation for an economic study of business. You will take compulsory economics modules alongside modules from your chosen pathway of either Accounting and Finance or International Business.

Year Two builds upon the first year modules in economics and introduces you to international management, which is a key area for anybody working in modern business. You also continue to pursue your specialist area of study by taking modules in your selected pathway.

In your final year you will take compulsory and optional economics modules, some of which enable you to consider economic theory in relation to a range of relevant contemporary areas. Finally you will select modules from the specialist pathway followed since your first year.

LN11 key modules

Year One
Core modules
- Maths for business economics
- Principles of macroeconomics
- Principles of microeconomics
- Skills for the professional economist
- Statistics for economics and business.

Selected optional modules
Accounting and Finance pathway:
- Introduction to finance
- Introduction to financial accounting
- Introduction to managerial accounting.

International Business pathway:
- Fundamentals of marketing
- International business environment
- The European economic environment.

Year Two
Core modules
- International management
- Macroeconomics I
- Management economics I
- Management economics II
- Microeconomics II
- Microeconomics for business economics.

Selected optional modules
Accounting and Finance pathway:
- Accounting theory
- Financial management
- Financial reporting I
- Management accounting.

International Business pathway:
- International development
- International finance (non-specialist).

Year Three
Core modules
- Competition and regulation
- Contemporary issues in economic policy
- Industrial organisation.

Accounting and Finance pathway:
- Advanced management accounting
- Business finance
- Capital markets
- Corporate governance
- Corporate reporting and analysis
- Derivative securities
- Financial reporting II
- Financial risk management
- Football financial reporting, analysis and valuation.

International Business pathway:
- Business in emerging economics
- Business in Latin America
- Business in the Asia-Pacific region
- Corporate governance
- Events management
- Global strategic management
- International economic relations
- International marketing
- The football business.

Continued over...
Selected optional modules
Free choice modules:
- Behavioural finance
- Economies in developing countries
- Economies of art and culture
- Financial crises and defaults
- Game theoretical approaches to microeconomics
- Health economics
- International political economy
- International trade
- Issues in development finance
- Law and economics.

LN12 key modules

Year One
Core modules
Same list as LN11 with additional module:
- Placement preparation module.

Selected optional modules
Same list as LN11.

Year Two
Core modules
Same list as LN11.

Selected optional modules
Same list as LN11.

Year Three (Year in Industry)
Core modules
- ULMS placement year.

Year Four
Core modules
Same list as LN11 Year Three.

Selected optional modules
Same list as LN11 Year Three.

See pages 24-39 for module descriptions.

Business Management
BA (Hons) 🍽️
UCAS code: N100
Programme length: 3 years

Business Management with a Year in Industry BA (Hons)
UCAS code: N101
Programme length: 4 years

If you are interested in how business works overall, a Business Management degree will help you towards a career in management.

The BA Business Management programme provides a thorough grounding in a range of business subjects including entrepreneurship, management and leadership, the chance to work with real businesses and the opportunity to specialise in areas such as human resource management, marketing and operations management.

From the first year of study, students are introduced to the problems and challenges of the business world and how to solve them. By the final year of the programme, students are able to consolidate their studies through a much greater degree of personal study and research and possess the skills and knowledge to succeed in the business world.

The programme is also accredited by the Chartered Institute of Management Accountants (CIMA), the world’s largest professional body of management accountants, with full exemptions from their Certificate in Business Accounting and partial exemptions from operational and management level requirements.

Through Honours Select, Business Management is also an ideal partner for a wide range of other subjects in the Faculty of Humanities and Social Sciences such as languages or law.

Our graduates successfully go on to find a variety business related careers in organisations such as IBM, Jaguar Land Rover, KPMG, Microsoft, PwC, Santander, the Home Office and a range of smaller companies as well.

On the Year in Industry programme you spend Year Three on placement in industry.

Please note: module availability and programme structures maybe subject to change.

For up-to-date entry requirements and full module details see www.liverpool.ac.uk/study/undergraduate/courses
Programme in detail

Year One will provide you with a thorough rounding in key business areas such as: management, marketing, economics, international business and finance. This will also help you decide which areas you enjoy when choosing future optional modules.

In Year Two, you develop this foundation through further business modules as well as choosing from a wide range of optional modules to broaden your understanding of contemporary business issues.

Your final year of study consolidates your knowledge and understanding of management through a much greater degree of personal study and research and a range of modules that probe more deeply into contemporary issues.

N100 key modules

Year One

Core modules
- Business statistics
- Economic principles for business and markets
- Fundamentals of marketing
- International business environment
- Introduction to accounting and finance (non-specialist)
- Introduction to organisations and management
- Principles in operations management
- Professional and academic skills for business.

Year Two

Core modules
- Business and employment law
- Corporate social responsibility
- International business
- Introduction to people management
- Theory of the firm.

Plus either:
- Entrepreneurship
- OR
- Innovation and entrepreneurship.

Selected optional modules
- Diversity management
- Financial management for business
- Fundraising management
- Government and business
- Identity, culture and organisation
- International development
- International finance
- International management
- Leadership and performance management
- Market research
- Operations management: tools and techniques
- Services marketing.

Year Three

Core modules
- Becoming a leader
- Corporate communications
- Managing knowledge
- Strategic management and business policy.

Selected optional modules
- Advanced entrepreneurship
- Behavioural finance
- Business in emerging markets
- Business in Latin America
- Business in the Asia-Pacific region
- Contemporary issues in HRM
- Corporate governance
- Critical perspectives in management
- Dissertation
- E-business models and strategy
- Events management
- Football financial reporting, analysis and valuation
- Global strategic management
- International economic relations
- International marketing
- International political economy
- Management accounting for business
- Marketing strategy
- Psychological approaches to decision-making
- Social enterprise
- Supply chain operations and management
- The football business
- Tourism
- Work experience module.

Continued over...
N101 key modules

Year One
Core modules
- Business statistics
- Economic principles for business and markets
- Fundamentals of marketing
- Introduction to accounting and finance (non-specialist)
- Introduction to organisations and management
- Principles in operations management
- Professional and academic skills for business.

Year Two
Core modules
- Business and employment law
- Corporate social responsibility
- International business
- Introduction to people management
- Theory of the firm.

Plus either:
- Entrepreneurship
- OR
- Innovation and entrepreneurship.

Selected optional modules
- Affecting change I: education and work, experience and learning
- Diversity management
- Financial management for business
- Fundraising management
- Government and business
- Identity, culture and organisation
- International development
- International finance
- International management
- Leadership and performance management
- Market research
- Operations management: tools and techniques
- Services marketing.

Year Three (Year in Industry)
Core modules
- ULMS placement year.

Year Four
Core modules
Same list as N100 Year Three.

Selected optional modules
Same list as N100 Year Three.

See pages 24-39 for module descriptions.

Business Joint and Minor BA

You will be introduced to key functions within business to develop an understanding of current business issues and principles as well as acquire a number of skills and competencies sought by employers in the modern business world. You are supported to develop strengths in areas including: flexibility, adaptability, problem solving, IT, numeracy, communication, networking, critical analysis, team work, corporate responsibility, time management and cultural awareness.

Economics BSc (Hons)
UCAS code: L100
Programme length: 3 years

Economics with a Year in Industry BSc (Hons)
UCAS code: L101
Programme length: 4 years

If you are interested in the theory and practice of economics and are looking to develop the quantitative and analytical skills to succeed in a variety of roles, an Economics degree might interest you.

The BSc Economics programme provides you with comprehensive training in the theoretical and quantitative tools used in the study of economic and finance. You will learn to apply these tools on a practical basis through research work and applied modules looking at economic factors in areas such as health, finance, politics, Europe, developing countries and arts and culture.

You will be able to follow one of two pathways: a generalist pathway which enables you to pursue a wide range of economic study, and a finance pathway which provides more specialist finance related modules. Each option will not only provide you with a solid understanding of the economic issues faced by economies and businesses worldwide, but also the ability to apply econometric models to support these findings, an incredibly important skill valued by companies and organisations.
You will be taught by staff who are highly regarded researchers in the topics they teach, ensuring you receive the very best learning experience possible.

The programme is also accredited by the Institute of Chartered Accountants in England and Wales (ICAEW), the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA). Exemptions from various examination papers are available upon successful completion of certain modules.

Our graduates successfully find careers as analysts, researchers, traders and other business and finance related roles in companies such as Deloitte, GlaxoSmithKline, KPMG, the NHS and PwC. Other graduates choose to work in smaller specialist finance and investment firms, and others pursue postgraduate study.

On the Year in Industry programme you spend Year Three on placement in industry.

