



**De Montfort University, Faculty  
of Business and Law  
and  
Niels Brock, Copenhagen  
Business College**

**BSc (Hons)  
Business Studies**

N10060

**Curriculum  
2020/21**

The aim of the undergraduate degree is to provide students with an international consideration of contemporary topics affecting businesses being 'played out' on the national, international and global stage. The recent global recession and ongoing liquidity crises have impacted upon everyone and brought in to sharp focus the interconnectedness of financial markets, financial institutions, government policy and the operations of businesses from all industries and sectors. Competition and organisational performance can no longer just be analysed using traditional market boundaries and definitions. Instead, as our economies now show, there are forces wide and afar, that no matter where they may originate, have the capacity to affect all organisations wherever they may be located. The aim is thus to illustrate, explain and consider the nature of these forces, how they affect organisations, and provide guidance as to how organisations may both seek out new opportunities and simultaneously, manage the challenges that a highly complex, interactive and rapidly changing environment presents.

Whilst the first year's syllabus is common to all students on the programme, from year two onwards, each student will be able to choose from a range of modules from within the specialisms of economics, strategy and finance. By focusing upon a particular specialism students are able to build up a large body of knowledge, gain valuable understanding of tools and techniques and develop sought after practical skills that will enable them to contribute effectively within an organisational setting. Hence, students will be gaining subject specific aims based on their specialism. Upon completion of the course, students should be able to:

1. Identify and critically assess the links between financial markets, financial institutions, government policies and the operations of businesses.
2. Critically evaluate the holistic nature of competition and organisational performance, and assimilate the impact of globalisation on related inputs, processes and outputs.
3. Apply various research methods, techniques and theories within the scope of defined specialisation dissertation.

The subject specific aims are listed in the following module descriptions.

In addition, participants will also gain a number of cognitive skills. These are:

1. Capacity for appreciation of complexity of business
2. Critical appraisal of theoretical and practical issues
3. Numeric skills and appreciation of statistical concepts
4. Capacity for independent and self-managed learning
5. Ability to draw reasoned conclusions
6. Communication skills, be they in writing, as oral presentations etc.

The programme structure is set out in detail below. All modules are currently taught at DMU

in Leicester.

**Level 4** (Study Year 1)

Module code and title	Credit Value
ACFI1203 Financial Decision Making .....	15
ENTE1203 Academic Development & Professional Practice.....	15
CORP1528 Global Business Issues.....	30
CORP1541 Applied Techniques for Economists.....	15
ECON1542 Introduction to Macroeconomics .....	30
MARK1500 Principles of Marketing .....	15

**Level 5** (Study Year 2)

**Core modules**

Module code and title	Credit Value
ECON2542 Intermediate Macroeconomics .....	15
CORP2165 Contemporary Management .....	30
CORP2181 Business Research Issues and Analytics .....	15

**Plus, select 45 credits from the following**

Module code and title	Credit Value
ACFI2303 Corporate Finance.....	15
CORP2549 European Business Issues .....	15
ECON2545 Economic Decision Making .....	15
ECON2543 Intermediate Microeconomics .....	15
MARK2313 Brand Management.....	30

Please note: Some of the optional modules are pre-requisites for level 6 modules.

ACFI2303 is a pre-requisite for ACFI3310 Advanced Corporate Finance and ECON2543 is a prerequisite for ECON3534.

**Level 6** (Study Year 3)

**Core modules**

Module code and title	Credit Value
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CORP3501	Global Strategic Management .....	30
CORP3544	Global Contemporary Business Issues .....	30

**Plus, select one of the following streams:**

**Economics Stream**

Module code and title	Credit Value	
ECON3530	Economics dissertation .....	30
Plus 30 credits from the options shown below		

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ECON3534	Developments in Advanced Microeconomics .....	30
ECON3535	Open Economy Macroeconomics .....	30

**Strategy Stream**

Module code and title	Credit Value	
CORP3400	Strategy and Management Dissertation .....	30
Plus 30 credits from the options shown below		

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CORP3171	Service Operations Management .....	15
CORP3364	Crisis and Business Continuity Management .....	15
CORP3547	Corporate Social Responsibility and Business Ethics .....	15

**Finance Stream**

Please note that this stream is available only to students with a grade 'B' or above in 'GCSE' Mathematics and an 'A level' in Mathematics, Statistics or equivalent. Additionally, students must have studied ACFI2303 at Year 2 (level 5).

