

Modules and Module Learning Outcomes

BSM 806 Global Business Environment (30 credits) (new module)

This module introduces students to the changes taking place in the business environment, both at home and abroad. Taking an interdisciplinary approach, students will gain a deep understanding of the impact of globalisation on the activities of business organisations, and of the political, economic, legal, technological and cultural dimensions of the international business environment. Students will be able to apply this knowledge and understanding to real-life business scenarios and analyse the contemporary global situation within the context of international business.

Learning Outcomes:

- 1. Understand and critically evaluate the concept of globalisation, its component dimensions and the different theoretical debates surrounding the concept.*
- 2. Understand and apply the key economic concepts and mechanisms underpinning the international business environment, including competing economic doctrines, international trade, exchange rates and stock exchanges.*
- 3. Describe and explain in detail the ways in which globalisation has impacted upon the international business environment, including components such as the movement of capital and labour across borders, the growth of international organisations, global communications and the spread of technology.*
- 4. Describe and critically evaluate the implications of these changes for countries, organisations (including national governments) and individuals.*
- 5. Analyse the consequences of changing regulatory and cultural environments for businesses and managers, and identify how global managers deal with the changing environments.*

BSM807 International Business and Strategy (30 credits) (new module)

This module introduces students to key concepts and frameworks for understanding, formulating and analysing international business strategies. Students will also develop the skills required to apply the principles and techniques of strategic management in a range of business contexts. Throughout the module, there is a focus on the importance of social responsibility, sustainability, accountability and ethics in the context of global trends and in formulating and appraising international business strategy.

Learning Outcomes:

- 1. Demonstrate knowledge and understanding of strategic management techniques in the context of the international business environment.*
- 2. Apply relevant strategic management techniques in a range of scenarios relevant to global business operations.*
- 3. Evaluate the impact of strategic decision-making in the context of the management of international business.*
- 4. Synthesise the interrelationships between business systems, organisational forms and managerial behaviour and evaluate their implications for strategy and competition in an international business context.*

BSM017 Finance for Managers (15 credits) (existing module)

This module provides an introduction to financial theory and introduces students to the concepts, skills and analytical techniques required to take effective decisions and control financial resources within an international business context. Students will acquire skills for planning, control and funding throughout the business cycle.

Learning Outcomes:

- 1. Source and critically assess a range of financial information.*
- 2. Apply a range of financial techniques in support of financial analysis and decision making.*
- 3. Apply a range of financial techniques for the effective allocation and control of financial resources.*

BSM505 Marketing (15 credits)(existing module)

Students will develop an understanding of the key dimensions of the international and global marketing environment from the perspective of a global marketing strategy. They will develop the analytical tools essential for choosing and making global market entry decisions and organising and controlling global operations. A key component of the module will be a focus on marketing strategies in the digital age. - **Note:** *module currently being updated to include digital marketing content*

Learning Outcomes:

- 1. Critically assess markets, marketing systems and processes, through the understanding and application of advanced and specialised concepts and issues associated with segmentation, targeting and positioning of markets.*
- 2. Appraise the nature of, and critically evaluate the interaction between the elements of the marketing mix, and the need for research to determine the ideal positioning and target market for a product or service. In addition to be able to partially develop a strategic marketing plan.*
- 3. Conceive and evaluate marketing strategies, and deal with implementation issues.*
- 4. Apply marketing concepts in the solution of complex business problems and be able to develop a strategic marketing plan.*

BSM577 Research Methods (15 credits) (existing module)

The aim of this module is to provide students with the ability to identify and use appropriate strategies and techniques for the purpose of individual investigations and research in professional development and practice. Students will develop the necessary skills to enable them to conduct a piece of independent research during the final Capstone semester, whilst at the same time developing the tools and techniques required for conducting research in a professional setting.

Learning Outcomes:

- 1. Identify relevant and feasible research questions, applying critical theories where appropriate, in relation to professional practise, organisational decision making, and policy analysis.*
- 2. Demonstrate research skills of utility to professional practice.*
- 3. Demonstrate self-sustaining and cogent research management skills at an appropriate level.*
- 4. Critically evaluate and apply research design and methodology for their chosen dissertation topic.*
- 5. Critically evaluate, where appropriate, the quality and value of research in professional practice*

BSM2530 Launching a New Venture (15 credits) (Existing module)

This module will develop an understanding of the principles, methods and practice of business venture creation. Students will have the opportunity to generate and critique a business idea and translate this into a written business plan. They will then have the opportunity to “pitch” their business idea and to explain and defend same to assessors.

Learning Outcomes:

1. *Analyse and discuss relevant principles, methods and challenges of business venture creation.*
2. *Draw on knowledge acquired in learning outcome 1 to generate and critique a business idea.*
3. *Translate a business idea into a written business plan.*
4. *Explain and defend a business plan to a panel of assessors.*

Capstone Semester (60 credits)

During the capstone semester (semester 3) students will have the opportunity to synthesise and apply the knowledge and skills developed during the taught stages of the programme. The Capstone semester comprises the following elements:

- A Project (taking the form of either a group/individual business consultancy or academic paper (30 credits)
- A Personal Development Portfolio (15 credits)
- Presentation of a paper at final Capstone Seminar. (15 credits)

The idea here is that the final semester, comprising the above elements will be badged as “Capstone”. Sitting behind this badging, there will be three modules as follows:

BSM819 Business Practice (30 credits)

As part of the final “Capstone” semester, students will be required to select either an applied route (consisting of a group or individual business consultancy project), or an academic route (consisting of an individual academic paper). The word count for both is 7-8000 words.

Learning Outcomes:

1. *Investigate an aspect of management/business practice in an organisational setting and to make appropriate recommendations for future action; OR*
2. *Produce an academic paper highlighting and discussing a chosen theme in business or management and indicating its relevance to contemporary business and management.*

BSM820 Personal Development Portfolio (15 credits)

Throughout their studies and as part of the final “Capstone” semester, students will have the opportunity to enhance their personal and professional skills set and to demonstrate a commitment to personal and professional development through systematically and continuously reviewing personal development.

Learning Outcomes:

1. *Devise a personal development plan which takes account of organisational and personal requirements and longer term aspirations and reflects on learning outcomes.*
2. *Provide evidence of continuing professional development by means of a portfolio in which they reflect on experiences acquired in the course of their studies.*

BSM821 Capstone Seminar (15 credits)

In order to allow students to present the findings of their consultancy or academic research developed during the 30 credit Business Practice module (above), and to share and reflect on their findings with the rest of their cohort, students will be required to present and defend their findings orally at a student conference organised by the module team and to participate actively in the student conference.

Learning Outcomes:

- 1. Reflect on an aspect of management/business practice or a theme in management thinking as it relates to an organisational setting.*
- 2. Communicate and defend the findings of the investigation in an oral presentation.*