Programme in detail
Year One will give you a strong foundation in economics, statistics and mathematics, and equip you with the advanced skills economists must possess. The finance pathway will also provide an introduction to finance.

Year Two builds upon your first year modules in microeconomics and macroeconomics and introduces you to the study of econometrics, a key area for anybody working in economics or planning to study economics at postgraduate level. Further modules will be based on your pathway.

In your final year you will take more advanced economics modules and have the opportunity to apply what you have studied to contemporary issues. You can also choose from a range of optional modules, strongly supported by the topical research carried out by our academics, so you can specialise in the areas that are of the greatest interest to you and your future aspirations.

L100 key modules
Year One
Core modules
- Mathematical economics I
- Principles of macroeconomics
- Principles of microeconomics
- Skills for the professional economist
- Statistics for economics and business.

Selected optional modules
Economics pathway:
- International business environment
- The European economic environment.

Plus one of the following:
- Fundamentals of marketing
OR
- Organisations and management.

Finance pathway:
- Introduction to finance
- Introduction to financial accounting.

Plus one of the following:
- Introduction to managerial accounting
OR
- The European economic environment.

Year Two
Core modules
- Basic econometrics I
- Basic econometrics II
- Macroeconomics I
- Macroeconomics II
- Microeconomics I
- Microeconomics II.

Selected optional modules
Economics pathway:
- Alternative perspectives in economics
- Behavioural economics I
- Mathematical economics II
- Securities markets.

Finance pathway:
- Financial management.

Plus one of the following:
- Mathematical economics II
OR
- Securities markets.
Year Three
Core modules
- Advanced macroeconomics
- Advanced microeconomics

Finance pathway:
- Business finance
- Financial risk management.

Selected optional modules
Economics pathway:
- Behavioural finance
- Competition and regulation
- Economics in developing countries
- Financial crises and defaults
- Financial economics
- Game theoretical approaches to microeconomics
- Health economics
- Industrial organisation
- International political economy
- International trade
- Issues in development finance
- Law and economics
- Macroeconomics after the financial crises
- Methods of economic investigation: microeconomics
- Methods of economic investigation: time series econometrics.

Finance pathway:
- Behavioural finance
- Capital markets
- Competition and regulation
- Corporate governance
- Derivative securities
- Economics in developing countries
- Financial crises and default
- Financial economics
- Football financial reporting, analysis and valuation
- Game theoretical approaches to microeconomics
- Health economics
- Industrial organisation
- International political economy
- International trade
- Issues in development finance
- Law and economics
- Macroeconomics after the financial crises
- Methods of economic investigation: microeconomics
- Methods of economic investigation: time series econometrics.

L101 key modules

Year One
Core modules
Same list as L100 with additional module:
- Placement preparation module.

Selected optional modules
Economics pathway:
- The European economic environment.

Plus one of the following:
- Fundamentals of marketing
  OR
- Organisations and management.

Finance pathway:
- Introduction to finance
- Introduction to financial accounting.

Year Two
Core modules
Same lists as L100.

Selected optional modules
Same list as L100.

Year Three (Year in Industry)
Core modules
- ULMS placement year.

Year Four
Core modules
Same list as L100 Year Three.

Selected optional modules
Same list as L100 Year Three.

See pages 24-39 for module descriptions.
Economics Joint BA

You will be provided with an accessible introduction to the basic principles of economics, followed by applied topics in more advanced modules. You will have the opportunity to acquire a number of skills and competencies sought by employers in the modern business world. You are supported to develop strengths in areas including: flexibility, adaptability, problem solving, IT, numeracy, communication, networking, critical analysis, team work, corporate responsibility, time management and cultural awareness.

International Business BA (Hons)
UCAS code: N120
Programme length: 3 years

Our BA International Business programme is a specialist degree that provides a solid grounding in the main management disciplines with a particular focus on international management and global strategy.

The curriculum emphasises links between international business management and the financial, technological, political and other forces affecting the world economy.

The programme includes a wide range of primarily qualitative modules as well as some quantitative modules in finance and statistics. You will study international management, international finance, international marketing, and the international dimensions and implications of other aspects of management.

As an integral part of your first year module Global capitalist systems you will also be given the opportunity to visit a continental European city to experience first-hand another country’s economy. You will also examine various international business contexts, including both the emerging markets of Asia and Latin America as well as the advanced economies of Europe, Asia and North America.

Our three-year programme also provides you the opportunity to study a modern language alongside your studies including French, German and Spanish at beginner, intermediate or advanced level. In addition to listening, speaking, reading and writing the language, you will also learn about foreign culture and develop your intercultural sensitivity and communication skills.

The programme is accredited by the Institute of Export (IOE) and the Chartered Institute of Management Accountants (CIMA). Exemptions from various examination papers are available upon successful completion of certain modules. An IOE qualification after your studies can strengthen your job prospects in international trade.

Our graduates successfully go on to have managerial and professional careers in multinational organisations such as Amazon, BP, Deutsche Bank, Mars, PwC, Royal Dutch Shell, Santander and Vodafone Group.

On the Year in Industry programme you spend Year Three on placement in industry.

Programme in detail
Year One introduces you to both the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the international business environment.

Year Two aims to familiarise you with the main management functional areas and to extend your knowledge of international business. Those on the 3 year language pathway can continue with their language modules.

In your final year you will consolidate your knowledge and understanding through a much greater opportunity for personal study and research, as well as study modules that probe more deeply into contemporary issues in global business. You also have the opportunity to undertake an Independent study module, in which you research and write an extended essay about an International Business related issue of your choice.

Continued over...
N120 key modules

Year One
Core modules
- Fundamentals of marketing
- Global capitalist systems
- International business environment
- Introduction to accounting and finance (non-specialist)
- Introduction to organisations and management
- Professional and academic skills for business.

Selected optional modules
- Business statistics
- Economic principles for business and markets.

Language pathway:
- Advanced languages: French, German, Spanish
- Beginners’ languages: Catalan, Chinese, German, Spanish
- Intermediate languages: Catalan, Chinese, German, Spanish.

Year Two
Core modules
- Corporate social responsibility
- Innovation and entrepreneurship
- International development
- International finance (non-specialist)
- International management
- Theory of the firm.

Selected optional modules
- Diversity management
- European Union and business
- Financial management for business
- Fundraising management
- Government and business
- Identity, culture and organisation
- International business
- Introduction to people management
- Leadership and performance management
- Market research.

Language pathway:
- Advanced languages: Catalan, Chinese, French, German, Spanish.

Year Three
Core modules
- Global strategic management
- International economic relations
- Strategic management and business policy.

Selected optional modules
- Advanced entrepreneurship
- Business in emerging markets
- Business in Latin America
- Business in the Asia-Pacific region
- Contemporary issues in HRM
- Corporate governance
- Critical perspectives in management
- Events management
- Independent study module
- International distribution and logistics
- International marketing
- International political economy
- Managing knowledge
- Marketing strategy
- Psychological approaches to decision-making
- Social enterprise
- The football business
- Tourism
- Work experience module.

Language pathway:
- Proficient languages: Catalan, Chinese, French, German, Spanish.

N121 key modules

Year One
Core modules
- Economic principles for business and markets
- Fundamentals of marketing
- Global capitalist systems
- International business environment
- Introduction to accounting and finance (non-specialist)
- Introduction to organisations and management
- Placement preparation module
- Professional and academic skills for business.

Language pathway:
- Advanced languages: Catalan, Chinese, French, German, Spanish.

For up-to-date entry requirements and full module details see www.liverpool.ac.uk/study/undergraduate/courses
Year Two
- Corporate social responsibility
- Innovation and entrepreneurship
- International development
- International finance (non-specialist)
- International management
- Theory of the firm.

Selected optional modules
- Affecting change I: education and work, experience and learning
- Diversity management
- European Union and business
- Financial management for business
- Fundraising management
- Government and business
- Identity, culture and organisation
- International business
- Introduction to people management
- Leadership and performance management
- Market research.

Year Three (Year in Industry)
Core modules
- ULMS placement year.

Year Four
Core modules
- Global strategic management
- International economic relations
- Strategic management and business policy.

Selected optional modules
- Advanced entrepreneurship
- Business in emerging markets
- Business in Latin America
- Business in the Asia-Pacific region
- Contemporary issues in HRM
- Corporate governance
- Critical perspectives in management
- Events management
- Independent study module
- International marketing
- International political economy
- Managing knowledge
- Marketing strategy
- Psychological approaches to decision-making
- Social enterprise
- The football business
- Tourism.

Marketing BA (Hons)
UCAS code: N500
Programme length: 3 years

Marketing with a Year in Industry BA (Hons)
UCAS code: N501
Programme length: 4 years

Marketing is a critical management activity in most organisations and is becoming even more important with the sharpening of competition at all levels – local, national and international.