Module code and title	Credit Value	
ACFI3420	Accounting and Finance Project .....	30
Plus 30 credits from the options shown below		

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ACFI3309	International Financial Derivatives .....	15
ACFI3310	Advanced Corporate Finance .....	15
ACFI3422	Liquidity and Financial Risk Management .....	15

## **Level 4 (Study Year 1) Module Descriptions**

### **ACFI1203 Financial Decision Making**

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This is designed to give a very generalised introduction to the wide area of Accounting in a deliberately 'non-technical' manner. It is intended to concentrate on the use of financial data as opposed to the deep methodological basis of accounting practice. It will cover items and themes for both Financial and Management accounting with a specific reference to the needs of managers when making decisions.

### **ENTE1203 Academic Development & Professional Practice**

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This module is designed to support you in the development of your academic study skills. It aims to compliment the professional practice opportunities available throughout the course and to provide you with the skills necessary to maximise on your graduate employability.

Entering higher education creates a number of challenges for first year learners. Alongside your course's core topics, you are required to develop your academic skills. This enables you to research and present your assessments in a formalised manner. This module provides learners with a foundation in DMU's core academic skill requirements with the intention of improving the standard of your work across all modules.

The module also focuses on career planning and employability skills as well as developing and enhancing your current capabilities. In conjunction with DMUWorks you will consider routes into employment including part-time work, placements and voluntary positions, along with application processes and upskilling. Practical experiences through 'A day to make a difference', in line with the United Nations sustainable development goals, will give you the opportunity to take part in team working and you will reflect on participation and development plans. This will aid you in establishing a career path, which can then be clarified and nuanced over the duration of your degree, supporting you to become 'work ready' upon graduation.

### **CORP1528 Global Business Issues**

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This highly applied introductory module is designed to:

- Develop in the student an interest, knowledge and appreciation of current global economic/business issues and the challenges that they pose for management.
- Allow students from different 'streams' of business to see the application of the above to their interest area. For example, each lecture will examine implications to Management and Strategy in general with a sub focus on Human Resource Management, Marketing and Accounting.
- Enable the student to analyse and measure real economic/business issues by drawing upon a foundation of theory.
- Promote an understanding of policy formulation against the background of

contemporary economic/business events. Policies of government, companies as well as consumers will be focussed upon.

The module is designed to be highly contemporary and its content is therefore highly driven by current world events and how they impact upon both the internal and external environment of businesses.

### **ECON1541 Applied Techniques for Economists**

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This module is designed to avail the students with the key mathematical and statistical techniques that will enable them to understand the models and arguments used within micro and macroeconomic theory and application.

The course will be divided into two sections, starting with an introduction to the basic mathematical concepts such as elasticity used in demand and supply models and maximising profit functions:

- The Straight Line, Mathematical Modelling and Applications in Economics.
- Translations of Linear Functions, Elasticity, Budget and Cost Constraints.
- Solving Simultaneous Linear Equations (determining points of equilibrium)
- Analysis of cost and revenue functions
- Non Linear Relationship: Production functions, growth models
- Calculus for optimization and value measurement (consumer surplus)

The second part of the course will comprise of an introduction to statistics methods and their use in making sense of the economic data that students will use in an applied context:

- Introduction to Statistics: Applications in Finance and Economics, Data and Data Sources
- Summarising Data, Exploratory Data Analysis, and Graphical Representation.
- Measures of Location, (mean median mode) Variability (standard deviation, detection of outliers and measures of association between variables.
- Sampling theory and estimation and hypothesis testing
- Correlation and simple regression

## **ECON1542 Introduction to Macroeconomics**

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The objective of this module is to; firstly, introduce students to the study of mainstream economics and its core principles. Secondly, to facilitate an understanding of the way economists approach and analyse societal problems. The module consists of two components running in parallel the first part deals with the theory and applications of microeconomics while the second part covers the area of macroeconomics, in terms of both macroeconomic variables and macroeconomic policy.

