

# **Introduction to Research Methods**

## **Aims and Summary**

This module introduces students to the process of business research and decision making. It provides an understanding of the practical and professional issues associated with the analysis, design and choice of solutions to business problems, and demonstrates the need for formal planning and management in the development of business projects. Students will be introduced to creating a research design, carrying out a literature survey, and selecting methods for data collection and analysis. The module is intended to underpin final stage honours projects and will include an introduction to both quantitative and qualitative research methods.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. apply selected management science techniques at appropriate stages in the analysis and solution of business problems
2. work effectively as an individual to manage a piece of business research including the selection and application of appropriate research methods.
3. write a proposal for an undergraduate project citing appropriate literature and with a suitable research design.

# **Add-vantage Module (English)**

## **Aims and Summary**

This module is for non-native speakers of English.

The aims of this module are

- to encourage students to use the structures of language with ease and fluency and deal with a variety of written sources with ease and efficiency;
- to develop these language skills to a point where they can function quite effectively and without significant problems in academic and professional contexts;
- to develop their listening and speaking skills to a level where they are accurate and successful on most occasions, and can effectively find other words and expressions when they do not know the exact words.

Students are encouraged to build upon their knowledge of English so that they can justify their opinions, answer unpredictable questions, develop or explain complex points, explore the differences between language use and meaning in context, and use the language in a creative and flexible way, producing quite long and complex structures. Students are expected to improve their ability to understand a writer's purpose more intuitively, as well as exhibit greater discernment when making decisions about the usefulness or relevance of a text. (Ref: Common European Framework (CEF) C1; Association for Language Testers in Europe {ALTE} Level 4.).

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Demonstrate an understanding of the main ideas of a continuous spoken discourse, recognising example and commentary.
2. Give a short talk on a topic, finding ways of expressing ideas fairly successfully even when they do not know the exact word or expression, and employing the appropriate style and register.
3. Respond appropriately to questions with pronunciation and intonation that is clear.
4. Identify a writer's purpose from the language employed.
5. Demonstrate a good level of grammatical accuracy in their writing.
6. Employ a variety of forms in order to lend interest and subtlety to their written text.

# **Marketing**

## **Aims and Summary**

This module introduces the fundamentals of marketing, including the analysis of the market environment and customer buyer behaviour. An understanding of key operational aspects of marketing is provided and applied to decisions on the marketing mix and marketing strategy.

## **Intended Module Learning Outcomes**

1. On completion of this module a student should be able to:
2. Demonstrate an understanding of the theoretical concepts that underpin operational marketing
3. Apply theories of buyer behaviour to both business and consumer markets.
4. Recognise the different requirements of product and services marketing
5. Analyse and evaluate the elements of the marketing mix and recognise their interrelationship.

# **Business Finance and Accounting**

## **Aims and Summary**

This module extends the knowledge of accounting by introducing the tools commonly used in management accounting and demonstrating their application in a decision making context. The sources, acquisition, and deployment of financial resources in a business and methods for comparative evaluation of financial performance are presented.

## **Intended Module Learning Outcomes**

On completion of this module a student should be able to:

1. Apply numeracy skills, management accounting concepts, and qualitative judgment to aid financial decision making.
2. Make judgments on the financial worth of projects and investments
3. Evaluate the performance and prospects of a company from a financial perspective

# **Add-vantage Module (Effective Communication)**

## **Aims and Summary**

The aim of this module is to provide students with an understanding of the principles and techniques which will assist them to enhance personal communication skills, and to require them to analyse and apply appropriate communication strategies. Participants will be given the opportunity to practice these skills in a safe environment and reflect on current performance and future development need.

Students who undertake this module may be in a stronger position to secure employment. Cross-sector, employers have identified effective communication as an essential skill they look for when recruiting graduates.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Reflect on their employability competencies and career management skills and plan their future development.
2. Recognise the importance of self awareness as a starting point to enhance employment skills.
3. Appraise and formulate different inter-personal communication strategies
4. Apply tools and techniques to demonstrate the ability to manage communication in different situations effectively
5. Write a self-reflective journal, recognising personal strengths and areas for development

# Project Management

## Aims and Summary

This module introduces students to project management and provides a foundation for developing project skills, both human and technical, that will enable them to work on a variety of projects, primarily with a computer or knowledge based element.

Students are encouraged from the outset to see the role of the project manager within the broader perspective of strategic business management, understanding where projects come from and why they are selected. The roles of both the purchaser and the supplier of a computer or knowledge based project is recognised and explored. The importance of de facto project management scheduling skills, quality and estimating standards is emphasised.

The human and change aspects of projects are considered in order that the student may understand the effect on morale, productivity and quality of management decisions.