Our BA Marketing programme is a specialist degree that provides a solid grounding in the main management disciplines with a chance to specialise in marketing. You will learn to understand how customers and consumers behave, how markets function and evolve, how firms relate to these markets, as well as identifying the contributions of marketing to organisational performance and societal welfare.

You will take specialised modules in key areas such as market research, digital marketing, consumer behaviour, strategic aspects of marketing, segmentation, positioning, buying behaviour by organisations, and e-Commerce. Also, our strong links with local businesses provide opportunities to network and develop the employability skills that make our graduates stand out.

Taught by programme staff with a mixture of research and professional backgrounds, you can be confident of studying a programme full of interesting, current and relevant content that underpins the important role that marketing plays in business.

See pages 24-39 for module descriptions.

Available as part of Honours Select. Choose from a range of subjects to create your perfect Joint or Major/Minor Honours degree. See www.liverpool.ac.uk/study/undergraduate/courses/honours-select
The programme also has Graduate Gateway Accreditation through the Chartered Institute of Marketing (CIM) as well as Chartered Institute of Management Accountants (CIMA) accreditation. Exemptions from various examination papers are available upon successful completion of certain modules.

Our graduates successfully go on to find marketing and business related careers in large organisations such as Accenture, BT, McCann, Mediacom as well as smaller companies and specialist marketing agencies across the UK.

On the Year in Industry programme you spend Year Three on placement in industry.

Programme in detail
Year One will introduce to both the fundamentals of management studies and the basic concepts and skills necessary for a broad understanding of the marketing environment.

In Year Two you will take more theoretical marketing modules such as Market research, Retail marketing and branding, alongside business-related modules to further develop your knowledge of the modern business environment.

In your final year, you will take more theoretical marketing modules alongside business-related modules to further develop your knowledge of the modern business environment. You also have the opportunity to undertake an Independent study module, in which you research and write an extended essay about a marketing related issue of your choice.

N500 key modules
Year One
Core modules
- Business statistics
- Consumer behaviour
- Economic principles for business and markets
- Fundamentals of marketing
- International business environment
- Introduction to accounting and finance (non-specialist)
- Introduction to organisations and management
- Professional and academic skills for business.

Year Two
Core modules
- Branding
- Business ethics
- Integrated marketing communications
- Market research
- Retail marketing
- Services marketing.

Plus either:
- Entrepreneurship
  OR
- Innovation and entrepreneurship.

Selected optional modules
- International business
- International management.

Year Three
Core modules
- International marketing
- Marketing and society
- Marketing strategy
- Relationship marketing
- Strategic management and business policy.

Selected optional modules
- Business in emerging markets
- Business in Latin America
- Business in the Asia-Pacific region
- Corporate communications
- Critical perspectives in management
- Digital marketing
- Dissertation
- E-business modules and strategy
- Events management
- Global strategic management
- Independent study module
- International economic relations
- International political economy
- Managing knowledge
- Psychological approaches to decision-making
- Social enterprise
- The football business
- Tourism
- Work experience module.

For up-to-date entry requirements and full module details see www.liverpool.ac.uk/study/undergraduate/courses
N501 key modules

Year One
Core modules
Same list as N500 with additional module:
> Placement preparation module.

Year Two
Core modules
> Branding
> Business ethics
> Integrated marketing communications
> International business
> Market research
> Retail marketing
> Services marketing.

Plus either:
> Entrepreneurship
OR
> Innovation and entrepreneurship.

Year Three (Year in Industry)
Core modules
> ULMS placement year.

Year Four
Core modules
> International marketing
> Marketing and society
> Marketing strategy
> Relationship marketing
> Strategic management and business policy.

Selected optional modules
Same list as N500.

See pages 24-39 for module descriptions.

Degrees offered with other departments

Financial Computing BSc (Hons)
UCAS code: GN34
Programme length: 3 years

Financial Computing with a Year in Industry BSc (Hons)
UCAS code: G3N4
Programme length: 4 years

Financial computing is at the very heart of the world's global financial centres, from Wall Street to Chicago, London and Tokyo. Taught in conjunction with the Management School and bringing together finance, economics and computing, this dynamic programme will develop your knowledge and skills in aspects of financial services from understanding and creating algorithms; financial accounting; designing, implementing and evaluating software systems to analysing stock portfolios and operating financial markets.

On G3N4 you spend a year on industrial placement acquiring experience and awareness of practical business and industrial environments.

For more information download the Electrical Engineering, Electronics and Computer Science brochure from www.liverpool.ac.uk/study/undergraduate/courses/publications

Continued over...
**Actuarial Mathematics BSc (Hons)**  
**UCAS code: NG31**  
**Programme length: 3 years**

A programme aimed at those students who see themselves working in the world of insurance, financial or governmental services, where actuarial mathematics plays a key role. We have accreditation from the Institute and Faculty of Actuaries, the Professional body for actuaries in the UK (IFoA). Currently, our students can receive exemptions for CT1, CT2, CT3, CT4, CT5, CT6, CT7 and CT8 of the professional actuarial exams.

For more information download the Mathematical Sciences brochure from [www.liverpool.ac.uk/study/undergraduate/courses/publications](http://www.liverpool.ac.uk/study/undergraduate/courses/publications)

**Mathematics and Economics BSc (Joint Hons)**  
**UCAS code: GL11**  
**Programme length: 3 years**

Consider studying Mathematics and Economics GL11 if you really want to enhance your job opportunities. The two subjects come very much hand in hand and offer a firm foundation for your future career.

For more information download the Mathematical Sciences brochure from [www.liverpool.ac.uk/study/undergraduate/courses/publications](http://www.liverpool.ac.uk/study/undergraduate/courses/publications)

**Mathematics and Business Studies BSc (Joint Hons)**  
**UCAS code: GN11**  
**Programme length: 3 years**

This programme combines Mathematics and Business Studies in equal proportions, so is ideal if you want to pursue mathematics to a high level and also take advantage of the Business Studies programmes.

The options available in mathematics are very wide and you can to a large extent follow your own interests in the subject, specialising in the pure side or taking applied modules as well as those in statistics and operational research.

For more information download the Mathematical Sciences brochure from [www.liverpool.ac.uk/study/undergraduate/courses/publications](http://www.liverpool.ac.uk/study/undergraduate/courses/publications)

**Mathematics with Finance BSc (Hons)**  
**UCAS code: G1N3**  
**Programme length: 3 years**

This is one of our most popular degree programmes with great employment potential. The programme is designed primarily for those who wish to work in finance, insurance or banking after graduation. We have accreditation from the Institute and Faculty of Actuaries. Currently our students can receive exemptions for CT1, CT2, CT3 and CT4 of the professional actuarial exams conducted by the Institute and Faculty of Actuaries, the Professional body for actuaries in the UK.

For more information download the Mathematical Sciences brochure from [www.liverpool.ac.uk/study/undergraduate/courses/publications](http://www.liverpool.ac.uk/study/undergraduate/courses/publications)

**Politics and International Business BA (Joint Hons)**  
**UCAS code: LN21**  
**Programme length: 3 years**

This programme takes advantage of the combined expertise of staff in Politics and in the University of Liverpool Management School and explores the links between Politics and International Business.

You will be given a broad introduction to key theoretical and analytical approaches to understanding the relationship between politics and international business and will apply these approaches to everyday settings. Themes such as globalisation, internationalisation and aspects of economic governance will be explored.

The international emphasis of this programme is unique and distinct from the alternative combination of ‘politics and business’, offered through Honours Select. Please note: students on this programme can’t adapt part of their degree at the end of Year One, as may be offered through the Honours Select combinations.

For more information download the Politics brochure from [www.liverpool.ac.uk/study/undergraduate/courses/publications](http://www.liverpool.ac.uk/study/undergraduate/courses/publications)

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For up-to-date entry requirements and full module details see [www.liverpool.ac.uk/study/undergraduate/courses](http://www.liverpool.ac.uk/study/undergraduate/courses)
Law with Accounting and Finance LLB (Hons)
UCAS code: M101
Programme length: 3 years

You will study core modules known as the ‘Foundations of Legal Knowledge’ alongside Accounting and Finance modules that cover day-to-day financial matters of business. This degree draws upon the existing strength of both the Liverpool Law School and the University of Liverpool’s Management School in a programme which allows you to obtain a Qualifying Law Degree for professional purposes.