## **MARK1500 Principles of Marketing**

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The module, Principles of Marketing, is intended to provide both an introduction to the topic as well as providing you with a basic grounding in the theory and practice of marketing as a business management discipline. The course is designed to give you the opportunity to learn about the simple mechanics of the subject and to give you practical exercises in how to use the techniques presented to you.

The module offers students an understanding of marketing as an organisational discipline. Through an exploration of relevant theories, underpinned by their practical application, successful students will be able to demonstrate an ability to work with the following core marketing concepts:

- The marketing concept and its functional orientation
- Buyer behaviour and Marketing research
- Market segmentation, targeting and positioning
- Marketing mix planning including Products, Services, Pricing, Distribution and Communications

The module is complete in itself, so for those of you who will have this as your only contact with marketing as an academic subject, you will have experienced and achieved a solid level of understanding of the topic. For those of you who are going on to study marketing in the future, the course will provide you with an understanding of how the parts fit together, along with the basic skills needed to get off to a flying start with your studies in the more specialised marketing topics in subsequent years.

## **Level 5 (Study Year 2) Module Descriptions**

### **ECON2542 Intermediate Macroeconomics**

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An intermediate level module that will further the understanding of macroeconomics from the Level 4 modules both theoretically and in terms of applications to technological changes and economic growth. The application of theoretical concepts to economic events will be determined by economic issues that are predominating at the time. The macroeconomic issues of monetary and fiscal policies will cover models and issues of macroeconomic regulation conducted by the ministry of finance (Treasury) and by the central bank (Bank of England). The macroeconomic policies will be presented in terms of their coherence, inflationary targeting, and imperfections in the labour markets on the supply-side. Three macroeconomic models will be considered to enable students to evaluate macroeconomics policy changes.

### **CORP2165 Contemporary Management**

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This is the introductory course in management and operations. The course is designed to provide students with an overview of the management function and its role in organisations and society. The module will introduce the latest management ideas, theories and practice in an interesting and relevant manner, whilst still retaining the best of traditional management thinking. It will also focus on the operations function, which is at the heart of all enterprises, whether manufacturing or service based. Unless this core function is carried out effectively, there is little hope that the rest of the organization as a whole will be effective.

### **CORP2181 Business Research Issues and Analytics**

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The Business Research Issues and Analysis module provides an overview of the research process in business. It equips students with the necessary tools and techniques to prepare a business research proposal, execute this proposal, and analyse and interpret the data. It prepares students to analyse business problems and opportunities in general via a rigorous research process. After completing this module, students should have developed a critical mind and the research skills necessary for evaluation, synthesis and analysis. The module encourages students to become better independent learners.

This module will include lectures, tutorials, and computer laboratory work. The lectures explain and illustrate concept and theories in business research. The tutorials provide opportunities for small group discussions and project presentation. The computer laboratory allows students to practice the use of Microsoft Excel in resolving managerial issues.



## **ACFI2303 Corporate Finance**

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Finance can be simply described as the branch of economic science concerned with the acquisition of money, the allocation and management of money resources, and the maximisation of wealth via optimum investment decision-making. Therefore, by definition, financial decision-making is crucial for all companies as the successful choice of money resources and implementation of investment decisions will secure survival and expansion of the business entity.

This module introduces students to some of the main principles of corporate financial decision-making and their impact in real life financial decisions. Using normative economic theory as the basic philosophical foundation, students are introduced into the three essential parts of corporate finance, namely: the financing decisions the dividend policy, and the investment decisions. This module enhances students' understanding of the corporate financial management process.

## **CORP2549 European Business Issues**

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The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy. The theoretical models and ideas that have underpinned the development of these frameworks will be evaluated, such as SCP, Austrian economics and the concepts of contestable markets, market failure and information asymmetry.

The institutional context, which influences the type of decisions and actions that firms can take will be examined. In particular, European institutions will be examined, which promote integration and intra-EU bloc activity at the possible expense of globalisation opportunities.

Ongoing discussion of the role and place of the nation state will occur as the regulatory and institutional material is presented.

Many firms seek control over their markets. This module focuses upon the growth strategies firms employ to obtain control over their domestic and international contexts, the global and European institutional context within which they operate, and the regulatory frameworks, which act to restrain their excesses, and yet which may at the same time jeopardise their wider growth opportunities.