## Intended Module Learning Outcomes

On completion of this module the student should be able to:

1. Recognise the project management environment within organisations, including the relationship of individual projects to organisational strategic objectives and the role of the project manager.
2. Select and evaluate project management tools and techniques that need to be applied for the effective and successful implementation of a project.
3. Identify and explain the changing organisational effects of projects on individuals within the organisation.
4. Schedule and appraise key aspects of industrial or knowledge based projects within the scope of the indicative content.

# **Sales and Merchandising**

## **Aims and Summary**

This module examines the practice of management and decision making in the sales and merchandising functions, particularly in the retail business. The critical nature of sourcing and buying decisions and effective management of sales activity are explored.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Critically evaluate current approaches to merchandising decisions and advise on their improvement
2. Evaluate the importance of the concepts of “brand” and “customer value” in the context of a marketing strategy
3. Advise on an appropriate sourcing and buying strategy in the context of retail management.
4. Assess the appropriateness of the sales methods used and the skills needed by those employed in a sales campaign

# Financial Services

## **Aims and Summary**

This module examines the range of activities in the financial services sector, the types of business organisations in the sector, and the functions they perform with respect to the wider commercial and industrial community.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

5. Demonstrate an understanding of the banking sector
6. Critically evaluate potential sources of company finance
7. Perform an analysis of the performance of a given sector of the stock market and advise on an appropriate investment portfolio
8. Advise on a risk management strategy for a business

# **Business Management Strategy**

## **Aims and Summary**

The aim of the module is to provide students with an understanding of strategic decision making and a capability to contribute to the process of business strategy making. The module critically examines techniques available to companies aiming to develop sustainable competitive advantage in their industry.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Apply and critically assess techniques used for environmental and a resource-based analysis.
2. Evaluate the importance and the problems inherent in formulating and implementing strategy.
3. Demonstrate a critical awareness of a range of key theories and approaches associated with business strategy

# Project

## Aims and Summary

The project module will be a major individual study at Honours level in a subject related to the degree award. It serves as the main vehicle for integration of the various programme modules and provides a focus for practical application of the knowledge gained on the programme. Each project must be unique and will therefore vary in scope and emphasis. Projects are expected to be a substantial practical problem-solving exercise or a research study which require students to demonstrate their skills in organisation, time-management, investigation and communication. The Honours Project provides the opportunity to extend knowledge and experience in a specialised area.

## Intended Module Learning Outcomes

On completion of this module the student should be able to:

1. Take responsibility for the management of a project or piece of research in the subject area of the degree award.
2. Produce a product in the form of a system or study to meet a set of agreed requirements.
3. Conduct an in-depth investigation relating to the requirements of the product or acquire and evaluate relevant background information for the research.
4. Reach relevant and useful conclusions in the evaluation of the implementation or the explanations offered.
5. Reflect on the process of developing the product or undertaking the research, report and communicate findings effectively.

# **Management and Organisational Behaviour**

## **Aims and Summary**

The module aims to provide an understanding of the practical and professional issues associated with organisational behaviour and how these relate to effective management practice. The module demonstrates the application of behavioural science within the workplace and emphasises the role of management as a core integrating activity. It will provide an understanding of the human aspects of the management of change.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Demonstrate a critical knowledge of important areas of theory relevant to the study of organisations.
2. Assess the need for effective management within an organisation and propose appropriate tactics and strategies for improving performance
3. Assess practical and professional issues associated with organisational behaviour and how these relate to the effectiveness of an organisation.
4. Recommend an appropriate strategy for implementing change in an organisation

# **Support Chain and Logistics Management**

## **Aims and Summary**

This module provides students with a broad introduction to fundamental concepts and issues associated with logistics and places these within the wider framework of managing the supply chain. Motivation for the optimisation of processes is presented within the business context, and methods underlying inventory management, materials handling, and transport and distribution systems are introduced. The benefits of an integrated approach and analytical techniques in supporting efficient management of the supply chain are also considered. Students will gain an insight into the roles of professionals in the industry and develop an awareness of the effects of globalisation on the logistics function.

## **Intended Module Learning Outcomes**

On completion of this module the student should be able to:

1. Describe the basic logistics operations associated with the movement of goods and services through the supply chain.
2. Apply elementary analytical techniques to the solution of a simple logistics problem.

# **Human Resource Management**

## **Aims and Summary**

This module introduces the essential elements of human resource management. Its origins and applications are explored and the practical work of the personnel manager explained, ie resourcing, development, relations and reward. The module provides sufficient knowledge and understanding for the student to give informed advice and solutions at workplace and establishment level, to contribute to improvements in organisational performance, and to undertake basic human resources processes.

## **Intended Module Learning Outcomes**

On completion of this module a student should be able to:

1. Explain the key functions of human resource management within an organisation.
2. Assess the role of the human resource function within a business organisation.
3. Evaluate human resource processes, identify and apply good practice in personnel management.
4. Implement effective recruitment, selection and performance management that contributes to organisational effectiveness.