For more information download the Law brochure from www.liverpool.ac.uk/study/undergraduate/courses/publications
# Core and selected optional modules overview

## Year One

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and management</td>
<td>1</td>
<td>15</td>
<td>Provides an understanding of how businesses operate and how accounting and finance functions support businesses in achieving their objectives.</td>
</tr>
<tr>
<td>Business statistics</td>
<td>2</td>
<td>15</td>
<td>Provides an introduction to business statistics for the non-specialist. It aims to provide a broad understanding of the nature of variability and why it is an issue for managers. It will also provide you with the ability to derive and understand a variety of graphs and statistics which can be produced in Microsoft Excel and which provide a means for managers to make intelligent use of statistics in the process of management and decision-making.</td>
</tr>
<tr>
<td>Consumer behaviour</td>
<td>2</td>
<td>15</td>
<td>Explores how customers and consumers really behave has been highlighted as one of the fundamental issues which serve to establish the identity of the field of marketing, distinguish it from other fields and disciplines and compel further research inquiry. This module has been designed to equip you with the knowledge and skills to explore this question.</td>
</tr>
<tr>
<td>Economic principles for accounting and finance</td>
<td>1</td>
<td>15</td>
<td>Introduces the core principles of economics (both micro and macro), to develop models and economic perspectives relevant to accounting and finance students and demonstrate how modern economics can illuminate the problems that businesses (both national and international) face on a day-to-day basis.</td>
</tr>
<tr>
<td>Economic principles for business and markets</td>
<td>1</td>
<td>15</td>
<td>Gives an understanding of the central economic problem (scarcity) and the nature of economics.</td>
</tr>
<tr>
<td>Fundamentals of marketing</td>
<td>1</td>
<td>15</td>
<td>Provides a grounded appreciation of the utility and universality of a marketing orientation as the process by which organisations align themselves to their operating environment, customers/stakeholders and markets.</td>
</tr>
<tr>
<td>Global capitalist systems</td>
<td>2</td>
<td>15</td>
<td>Introduces students to the economic and business development of the major industrialised nations since 1945 and the more recent rise of emerging economies. The module also aims to enhance student learning and teamwork through a residential study abroad trip.</td>
</tr>
<tr>
<td>Information skills for the professional accountant</td>
<td>2</td>
<td>15</td>
<td>Provides an understanding of some of the skills required of the professional accountant in the current business environment, and the opportunity to acquire and apply those skills.</td>
</tr>
<tr>
<td>International business environment</td>
<td>2</td>
<td>15</td>
<td>Covers issues including the role and behaviour of multinational enterprises in the global economy, the business models used by firms internationalising and the changing institutional and regulatory frameworks influencing international trade. Discussion will also be made of the distinction between internationalisation and globalisation, and the limits of globalisation.</td>
</tr>
</tbody>
</table>

**Please note:** modules may not be available across all programmes, please check programme specific module lists on pages 08-23.
<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to accounting and finance (non-specialist)</td>
<td>1</td>
<td>15</td>
<td>Gives an understanding of the basic principles of financial accounting and the basic techniques of preparation of such statements. Provides the ability to analyse firm performance and position using financial ratios. Finally, gives an understanding of basic costing techniques in order to facilitate managerial decision-making and of the role and structure of budgets in an organisation.</td>
</tr>
<tr>
<td>Introduction to finance</td>
<td>2</td>
<td>15</td>
<td>Introduces the goals and governance of the firm, how financial markets work and appreciate the importance of finance.</td>
</tr>
<tr>
<td>Introduction to financial accounting</td>
<td>1</td>
<td>15</td>
<td>Develops knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double entry accounting techniques in recording transactions, adjusting financial records and preparing basic financial statements.</td>
</tr>
<tr>
<td>Introduction to managerial accounting</td>
<td>2</td>
<td>15</td>
<td>Introduces the nature and purpose of management accounting and to establish a sound foundation in its fundamental techniques.</td>
</tr>
<tr>
<td>Introduction to organisations and management</td>
<td>1</td>
<td>15</td>
<td>Provides a comprehensive foundation to the study of management theory and its application in practice. It seeks to consider the conceptual frameworks relevant to the behaviour of individuals and groups in organisations, and the issues which are raised in their management.</td>
</tr>
<tr>
<td>Mathematical economics I</td>
<td>1</td>
<td>15</td>
<td>Introduces techniques of proof and mathematical methods that will be assumed elsewhere in the programme. It prepares you for the Year Two mathematical economics II option, which is a prerequisite for certain Year Three modules.</td>
</tr>
<tr>
<td>Maths for business economics</td>
<td>1</td>
<td>15</td>
<td>Introduces the application of mathematics to economics, management and accounting. The material will show how mathematical methods can be applied to problems in market analysis, compound interest, investment appraisal and agent optimisation (eg consumer utility maximisation and firm profit maximisation).</td>
</tr>
<tr>
<td>Organisations and management</td>
<td>1</td>
<td>15</td>
<td>Provides a comprehensive foundation to the study of management theory and its application in practice. It seeks to consider the conceptual frameworks relevant to the behaviour of individuals and groups in organisations, and the issues which are raised in their management.</td>
</tr>
<tr>
<td>Placement preparation module</td>
<td>2</td>
<td>15</td>
<td>Prepares you for a year in industry by providing you with the skills required to secure a work placement and to gain the most from their placement experience. It will be taught through a combination of lectures and seminars/workshops. Extensive use will be made of case studies and scenario based exercises and you will be expected to critically reflect on your skills and work/life experiences. External employers will host a variety of sessions including mock interviews and business games and you will be able to build links and network with those employers.</td>
</tr>
<tr>
<td>Principles in operations management</td>
<td>2</td>
<td>15</td>
<td>Provides a study of the key principles, systems and techniques used to assure effective operations management. The module covers an extensive range of subjects including demand management, quality management, people management and production management.</td>
</tr>
</tbody>
</table>

**Please note:** modules may not be available across all programmes, please check programme specific module lists on pages 08-23.
## Core and selected optional modules overview

### Year One (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of macroeconomics</td>
<td>2</td>
<td>15</td>
<td>Complements and builds on Principles of microeconomics and provides a foundation for further studies in macroeconomics. Introduces concepts and theories of economics which help understand changes in the macroeconomic environment.</td>
</tr>
<tr>
<td>Principles of microeconomics</td>
<td>1</td>
<td>15</td>
<td>Acquaints you with elementary microeconomic theory. We will cover: definitions and concepts in (micro) economics, consumer theory, producer theory, perfect competition, imperfect competition, externalities and public goods. The mathematics content will include some basic algebra, equations of the straight line and elementary calculus.</td>
</tr>
<tr>
<td>Professional and academic skills for business</td>
<td>1</td>
<td>15</td>
<td>Provides a solid base of academic and professional skills required for success at university and in the graduate career market.</td>
</tr>
<tr>
<td>Quantitative methods for accounting and finance</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to quantitative methods that will assist students in establishing basic mathematical, quantitative and statistical skills for the study of accounting and finance.</td>
</tr>
<tr>
<td>Skills for the professional accountant</td>
<td>2</td>
<td>15</td>
<td>Builds on the book-keeping techniques used in introduction to financial accounting and applies them using computerised financial accounting software.</td>
</tr>
<tr>
<td>Skills for the professional economist</td>
<td>1</td>
<td>15</td>
<td>Provides students with an understanding of some of the skills required of the professional economist in the current business environment, and the opportunity to acquire and apply those skills.</td>
</tr>
<tr>
<td>Statistics for economics and business</td>
<td>2</td>
<td>15</td>
<td>Provides both a foundation for further study and a broadly based introduction to statistics. Enables you to summarise, present and analyse data from a sample and to understand and apply the practice of statistical inference to sample data to estimate full population variable parameters.</td>
</tr>
<tr>
<td>The European economic environment</td>
<td>2</td>
<td>15</td>
<td>Shows how elementary economic theory can be used to explain economic integration and then goes on to give the main economic features of the EU. A brief history of the EU institutions, policies and problems is also included. You are expected to regularly update your notes using material from the various websites suggested in class. You are also expected to independently research current issues suggested by the lecturer.</td>
</tr>
</tbody>
</table>

Please note: modules may not be available across all programmes, please check programme specific module lists on pages 08-23.
### Core and selected optional modules overview