Growth strategies examined will include horizontal expansion, vertical integration, and diversification. Growth vehicle on the continuum between the polar extremes of full integration to market transactions will be considered. These will include mergers, acquisitions, joint ventures and other forms of strategic alliances. Discussion of the relative merits of collaboration versus competition will take place as this material unfolds.

### **ECON2545 Economic Decision Making**

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The module will provide an applied framework for economists to understand decision making in a constrained environment. The module will follow a topic based approach to applying the techniques to areas of study such as. Economics of the Firm, Environmental Economics, Economics of Education, and Health Economics. This will allow the techniques to be contextualised to applied economics.

The module will develop within the learner a broad range of transferable skills which will be applicable to Public and Private sector decision making.

### **ECON2543 Intermediate Microeconomics**

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The module will emphasise the analytical skills developed by examining microeconomic theory in an applied context. It will equip participants to think conceptually and holistically about how to approach economic decision making.

An intermediate level module that will further the understanding of economics from the level 4 modules, in an applied manner. The application of theoretical concepts to economic events in the economy will be determined by economic issues that are predominating at the time.

The microeconomic application will cover the fundamental of consumer and producer behaviour. The understanding of market structures will be developed with the recognition of market failure and imperfect information leading to an examination of imperfect markets and asymmetric information. Elements of oligopoly theory and game theory will be used to give an applied examination of the concepts.

In summary the aim of the module in terms of learning outcomes will be:

1. Demonstrate the application of microeconomic models to current economic problems, in a problem solving context.
2. Give competent descriptions and critiques of fundamental microeconomic models.
3. Elucidate major issues of modern microeconomics, theory and policy.
4. Formulate model-based approaches to the analysis of some contemporary microeconomic problems.
5. Analyse the strengths and weaknesses of competing approaches to understanding microeconomic issues.

### **MARK2313 Brand Management**

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Brands are facing challenging times - and this module's aim is to equip students with an understanding of the models and frameworks necessary for them to understand, develop and grow brands in a variety of organisational contexts.

Structured to combine new product development and innovation, and subsequent brand development, the module allows the student to develop creative thinking skills and related business acumen.

A combination of teaching and learning techniques will be utilised - including contemporary case studies, videos and role play. The theory will be explained and applied by tutors who have relevant experience managing products and brands for well-known companies.

## **Level 6 (Study Year 3) Module Descriptions**

### **CORP3501 Global Strategic Management**

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This module aims primarily to ensure that students understand the nature and meaning of corporate strategy and are able to assess the strategic position of corporations operating in complex global markets.

In the early stages, the module emphasises concepts and tools necessary for critical strategic analysis. It then focuses on specific strategic issues and challenges that affect contemporary business operations, including for example, mergers and acquisitions, strategic alliances, knowledge management. A strong focus will be placed on the management of change, organisational learning and strategy implementation. Overall, this module focuses strongly on both formative and summative learning. Students give the opportunity to ref on their experience to foster their critical appreciation of the discipline and evaluate its evolution in their own understanding of the topic. Their critical appreciation of strategic management will be questioned throughout the lecturing programme but also within assessed components, including the exam.

### **CORP3544 Global Contemporary Business Issues**

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This module is designed to critically evaluate how current world issues in both economics and politics affect business management and performance. There is a strong initial emphasis upon analysing the causes of major world events and examining the various scenarios that these events confront business managers with. Topical areas to be covered will be:

- The economic effects of commodity/stock markets
- The Growth and Decline of Economies and the Cyclical Nature of Recession Financial Institutions: The Influence of the Banking Sector on the Economies
- The Role of Government in Business, e.g. Regulations, Monetary and Fiscal Policies the Fate of the Euro, EU and BREXIT
- The effect of trade agreements upon sovereign states and the global business community The rise (and fall) of emerging/developing economies
- Political and economic ideology

The module utilises the above to set the scene for more 'general' global management issues by examining:

- The advantages & disadvantages of Globalisation as well as Multi-National Companies.
- Managing Diversity in Business.
- The role of the State in Managing the Economy.
- Public/Private Partnerships.
- Economic Regulation.
- Corporate Social Responsibility.

- Business Ethics.
- Reputation Management.
- Greening Business.

### **Economics Stream**

#### **ECON3530 Economics dissertation**

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When a student undertakes a dissertation he/she is offered the opportunity to pursue the independent study of a topic of his/her choice. It is a small scale piece of research that can be completed in the amount of time that a student would spend in and out of class on a regular 30 credit module. To a very large extent a student controls the learning process and the time management of the dissertation process, with some tutor support.

Upon completion of the dissertation a student will be able to:

- Critically review Academic Literature;
- Select and implement a methodological approach;
- Systematically search, sift, collect and evaluate data;
- Write in an analytical and critical way;
- Present convincing, well referenced arguments;
- Produce a well-presented document to a deadline.

The dissertation process has two parts. The first part involves the completion of a Literature Review: the second part the completion of the whole dissertation.

A Literature Review requires a student to undertake a critical assessment or critical discussion of relevant published information about a particular topic or subject area. The Literature Review can act as a stepping stone to the dissertation as it provides a student with an overview of, and background to his/her chosen topic or subject area.

A dissertation is likely to be a sustained argument. Its principal aim is to use a selection of concepts, theoretical ideas, observations, statistical findings and a student's own faculties of criticism and imagination in an attempt to reach conclusions about a topic of interest. A very typical format of a dissertation is the discussion of a larger problem or issue followed by a smaller-scale piece of empirical research that focuses on the issue in microcosm.

### **ECON3534 Developments in Advanced Microeconomics**

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This module will cover recent developments in microeconomic theory, and some of their applications to contemporary markets and society. During the lectures we will apply economic theory to study the exchange of assets, goods, and services. We will study incentive schemes to improve individual's behaviour, and the design of institutions, mechanisms, and strategies that contribute to reach outcomes with properties such as efficiency and fairness.

We will achieve this by focusing on recent developments in behavioural and experimental economics in the first part of the module, followed by a second section in where we will study economic design. These two areas have recently experienced substantial theoretical advances and widespread applications, and have proved to be useful for the design and implementation of initiatives directed to induce desirable behaviour and performance in individuals, institutions, and markets.

### **ECON3535 Open Economy Macroeconomics**

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The module will provide an open economy examination, looking at the relationship between the domestic economy and the rest of the world. The emphasis will be on the global economy and the critical nature of interactions between the real economy, finance and international institutions in theory and policy making. The tool kit used to examine the discussion will make use of the IS/LM/BP framework allowing the incorporation of external balances into macroeconomics. The primary focus of examination will be the consequence of exchange rate regimes on the effectiveness of domestic stabilisation policy.

### **Strategy Stream**

#### **CORP3400 Strategy and Management Dissertation**

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When a student undertakes a dissertation he/she is offered the opportunity to pursue the independent study of a topic of his/her choice. It is a small-scale piece of research that can be completed in the amount of time that a student would spend in and out of class on a regular 30 credit module. To a very large extent a student controls the learning process and the time management of the dissertation process, with some tutorsupport.

Upon completion of the dissertation a student will be able to:

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- Select and implement a methodological approach;
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### **CORP3171 Service Operations Management**

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This module studies the management of those processes that deliver service in all of its aspects - service outcomes, service experiences and in the case of public sector organisations, public value. The key focus of the module is on the operations decisions that manager's face in marshalling their resources to deliver and improve service in this wide meaning.

This module differs from CORP 2165 Contemporary Management in that it deals exclusively with service. New topics new frameworks and new techniques are introduced whilst some aspects dealt with in CORP 2165 are now extended purely in the context of service organisations.

### **CORP3364 Crisis and Business Continuity Management**

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The module challenges participants to take a counter-intuitive but important step in their business education - to consider how organisations are exposed to, and deal with, crises and business interruptions. The module synthesises two essential components, each of which have underlying theory and practice - crisis management and business continuity management.

Through the duration of the module, students will immerse themselves in crisis and business continuity management theory and practice, having an opportunity to demonstrate their fomentation of knowledge and skills in critical, applied and real-time manners.

## **CORP3547 Corporate Social Responsibility and Business Ethics**

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The almost daily reports of corporate wrongdoing have raised serious concerns about the role and responsibilities of business. In particular, it has brought into sharp focus the processes and practices within corporations and how (un)ethical decisions are made. Recognising that managers shape, and are shaped by, organisational processes this module focuses on responsibility and ethics at both the organisational and managerial level. It will equip students with a sound grasp of key concepts in corporate social responsibility (CSR) and their application within business practice. It will also explore ethical issues that corporate decision-makers face and the causes and consequences of (un)ethical decision-making.