#### Year Two

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting theory</td>
<td>2</td>
<td>15</td>
<td>Examines the market for accounting information; processes and effects of regulating financial reporting; the incentives, which drive managers’ choices of alternative accounting policies; capital markets’ response to accounting information; explore the critical perspectives of accounting and consider selected issues in financial reporting.</td>
</tr>
<tr>
<td>Alternative perspectives in economics</td>
<td>1</td>
<td>15</td>
<td>Since the financial crash there seems to have been a growing interest in economic ideas in economics that challenge orthodox views. This unit provides an introduction to alternative ideas in economics. It provides you with a knowledge of the debates between the different schools of thought, and also leads to a deeper understanding of mainstream views, and of the discipline of economics as a whole.</td>
</tr>
<tr>
<td>Affecting change I: education and work, experience and learning</td>
<td>1</td>
<td>15</td>
<td>Provides students with the necessary skills and theory to best exploit the learning opportunities whilst out on placement; it will prepare students for practical aspects of the working environment; and support a wider agenda for research engaged teaching as the students develop qualitative research skills.</td>
</tr>
<tr>
<td>Audit and assurance</td>
<td>1</td>
<td>15</td>
<td>Examines the regulatory framework within which the statutory audit in the UK operates. Covers key elements of international standards on auditing with respect to planning, control, evidence and reporting.</td>
</tr>
<tr>
<td>Basic econometrics I</td>
<td>1</td>
<td>15</td>
<td>Econometrics is concerned with the testing of economic theory using real world data. This module introduces the subject by focusing on the principles of Ordinary Least Squares regression analysis. The module will provide practical experience via regular laboratory session.</td>
</tr>
<tr>
<td>Basic econometrics II</td>
<td>2</td>
<td>15</td>
<td>Builds on Basic econometrics I.</td>
</tr>
<tr>
<td>Behavioural economics I</td>
<td>1</td>
<td>15</td>
<td>An optional module addressing the interaction of economic theory with psychology and investigating the way in which psychological findings can inform economics. This module will be useful in preparation for Year Three modules in Behavioural finance and Economics of arts and culture.</td>
</tr>
<tr>
<td>Branding</td>
<td>1</td>
<td>15</td>
<td>Provides students with the knowledge and skills required to design, launch and manage a brand. This module uses an array of innovative teaching methods to develop an appreciation of branding practices and strategies by applying theoretical concepts and marketing models to practical activities and allow students to design and deliver a new brand.</td>
</tr>
<tr>
<td>Business and employment law</td>
<td>2</td>
<td>15</td>
<td>Introduces the basic principles of UK and EU Law. It highlights the important legal principles that affect day-to-day business transactions and relationships, making you aware of the responsibilities and obligations of companies and employers.</td>
</tr>
<tr>
<td>Business ethics</td>
<td>1</td>
<td>15</td>
<td>Introduces and explains major contemporary perspectives on corporate behaviours.</td>
</tr>
</tbody>
</table>

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## Core and selected optional modules overview

**Year Two** (continued)

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business law</strong></td>
<td>2</td>
<td>15</td>
<td>Provides you with a foundation in legal institutions in English law as well as a general, non-specialist introduction to areas of English law that is particularly pertinent and relevant to accounting and finance.</td>
</tr>
<tr>
<td><strong>Corporate social responsibility</strong></td>
<td>2</td>
<td>15</td>
<td>Provides you with a critical introduction to the institution of the corporation in its wider context. Key areas of study will include corporate governance, the history of the corporation, corporate social responsibility, and business ethics.</td>
</tr>
<tr>
<td><strong>Diversity management</strong></td>
<td>1</td>
<td>15</td>
<td>Provides students with the opportunity to develop their understanding and critical awareness of issues associated with managing a workforce characterised by diversity in gender, age, ethnicity, disability, religion and sexual orientation etc.</td>
</tr>
<tr>
<td><strong>Entrepreneurship</strong></td>
<td>1</td>
<td>15</td>
<td>Provides an understanding of the nature of entrepreneurship and outlines the challenges faced at each stage in the process of starting and building a business.</td>
</tr>
<tr>
<td><strong>European Union and business</strong></td>
<td>1</td>
<td>15</td>
<td>Gives students an understanding of the working of the development of the EU and the implications for business. Also provides an understanding of the UK’s membership of the EU, Brexit and the business perspective.</td>
</tr>
<tr>
<td><strong>Finance management for business</strong></td>
<td>1</td>
<td>15</td>
<td>Explores a framework to allow understanding of the role of financial management in the business and of how financial management supports decision making by managers.</td>
</tr>
<tr>
<td><strong>Financial management</strong></td>
<td>1</td>
<td>15</td>
<td>Introduces the modern theory of finance and financial management. Theoretical concepts like the net present value, decision making under uncertainty, portfolio selection and the capital asset pricing model are introduced.</td>
</tr>
<tr>
<td><strong>Financial reporting I</strong></td>
<td>1</td>
<td>15</td>
<td>Enables students to prepare single entity financial statements, and extracts from those financial statements, covering a wide range of international financial reporting standards (IFRS).</td>
</tr>
<tr>
<td><strong>Fundraising management</strong></td>
<td>2</td>
<td>15</td>
<td>Provides a critical analysis of the fundraising methods available to not-for-profit organisations and develops relevant skills.</td>
</tr>
<tr>
<td><strong>Government and business</strong></td>
<td>2</td>
<td>15</td>
<td>Explores the relationship between government and business, including regulation, government support and the governing process.</td>
</tr>
<tr>
<td><strong>Identity, culture and organisation</strong></td>
<td>2</td>
<td>15</td>
<td>Provides the opportunity to study in-depth the relationship between employees’ and managers’ sense of self and their understandings of, and behaviours in, organisational environments.</td>
</tr>
<tr>
<td><strong>Innovation and entrepreneurship</strong></td>
<td>1</td>
<td>15</td>
<td>Introduces students to the multidisciplinary nature of innovation and entrepreneurship and their practical applications as well as developing a critical awareness of the main themes of innovation and entrepreneurship in the public and private sectors including both product and service innovations.</td>
</tr>
</tbody>
</table>

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<tr>
<th>Module title</th>
<th>Semester</th>
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<tbody>
<tr>
<td>Integrated marketing communications</td>
<td>2</td>
<td>15</td>
<td>Introduces the basic constructs of marketing communications and examines the ways in which marketing communications can be integrated.</td>
</tr>
<tr>
<td>International business</td>
<td>2</td>
<td>15</td>
<td>Explores both mainstream and alternative theories of why businesses internationalise and how they operate as transnational corporations. An understanding of transnational production in a holistic sense is key.</td>
</tr>
<tr>
<td>International development</td>
<td>2</td>
<td>15</td>
<td>This module is concerned with the theoretical and practical implications of international development in the global economy. Enables an in-depth analysis of the central issues associated with the economics and policies of international development.</td>
</tr>
<tr>
<td>International finance (non-specialist)</td>
<td>1</td>
<td>15</td>
<td>Develops a good understanding of the fundamental principles of international finance, especially focusing on the financial management of multinationals. The groundwork for this is laid in the first few lectures, where the aim is to provide students with an introduction to the core principles of finance, valuation and financial decision-making, within the domestic setting. These are thereafter extended to incorporate the international dimension – foreign exchange rates and markets, and foreign exchange exposure.</td>
</tr>
<tr>
<td>International management</td>
<td>2</td>
<td>15</td>
<td>Introduces you to key issues in international business and management from the perspective of the multinational enterprise.</td>
</tr>
<tr>
<td>Introduction to people management</td>
<td>1</td>
<td>15</td>
<td>Introduces students to the theoretical perspectives, roles, and practical activities associated with people management in contemporary organisations helping to prepare students for the workplace.</td>
</tr>
<tr>
<td>Leadership and performance management</td>
<td>2</td>
<td>15</td>
<td>Introduces the theoretical perspectives, roles, and practical activities associated with leadership and performance management in contemporary organisations.</td>
</tr>
<tr>
<td>Macroeconomics I</td>
<td>1</td>
<td>15</td>
<td>Extends the study of macroeconomic theory to the intermediate level. To analyse the classical and Keynesian macroeconomic models, and their policy implications, in order to provide a context for subsequent developments in modern macroeconomics associated with monetarism, new classical and new Keynesian economics.</td>
</tr>
<tr>
<td>Macroeconomics II</td>
<td>2</td>
<td>15</td>
<td>Builds on Macroeconomics I.</td>
</tr>
<tr>
<td>Management accounting</td>
<td>2</td>
<td>15</td>
<td>Builds on the basic management accounting methods seen in Year One through coverage of a range of further techniques that aid costing, decision-making, planning and control. Themes relating to the impact of internal accounting systems on managerial motivation and incentives will also be introduced.</td>
</tr>
<tr>
<td>Management economics I</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to the rational decision-making process used to make business decisions. It introduces you to the quantitative and analytical tools that managers use to make complex decisions.</td>
</tr>
<tr>
<td>Management economics II</td>
<td>2</td>
<td>15</td>
<td>Introduces the economic approaches to the study of organisations. It also shows how economics can be applied to strategic management, mergers and acquisitions, and corporate governance.</td>
</tr>
<tr>
<td>Market research</td>
<td>1</td>
<td>15</td>
<td>Develops an understanding of the need for, and place of, market research in supporting marketing decisions. Alongside this you will develop a practical and applied understanding of developments of market research, and an appreciation of its strengths and weaknesses.</td>
</tr>
</tbody>
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## Core and selected optional modules overview

### Year Two (continued)

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<th>Credit</th>
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</thead>
<tbody>
<tr>
<td>Mathematical economics II</td>
<td>2</td>
<td>15</td>
<td>Introduces the use of mathematical models in the study of economics. This module builds on the material of Year One mathematics and economics modules and will deepen your knowledge of mathematical techniques involved in microeconomics and game theory. At the end of this module, you will have more advanced mathematical skills and know how to use models to solve some economic problems using matrix and optimisation.</td>
</tr>
<tr>
<td>Microeconomics I</td>
<td>1</td>
<td>15</td>
<td>Extends the study of macroeconomic theory to the intermediate level. To analyse the classical and Keynesian macroeconomic models, and their policy implications, in order to provide a context for subsequent developments in modern macroeconomics associated with monetarism, new classical and new Keynesian economics.</td>
</tr>
<tr>
<td>Microeconomics II</td>
<td>2</td>
<td>15</td>
<td>Uses the theoretical foundations developed in microeconomics I and aims to extend the application of the skills acquired to more advanced topics such as welfare economics.</td>
</tr>
<tr>
<td>Microeconomics for business economics</td>
<td>1</td>
<td>15</td>
<td>Provides a solid foundation of intermediate level microeconomic theory. It develops and extends three of the topics introduced in Principles of microeconomics, namely, consumer theory, producer theory and general equilibrium. It prepares you for the more advanced modules in Year Two and Three like Microeconomics II and Game theory.</td>
</tr>
<tr>
<td>Operations management: tools and techniques</td>
<td>1</td>
<td>15</td>
<td>Introduces a range of operations management theories and considers their application to contemporary business environments.</td>
</tr>
<tr>
<td>Principles of finance with excel</td>
<td>1</td>
<td>15</td>
<td>Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.</td>
</tr>
<tr>
<td>Retail marketing</td>
<td>2</td>
<td>15</td>
<td>Provides an appreciation and understanding of the functions and challenges inherent in the management of retail organisations, including the management of a large assortment of products/services, the complexities and risks of selecting new locations and managing a store network, and managing a constant and direct interface with customers.</td>
</tr>
<tr>
<td>Securities market</td>
<td>2</td>
<td>15</td>
<td>Provides an understanding of the role of securities markets in the global economy. This will be achieved through a presentation of their basic mechanisms and technical features, an explanation of the valuation of certain financial assets and an assessment of the operational and allocative efficiency of the markets. The module will be taught using a combination of weekly lectures and fortnightly tutorials. You will be directed to various media resources relevant to their day to day following and awareness of the activities of the global financial markets.</td>
</tr>
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<tr>
<td>Services marketing</td>
<td>2</td>
<td>15</td>
<td>Stresses the distinctiveness of services marketing from tangible goods marketing. Practical application of theoretical services marketing material is examined within a diverse range of sectors including financial services, hotels, restaurants, airlines, universities, theme parks, and charities. Management of customer satisfaction and perceived service quality are themes that are interwoven into all of the components of the module syllabus. The module endeavours to provide a challenging and supportive learning environment for you by enhancing the key skills and subject knowledge appropriate to pursuit of a career in services marketing.</td>
</tr>
<tr>
<td>Tax compliance</td>
<td>2</td>
<td>15</td>
<td>Enables you to understand, prepare and explain UK tax computations for individuals, companies and trustees including income tax, corporation tax, capital gains tax, VAT, inheritance tax, national insurance and stamp duty. Provides an understanding of the ethical issues arising from performing in the context of taxation.</td>
</tr>
<tr>
<td>Theory of the firm</td>
<td>1</td>
<td>15</td>
<td>Equips you with the knowledge and skills necessary to understand and evaluate the internal and external factors that influence the strategic decisions made by business organisations. The module will support the analysis of the operation of business organisations within national and international markets.</td>
</tr>
</tbody>
</table>

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## Core and selected optional modules overview

### Year Three/Four

Please note: Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

<table>
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<tr>
<th>Module title</th>
<th>Semester</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Advanced auditing</td>
<td>2</td>
<td>15</td>
<td>Develops an understanding of the critical aspects of managing an assurance engagement (including audit engagements): acceptance, planning, managing, concluding and reporting.</td>
</tr>
<tr>
<td>Advanced entrepreneurship</td>
<td>2</td>
<td>15</td>
<td>The aim of this ‘active learning’ module, is to provide an opportunity for you to develop your own entrepreneurial ideas and the skills required to produce a comprehensive business plan, in a risk free and supportive environment. This will be achieved through two main activities. First, you will use an online simulation of a business start-up (Sim Venture) to gain an insight into the different elements involved, as well as the challenges facing entrepreneurs when developing a business plan and turning this into an actual start-up. Second, building on the lessons learnt in the simulation, in small ‘self-learning’ groups, you will develop a detailed business plan based on in-depth research and analysis relevant to your particular start-up idea.</td>
</tr>
</tbody>
</table>

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## Core and selected optional modules overview

### Year Three/Four (continued)

**Please note:** Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Advanced macroeconomics</td>
<td>2</td>
<td>15</td>
<td>Builds on the intermediate macroeconomics curriculum by developing some formal models in depth and widening the topics covered. The module will commence by considering the political economy perspective of macroeconomic processes. It will then proceed with an in-depth look at the Solow growth model, which will contain a full formal treatment. This will be followed by consideration of alternative views of the business cycle and lectures on the role of exchange rates and commodity prices.</td>
</tr>
<tr>
<td>Advanced management accounting</td>
<td>2</td>
<td>15</td>
<td>Increases your knowledge of the theory and practice of management accounting and to build on study of this topic in earlier years, especially to extend and complement the material covered in Year Two management accounting.</td>
</tr>
<tr>
<td>Advanced microeconomics</td>
<td>1</td>
<td>15</td>
<td>Provides an understanding of the market failure resulting from asymmetric information. It covers some of the canonical models of adverse selection and moral hazard focusing on the design of optimal contracts under informational asymmetries.</td>
</tr>
<tr>
<td>Advanced taxation</td>
<td>1</td>
<td>15</td>
<td>Enables you to apply technical knowledge and professional skills to identify and resolve tax issues that arise in the context of preparing tax computations and to advise on tax-efficient strategies for businesses and individuals.</td>
</tr>
<tr>
<td>Becoming a leader</td>
<td>1</td>
<td>15</td>
<td>Introduces the practical application of leadership theory. You will employ critical reflection to gain a better understanding of how they can develop and grow as a leader within an organisational context. Themes covered will include: leadership in the 21st Century, developing a personal leadership brand and understanding the leader-follower relationship. This is a blended module that is delivered with both online and on-campus learning and teaching.</td>
</tr>
<tr>
<td>Behavioural finance</td>
<td>2</td>
<td>15</td>
<td>Provides knowledge and understanding of theoretical and empirical limitations of and challenges to the efficient markets hypothesis.</td>
</tr>
<tr>
<td>Business finance</td>
<td>1</td>
<td>15</td>
<td>Provides a fundamental understanding of the core theoretical and empirical aspects involved in corporate finance. The aim is to build your transferrable skills by concentrating on the fundamental theoretical and empirical principles.</td>
</tr>
<tr>
<td>Business in emerging markets</td>
<td>2</td>
<td>15</td>
<td>Focuses on the business environment in emerging markets and specifically in the BRIC countries, Brazil, Russia, India and China.</td>
</tr>
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Faculty of Humanities and Social Sciences > Management School
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<tbody>
<tr>
<td>Business in Latin America</td>
<td>2</td>
<td>15</td>
<td>Enables you to undertake an empirical study of the activities and organisation of domestic and foreign business in a significant area of the developing world. You are expected to build upon the knowledge and techniques developed in earlier modules to understand and analyse critically the behaviour of companies, investors, regulators, employees and consumers in the Latin American economies.</td>
</tr>
<tr>
<td>Business in the Asia-Pacific region</td>
<td>2</td>
<td>15</td>
<td>Explores the unique and contrasting business environment in the Asia Pacific region and to use concepts and theories from the international business/management literature to evaluate and explain this environment.</td>
</tr>
<tr>
<td>Business strategy</td>
<td>2</td>
<td>15</td>
<td>Enables you to understand, prepare and explain UK tax computations for individuals, companies and trustees including income tax, corporation tax, capital gains tax, VAT, inheritance tax, national insurance and stamp duty. Provides an understanding of the ethical issues arising from performing in the context of taxation.</td>
</tr>
<tr>
<td>Capital markets</td>
<td>2</td>
<td>15</td>
<td>Provides a comprehensive introduction to the workings of modern financial systems, the efficiency of money markets and the role of investment bankers, illustrating how they impact our financial system. By drawing on numerous theoretical and practical examples from real-world case studies, this module aims at introducing the basic concepts of the banking, finance, investment, business studies, economics and financial service sector.</td>
</tr>
<tr>
<td>Competition and regulation</td>
<td>2</td>
<td>15</td>
<td>Applies the tools of microeconomics to the analysis of firms, markets, consumers and regulators in order to understand the nature and consequences of the process of competition and regulation. These tools will also be applied to the evaluation of competition and government policy. This will extend knowledge and skills of microeconomic analysis by covering recent advances in theory as well as empirical analysis of relevant microeconomic topics.</td>
</tr>
<tr>
<td>Contemporary issues in HRM</td>
<td>2</td>
<td>15</td>
<td>Provides you with an understanding of contemporary human resource management issues. It will relate models and frameworks from the human resource management literature to contemporary issues and challenges affecting UK organisations and multinational companies.</td>
</tr>
<tr>
<td>Contemporary issues in economic policy</td>
<td>1</td>
<td>15</td>
<td>Gives you a broad understanding of the key issues in contemporary policy and their regional, national and international context. It will equip you with both a factual and theoretical basis to understand and critically evaluate government responses to contemporary social and business needs.</td>
</tr>
<tr>
<td>Corporate communications</td>
<td>1</td>
<td>15</td>
<td>Increases awareness of the importance of language and communication in the business and management contexts. Develop an in-depth understanding of internal communication systems (interpersonal and cross-cultural communications) and of external communication systems (public relations, marketing, political communication and the media).</td>
</tr>
<tr>
<td>Corporate governance</td>
<td>2</td>
<td>15</td>
<td>Provides an understanding of the history and development of corporate governance and the key principles and systems that underpin corporate governance today. It also provides the opportunity to assess the practical application of corporate governance systems across major international organisations.</td>
</tr>
</tbody>
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## Core and selected optional modules overview