This module is intended to be highly interactive and practical. It will encourage students to discuss, analyse and apply key CSR and ethical concepts to real-life business cases. Given that today's managers are increasingly expected to consider the impact of their decisions on various stakeholders, the use of problem-based teaching and learning methods will facilitate the development of skills and knowledge that students need to identify and manage ethical challenges. The participatory and reflective nature of this module will also enhance key employability skills such as problem-solving, working in groups, discussing, debating and articulating ideas, analysing and applying theories and concepts to business scenarios and dilemmas, and synthesising and applying a wide range of information to make informed and reasoned arguments, conclusions and recommendations.

### **Finance Stream**

Please note that this stream is available only to students with a grade 'B' or above in 'GCSE' Mathematics and an 'A level' in Mathematics, Statistics or equivalent. Additionally, students must have studied ACFI2303 at Year 2 (level 5).

## **ACFI3420 Accounting and Finance Project**

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A dedicated academic approach to a traditional Honours level project in Accounting or Finance. Students will lead the module in terms of project design and preparation whilst supervisors will be available to advise and guide research. This is an element of the degree programme which requires students to take an independent and self-structured approach to learning. This module builds on the knowledge students have gained throughout their degree programme and allows them to further their own understanding of an area of interest.

## **ACFI3309 International Financial derivatives**

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The module focuses on the major classes of derivatives; futures, forwards, options and swaps, and on the uses of these instruments in hedging, regulatory arbitrage, price discovery, arbitrage and speculation. It is the use of derivatives in these applications that explains the vast and continuing growth of derivatives markets worldwide.

The module starts at the beginning, covering the basic definitions, together with the basic



regulatory and institutional background. After dealing with this core descriptive material, the two major strands of the module are developed, the theory and applications of derivatives products.

### **ACFI3310 Advanced Corporate Finance**

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The module focuses on those contexts, theories and practices which are important to financial managers within firms.

Topics covered in the module include:

- shareholder wealth maximisation
- Fisher separation and capital budgeting/investment appraisal Firm valuation techniques
- Raising capital, the importance of capital structure and financial leverage EMH, CAPM and leveraging/deleveraging Beta
- Corporate dividend policy
- Firm expansion through mergers and acquisition (M&A) Risk management, options, and option pricing models Bankruptcy prediction

Students are expected to critically evaluate the arguments and evidence presented, using structured and unstructured data that they acquire from a variety of sources. This module requires numeracy skills, an appropriate use of statistics, communication and technology skills.

This module complements students' knowledge of the basic corporate finance and valuation techniques taught in ACFI2303 (Corporate Finance).

### **ACFI3422 Liquidity and Financial Risk Management**

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Liquidity and Financial Risk Management represents two of the most important areas of treasury management within organisations. Successful planning and application of these two interrelated functions will make the difference between the efficient utilization of financial resources and survival for the business; and/or, the creation of financial distress and potential bankruptcy.

This module introduces students to the key concepts of liquidity and financial risk management and all the principal methods that assist companies in eliminating such risks. In the first half of the module, students will be exposed to the basic principles of treasury management such as treasury structures and processes, liquidity management, short-term and medium-term financing; and cash forecasting and planning.

In the second half, students will be exposed to the key aspects of risk management, such as the theories and problems caused by exchange rates fluctuations and interest rate movements, the process of internal and external exposure management as well as introduced to the financial derivative instruments and their use in both exchange rate and interest rate exposure management.

This specialised module combined with the ACFI3310 (Advanced Corporate Finance) provides an excellent coverage of the different theories and practical issues of the corporate financial management function.

## Assessment Methods

### Assessment Methods 2019/2020 BSc in Business Studies

Modules are assessed in many different ways as outlined in the DMU module guides for each particular module, but here are some of the most common methods of assessment:

- Essay** a written assignment based on a set question (or choice of questions) with a word limit.
- Report** a structured assignment using headings and sub-headings used to look at a particular problem or issue and make recommendations within a word limit. This could be an individual piece of work or group work.
- Exam** a formal test to assess knowledge within a time limit and silent conditions. Exams can be closed book (i.e. no material is allowed to be taken in) or open book (specific texts are allowed).
- Phase Test** a shorter test (usually multi-choice or short answers) which takes place under exam conditions.
- Reflection** a written piece of work where students are asked to reflect on their development and experience and what they have learned from it.
- Presentation** this can be in groups or done individually and usually takes place in a classroom or lecture theatre using visual aids such as PowerPoint.