### Year Three/Four (continued)

*Please note: Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.*

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<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
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<tbody>
<tr>
<td>Corporate reporting and analysis</td>
<td>2</td>
<td>15</td>
<td>Develops your understanding of financial reporting to an advanced level by building upon the knowledge and skills gained in earlier financial reporting modules. Complex IFRS on topics such as share based payments and deferred tax will be looked at.</td>
</tr>
<tr>
<td>Critical perspectives in management</td>
<td>2</td>
<td>15</td>
<td>Draws on a broad range of critical social science theory that questions the received wisdom of the view that management is a purely ‘neutral’ technical-rational practice. The module challenges this view by looking at the ideology and politics of work organisation and management practice from a range of critical perspectives. It traces the history and development of management as power, control and domination in organisations from its origins through industrialisation to its current post-industrial/postmodern setting.</td>
</tr>
<tr>
<td>Derivative securities</td>
<td>2</td>
<td>15</td>
<td>Provides an introduction to derivative securities. Alternative derivative securities like forwards, futures, options, and exotic derivative contracts will be discussed. This incorporates detailing the properties of these securities. Furthermore, a key aim is to outline how these assets are valued. Also demonstrates the use of derivatives in arbitrage, hedging and speculation. Finally, practical applications of derivatives and potential pitfalls are discussed.</td>
</tr>
<tr>
<td>Digital marketing</td>
<td>1</td>
<td>15</td>
<td>Develop an in-depth understanding of digital marketing planning and e-promotion in achieving and maintaining market competitiveness. Explore the role of social media and its relation to an e-Commerce strategy and develop in-depth knowledge of up-to-date digital marketing trends and consumer culture.</td>
</tr>
<tr>
<td>Dissertation</td>
<td>1 and 2</td>
<td>30</td>
<td>The dissertation module offers the opportunity to conduct an extended study on a theme relevant to students. It will develop and enhance your ability to utilise bibliographical software; produce systematic literature reviews; analyse and synthesise a body of knowledge; and critically evaluate contrasting perspectives on all aspects of business. Introductory workshops will offer initial instruction on completing the dissertation and you will be allocated a supervisor. As with any dissertation, much emphasis is placed on independent study.</td>
</tr>
<tr>
<td>e-business models and strategy</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to the appraisal and formulation of e-business strategy contemporary e-business models.</td>
</tr>
<tr>
<td>Economic analysis of the law</td>
<td>2</td>
<td>15</td>
<td>The module will be communicated by eight two-hour lectures during which the lecturer will explain the essential points of each topic and draw your attention to the readings which will form part of the course.</td>
</tr>
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</thead>
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<tr>
<td>Economies in developing countries</td>
<td>1</td>
<td>15</td>
<td>This is an introductory module to the economics of international development. It introduces you to conceptual and methodological issues within international development and provides a solid grounding in various models of economic growth and development. It builds an understanding of various contemporary issues in this area and develops critical and analytical skills in analysing the problems of developing countries. From this perspective, it is designed to prepare you for a master's course in international development or to simply bring a critical understanding of issues of developing countries to their chosen field of work.</td>
</tr>
<tr>
<td>Economies of art and culture</td>
<td>1</td>
<td>15</td>
<td>Provides a historical and methodological basis for understanding the economics of arts and cultural industries and will look in depth at a variety of industries, such as arts, music, broadcasting and others to explore the application of economic theory in 'non-standard' markets (ie markets where neoclassical microeconomic assumptions may not hold).</td>
</tr>
<tr>
<td>Events management</td>
<td>1</td>
<td>15</td>
<td>Develops knowledge and critical understanding of the nature, structure, composition and management of the events industry sector.</td>
</tr>
<tr>
<td>Financial crises and defaults</td>
<td>1</td>
<td>15</td>
<td>Provides students with a fundamental understanding of the core theoretical and empirical aspects involved in financial crises and defaults.</td>
</tr>
<tr>
<td>Financial economics</td>
<td>2</td>
<td>15</td>
<td>Provides a broad introduction to essential topics in modern financial economics, which crucially includes decision-making under uncertainty, portfolio selection, pricing financial assets and state contingent claims, and forecasting asset returns and volatility from historical data.</td>
</tr>
<tr>
<td>Financial reporting II</td>
<td>1</td>
<td>15</td>
<td>Builds upon the knowledge and skills gained in earlier financial reporting modules by covering the preparation of group financial statements including associates and joint ventures. It will also develop an understanding of group accounting principles and issues arising from group accounting including fair values, intangibles and impairment.</td>
</tr>
<tr>
<td>Financial risk management</td>
<td>2</td>
<td>15</td>
<td>Builds on the foundations of the existing finance modules and aims to give students a solid grounding in terms of understanding the recent global financial crisis and a wide range of risk management tools available to financial managers. Particular emphasis is placed on the issue of risk measurement.</td>
</tr>
<tr>
<td>Football financial reporting, analysis and valuation</td>
<td>2</td>
<td>15</td>
<td>This module aims to give students an understanding of how financial transactions have an impact on football clubs, and the integration of finance into the success or otherwise of clubs.</td>
</tr>
<tr>
<td>Game theoretical approaches to microeconomics</td>
<td>1</td>
<td>15</td>
<td>Provides an introduction to game theory. This is the study of strategic interactions ie situations where outcomes depend not only on our own actions but also on how others react to our actions. This module complements those in core macro and microeconomics and offers more insight into strategic business decisions and competitive behaviour in general. In particular, we will use game theory to study market competition, auctions, bargaining, signalling, etc.</td>
</tr>
</tbody>
</table>

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## Core and selected optional modules overview

**Year Three/Four (continued)**

*Please note:* Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

<table>
<thead>
<tr>
<th>Module title</th>
<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global strategic management</td>
<td>1</td>
<td>15</td>
<td>Provides conceptual frameworks within which to formulate and analyse global strategy.</td>
</tr>
<tr>
<td>Health economics</td>
<td>2</td>
<td>15</td>
<td>Introduces the key principles and tools of health economics. The module aims to show how the health care system differs from the economic textbook model of perfectly competitive markets. It will offer an overview of the issues of demand and supply for healthcare, supplier-induced demand, equity and inequality, healthcare financing and health insurance. It will emphasise the use of economic evaluation for assessing health care interventions as a way of making informed decisions in terms of costs and benefits. In addition, a range of practical examples will be provided of how health economics is applied in practice in both resource rich and resource poor countries.</td>
</tr>
<tr>
<td>Independent study module (International Business)</td>
<td>1 or 2</td>
<td>15</td>
<td>Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.</td>
</tr>
<tr>
<td>Independent study module (Marketing)</td>
<td>1 or 2</td>
<td>15</td>
<td>Gives you the opportunity to study a subject of your choosing, related to your specialist area of study.</td>
</tr>
<tr>
<td>Industrial organisation</td>
<td>1</td>
<td>15</td>
<td>Applies the tools of microeconomics to the analysis of firms, markets and industries in order to understand the nature and consequences of the process of competition. These tools will also be applied to the evaluation of relevant government policy. This will extend knowledge and skills of microeconomic analysis by covering recent advances in theory as well as empirical analysis of relevant microeconomic topics.</td>
</tr>
<tr>
<td>International distribution and logistics</td>
<td>1</td>
<td>15</td>
<td>Introduces students about international physical distribution, logistics, and the export of services and will prepare students for careers in export-oriented companies.</td>
</tr>
</tbody>
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<tr>
<td>International economic relations</td>
<td>1</td>
<td>15</td>
<td>Provides a detailed coverage of the nature and determinants of the pattern of world trade and financial, capital and labour flows. The module also aims to provide you with a critical appreciation of why conflicts arise between nations due to international economic activity and what policy options are most appropriate for countries both individually and cooperatively to adopt. Throughout the module emphasis will be placed upon the role of theory in enhancing understanding of the patterns and nature of trade flows (in the context of both goods and services) in the context of the key issues in international economic relations.</td>
</tr>
<tr>
<td>International marketing</td>
<td>1</td>
<td>15</td>
<td>Introduces the international environment for marketing, including an appreciation of how to build international activities.</td>
</tr>
<tr>
<td>International political economy</td>
<td>1</td>
<td>15</td>
<td>Familiarises you with rational choice and public choice theories and arguments, and with their applications in open economies and international political economy; theoretical concepts such as the Coase theorem, the Arrow impossibility theorem, and economic populism; key concepts of the New Institutional Economics and related applications to the theory of the firm; a modern economics’ view of globalisation; and the application of international political economy concepts to Latin America.</td>
</tr>
<tr>
<td>International trade</td>
<td>1</td>
<td>15</td>
<td>Develops an appreciation and understanding of basic principles determining the observed patterns of trade in the increasingly globalised world economy.</td>
</tr>
<tr>
<td>Issues in development finance</td>
<td>1</td>
<td>15</td>
<td>Provides an advanced, albeit non-technical, critical understanding for students with a variety of academic backgrounds of the issues and developments in the area of finance for development. This will include, for example, the impact of overseas development assistance (foreign aid) and foreign direct investment upon development, the role played by the IMF and World Bank and recent developments in the areas of microfinance and Islamic Finance.</td>
</tr>
<tr>
<td>Law and economics</td>
<td>1</td>
<td>15</td>
<td>This module does not require prior knowledge of the law, nor is its objective to teach students about the law. The main objective is to show students how they can apply the tools of economic analysis to understand the basic structure and function of the law.</td>
</tr>
<tr>
<td>Macroeconomics after the financial crises</td>
<td>1</td>
<td>15</td>
<td>Equips students with the knowledge of how the economy has changed since the financial crises. Also aims to provide students with a critical appreciation of what the main policy and business responses by different countries were during the crisis and in its aftermath and what policy options, new and old, are available and most appropriate for countries both individually and cooperatively to adopt.</td>
</tr>
<tr>
<td>Management accounting for business</td>
<td>1</td>
<td>15</td>
<td>Provides students with an overall understanding of the various techniques and practices utilised by management accountants within the function of business management.</td>
</tr>
<tr>
<td>Managing knowledge</td>
<td>2</td>
<td>15</td>
<td>Provides the concepts and principles relevant to the process of knowledge management.</td>
</tr>
<tr>
<td>Marketing and society</td>
<td>2</td>
<td>15</td>
<td>Develops a fundamental knowledge of marketing as a field of study and provoke critical thinking about the field. It provides an opportunity for students to consider alternative approaches to the study and practice of marketing. The module is interactive and involves critical discussion of the readings during both lectures and student presentations.</td>
</tr>
</tbody>
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Core and selected optional modules overview

**Year Three/Four (continued)**

Please note: Year in Industry programmes will take ‘ULMS placement year’ only during Year Three.

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<th>Semester</th>
<th>Credit</th>
<th>Module description</th>
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</thead>
<tbody>
<tr>
<td>Marketing strategy</td>
<td>2</td>
<td>15</td>
<td>Examines the strategic dimensions of marketing, the interface between marketing activity, corporate strategies and tactics and the interrelationship between marketing activity and other functional areas of business.</td>
</tr>
<tr>
<td>Methods of economic investigation: microeconomics</td>
<td>1</td>
<td>15</td>
<td>Introduces a series of key advanced techniques in microeconometrics, building on Year Two work in econometrics. It covers typical topics such as binary choice models including logit and probit models, count data models which is widely used to deal with integer variables as well as panel data models. Develops applied research skills, including the ability to analyse data using appropriate econometric techniques and bespoke software. If successful at the end of the module you will be expected to be equipped for study at leading graduate schools of economics and for work as professional economists or business analysts.</td>
</tr>
<tr>
<td>Methods of economic investigation: time series econometrics</td>
<td>2</td>
<td>1</td>
<td>Offers you the opportunity to learn basic econometric theories for time series analysis. Upon successful completion of this module, you should be able to apply these classic models to univariate and/or multivariate time series data for the purposes of, for example, producing economic/financial forecasts and/or investigating causal relationships between multiple economic/financial variables.</td>
</tr>
<tr>
<td>Principles of finance with Excel</td>
<td>1</td>
<td>15</td>
<td>Provide a greater awareness of the capability of Excel in the financial environment including its modelling capabilities.</td>
</tr>
<tr>
<td>Psychological approaches to decision-making</td>
<td>1</td>
<td>15</td>
<td>Provides the concepts and theories relevant to the cognitive and emotional aspects of decision-making at the individual, group and organisational levels. Particular attention is paid to the problems and potential pitfalls of making decisions amidst uncertainty and conflict including potential pressure to act in an ethically questionable manner. Considers negotiated decisions and cognitive techniques for stimulating creativity, innovation and problem-solving.</td>
</tr>
<tr>
<td>Relationship marketing</td>
<td>1</td>
<td>15</td>
<td>Understand and evaluate the theories, arguments and schools of thought that advocate the creation of mutually beneficial longer-term relationships between suppliers and customers.</td>
</tr>
<tr>
<td>Social enterprise</td>
<td>1</td>
<td>15</td>
<td>Introduces social enterprise. Through lectures, field visits to practicing social enterprise and working on a practical project you will learn about the scope of the work undertaken by social enterprise including their legal and financial structure, their need for a social mission and the policy environment in which they exist.</td>
</tr>
<tr>
<td>Strategic management and business policy</td>
<td>2</td>
<td>15</td>
<td>Examines the basic principles of business strategy and consider alternative perspectives to the subject.</td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>Supply chain operations and management</td>
<td>2</td>
<td>15</td>
<td>The management of supply chains is key to the operations of modern organisations. The need to be competitive, reach new markets, source new goods and raw materials as well as globalisation have all been key contributors to the development of supply chains as a function. It has become clear that competitive advantage and customer satisfaction can be gained if all organisations in the chain work together to improve service and reduce cost. The module provides you with comprehensive understanding of key principles and techniques of supply chain management including topics such as inventory management, demand and capacity management, supply chain partnerships and IT.</td>
</tr>
<tr>
<td>The football business</td>
<td>2</td>
<td>15</td>
<td>Enhances understanding and knowledge of the key issues surrounding the contemporary football business and associated industries. The course also encourages you to apply your knowledge of economics, business and management to the football industry.</td>
</tr>
<tr>
<td>Tourism</td>
<td>1</td>
<td>15</td>
<td>Provides a coherent framework through which the structure, management and organisation of the tourism industry can be understood and the nature of tourism demand explained. The study of tourism depends on and draws from a wide range of disciplines. Consideration of tourism consumer behaviour involves elements of sociology and psychology, whilst concerns for the impacts of tourism cannot be fully understood without reference to economics, geography and planning. Consequently a multidisciplinary approach will be adopted and the interrelationships explored.</td>
</tr>
<tr>
<td>ULMS placement year</td>
<td>1 and 2</td>
<td>120</td>
<td>Experience of a work-based environment, leading to an understanding of the obligations and duties that bind the staff in an organisation.</td>
</tr>
<tr>
<td>Work experience module</td>
<td>1</td>
<td>15</td>
<td>Further develops your understanding of the workplace and bridge the gap between your academic studies and future employment.</td>
</tr>
</tbody>
</table>

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