Emphasis is on formative feedback when it comes to coursework so as to enable the student to critically reflect on own work and integrate feedback in future assignments.

Code	Module Title	Aim	Assessment	Assessment
ACFI1203	Financial Decision Making	General introduction to area of accounting	Multi-task assignment (50%)	Unseen exam (50%)
ENTE1203	Academic Development & Professional Practice	Learners will develop the ability to analyse and evaluate a range of business data, sources of information, and use appropriate methodologies, in determining the causes of a problem and making evidence-based decisions about its solution (annotated bibliography). Learners will develop awareness of professional practices: focusing particularly on planning, organising and managing time, being flexible and resilient, and the ability to effectively communicate their ideas (individual reflective practice report). Learners will become cognisant of the need for individuals and organisations to manage responsibly and behave ethically in the communities within which they operate (individual reflective practice report).	Annotated Bibliography (50%)	Individual Reflective Report (50%)
CORP1528	Global Business Issues	Understanding current events and how they impact both the internal and external environment of businesses.	Individual essay (40%)	Examination 120 Minutes (60%)
CORP1541	Applied Techniques for Economists	This module aims to familiarise students with the mathematical and statistical tools and methods which are necessary for understanding and explaining economic relationships; and, to create the foundations for understanding the complex mathematical and statistical models used in economic applications that they will be exposed to later in the programme.	End of Term Test (50%)	Individual Assignment (50%)
ECON1542	Introduction to Macroeconomics	Firstly, introduce students to the study of mainstream macroeconomics and its core principles. Secondly, to facilitate an understanding of the way economists approach and analyse societal problems at the national level.	Individual assignment: 40%	Exam 60%

Code	Module Title	Aim	Assessment	Assessment
MARK1500	Principles of Marketing	Introduction to marketing	Group work (50%)	Individual exam (50%) 60 mins.
ECON2542	Intermediate Macroeconomics	An intermediate level module that will further the understanding macroeconomics from the Level 4 modules both theoretically and in terms of applications to technological changes and economic growth. The application of theoretical concepts to economic events will be determined by economic issues that are predominating at the time.	Assignment (40%)	Unseen Exam (60%)
CORP2165	Contemporary Management	Introduction to management and operations	Individual essay 2000 words (60%)	Exam (40%)
CORP2181	Business Research Issues and Analytics	Overview of research process to prepare proposal	Individual proposal 1000 words (30%)	Individual report 2000 words + appendix (70%)
ACFI2303	Corporate Finance	enhances students' understanding of the corporate financial management process, and introduces the empirical aspect of mathematical and statistical theories	Phase test (30%)	Unseen examination (70%)
CORP2549	European Business Issues	The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy	Essay (50%) 1500 words	Unseen examination (50%) 120 minutes
ECON2545	Economic Decision Making	The module will provide an applied framework for economists to understand decision making in a constrained environment. The module will follow a topic based approach to applying the techniques to areas of study such as, Economics of the Firm, Environmental Economics, Economics of Education, and Health Economics. This will allow the techniques to be contextualised to applied economics. The module will develop within the learner a broad range of transferable skills which will be applicable to Public and Private sector decision making.	Individual Presentation (50%)	Unseen examination 60 minutes (50%)
ECON2543	Intermediate Microeconomics	Demonstrate the application of microeconomic models to current economic problems, in a problem solving context. Give competent descriptions and critiques of fundamental microeconomic models. Elucidate major issues of modern microeconomics, theory and policy. Formulate model-based approaches to the analysis of some contemporary microeconomic problems. Analyse the strengths and weaknesses of competing approaches to understanding	Assignment 1000 words (40%)	Exam 60 minutes (60%)

		microeconomic issues.		
MARK2313	Brand Management	Understand, develop and grow brands	Report (25%) 1500 words	Concept proposal and board 3,000 words (50%) MCQ exam 60 minutes (25%)
CORP3501	Global Strategic Management	Understand nature and meaning of corporate strategy	Videopresentation (40%)	Unseen examination (45%) 120 minutes
CORP3544	Global Contemporary Business Issues	Critically evaluate how world issues affect business management and performance	Individual essay (40%) Video presentation (30%)	Unseen examination 90 minutes 30%
ECON3530	Economics Dissertation	Undertake independent project	Literature review 2000-2100 words (20%)	Dissertation 8000-10000 words (80%)
ECON3535	Open Economy Macroeconomics	The module will provide an open economy examination, looking at the relationship between the domestic economy and the rest of the world. The emphasis will be on the global economy and the critical nature of interactions between the real economy, finance and international institutions in theory and policy making. The tool kit used to examine the discussion will make use of the IS/LM/BP framework allowing the incorporation of external balances into macroeconomics. The primary focus of examination will be the consequence of exchange rate regimes on the effectiveness of domestic stabilisation policy.	Individual essay (40%) 1500 words	Unseen exam (60%)
ECON3534	Developments in Advanced Microeconomics	Learn and understand recent developments in microeconomic theory related to individual behaviour and economic design. Identify the use of economic theory in the analysis of the digital economy. Apply this knowledge to market and policy research. Build a critical approach to the use of economic theory, identifying its strengths and limitations. Appreciate that, in many cases, economic and social issues need particular solutions to particular problems.	Essay 15 words (40%)	Unseen Exam (60%)
<b>Code</b>	<b>Module Title</b>	<b>Aim</b>	<b>Assessment</b>	<b>Assessment</b>
CORP3171	Service Operations Management	Critically assess the management of processes that deliver service	Individual presentation (50%) 10 minutes	Individual report (50%) 1500 words

CORP3364	Crisis and Business Continuity Management	<p>Identify, evidence and diagnose the impact and dynamics of business and organisational interruptions</p> <p>Understand the dynamic process of crisis development and systematically analyse vulnerabilities</p> <p>Identify, quantify and prioritise risks whilst recognising the limitations of risk management</p> <p>Critically evaluate the content and context of business continuity plans</p> <p>Demonstrate decision making skills in simulated crises situations</p>	Written assignment (50%) 1000 words	Exam 60 minutes (50%)
CORP3400	Strategy and Management Dissertation	Undertake independent project	Lit review (20%) 2000 words	Dissertation (80%) 6000-8000 words
CORP3547	Corporate Social Responsibility & Business Ethics	<p>Appreciate and explain the relationship between CSR and business ethics</p> <p>Evaluate different perspectives concerning the value of corporate social responsibility and ethical reflection within business</p> <p>Identify and describe key CSR concepts and their application within the business sector</p> <p>Demonstrate a critical understanding of the main ethical theories and frameworks for the analysis of business and managerial conduct</p> <p>Identify, discuss and analyse ethical issues faced by different types of companies and corporate decision-makers</p>	Individual Essay (50%) 1000 words	Exam 60 minutes (50%)
ACFI3309	International Financial Derivatives	Understand derivatives terminology, the regulatory and institutional framework of derivatives markets. Understand the principles underlying derivatives pricing models, the derivation of selected derivatives pricing models and apply derivatives strategies in hedging, regulatory arbitrage, price discovery, arbitrage and speculation. Apply derivatives pricing models in the identification, measurement and management of risk. Demonstrate the computational and mathematical skills required in the application of derivatives products in financial management	Open Book Exercise 40 minutes (40%)	Examination 60 minutes (60%)
ACFI3310	Advanced Corporate Finance	Understand contexts, theories and practices important to financial managers	Individual report (30%)	Unseen exam, closed book (70%) 120 minutes
ACFI3422	Liquidity and Financial Risk Management	<p>Appreciation of the role of corporate treasury and its link with corporate financial strategy.</p> <p>Appraisal of effective working capital management, including credit policy and liquidity/cash requirements. Understanding the nature and importance of financial risk management and the identification of the financial risk facing a business. Use and appreciation of the key methods for quantifying and managing financial risks.</p>	Simulated Assessment (30%)	Exam 60 minutes (70%)
ACFI3420	Accounting and Finance Project	Undertake independent project	Research proposal (30%)	Completed project (70%)