



UNIVERSITY OF
BATH

SCHOOL OF MANAGEMENT

UNIT CATALOGUE 2025/26



S2 UNITS

NOTES

This unit catalogue is applicable for the 2025/26 academic year only. Students continuing their studies into 2026/27 and beyond should not assume that this unit will be available in future years in the format displayed here for 2025/26.

Courses and units are subject to change in accordance with normal University procedures.

Availability of units will be subject to constraints such as staff availability, minimum and maximum group sizes, and timetabling factors as well as a student's ability to meet any pre-requisite rules.

[Find out more about these and other important University terms and conditions here.](#)

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MN22021: PROJECT AND SUPPLY MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRG 30% EXCB 70%	Assessment Detail:	Project management decisions for a company of choice (CWRG 30%) Closed-book written examination (EXCB 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none">• Recognise the economic importance of project management and the extensive scope of the subject area• Create an understanding of the concepts employed in project management at strategic, systems and operational levels• Aid in the development of a contingency model of project management• Gain an understanding of the role and importance of supply management within the organisation• Apply core supply management techniques to industry problems• Gain an appreciation of the knowledge and skills required for successful project and supply management in organisations		
Content:	Likely topics for this unit include: Project life cycles and alternatives Project planning and control techniques Learning and innovation in projects Team management and motivation Project contracts and incentives Supply chain structuring and design Supply chain dynamics Negotiation Supply chain sourcing and supplier selection Supply chain risk management		
Synopsis:	Explore the economic importance and extensive scope of project management. Through lectures and group discussions, you'll learn about the concepts used in project management at strategic, systems and operational levels. You'll also explore the principles, concepts and approaches used in procurement and supply management, helping you understand the role and importance of supply chain management within an organisation.		

MN22023: DEVELOPING ENTREPRENEURIAL PROJECTS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWES 50% CWVG 50%	Assessment Detail:	Personal learning reflection (CWES 50%) Storyboard video and funding pitch (CWVG 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	By the end of the course/unit you will be able to: <ul style="list-style-type: none">• Evaluate entrepreneurship as a recursive process of framing, modelling, and performing• Envision and communicate entrepreneurial solutions to current problems• Devise and evaluate business models• Integrate and apply inter-disciplinary knowledge in the design of entrepreneurial solutions		
Content:	Context and process of entrepreneurship, Entrepreneurial opportunities, Business models, Entrepreneurial cognition and motivation, Resources and milestones.		
Synopsis:	Explore the worldview and challenges of the entrepreneur as a change agent for positive social, economic and environmental impact. Develop the thinking associated with framing and pursuing entrepreneurial opportunities. This involves the understanding of and practical insights into the nature, context and milestones of the entrepreneurial journey.		

MN22028: MANAGING PEOPLE IN ORGANISATIONS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		

Learning Outcomes:	<p>On completion of this unit, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a good understanding of the meaning, major theoretical constructs, models and debates that inform the employee behaviour in organisations • Understand, analyse and evaluate the meaning of key HR functions and the linkages between them • Demonstrate a good understanding of the impact of HRM functions on employee attitudes and behaviour in organisations • Begin to critically evaluate alternative classical and contemporary social science theories/models used in practice • Begin to critically analyse key organisational behaviour and HRM concepts and issues at an individual and organisational level • Gain an appreciation of the specific context and organisational setting within which behaviour takes place as well as the resourcing of human resources in organisations
Content:	The unit will cover key concepts and issues in understanding and managing individuals in organisations. Themes covered will include major theoretical perspectives on organisational behaviour and human resource management. The topics will touch upon issues related to basic OB theories and concept such as motivation and HRM functions such as recruitment.
Synopsis:	An introduction to the study of organisational behaviour and human resource management (HRM). You'll examine the different ways of viewing an organisation from an individual and organisational level. You will begin to develop an understanding of theories and critical analysis of organisational behaviour as well as human resource management functions in organisations.

MN22029: MANAGING ACROSS CULTURES AND CONTEXTS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRG 100%	Assessment Detail:	Report 1 (CWRG 20%) Report 2 (CWRG 80%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		

Learning Outcomes:	<ol style="list-style-type: none"> 1. Ability to synthesise and apply theories and empirical evidence across the fields of cultural, social, institutional and political contexts 2. Ability to analyse, identify and relate cultural, social, institutional and political contexts to micro- and macro-levels of organizations
Content:	Topics covered will include why, how and to what degree culture, social, and political practices, institutions and structures affect different aspects of organizing in an international business context and working in a multicultural context as well as the extent to which organizational actors can manage these dynamics.
Synopsis:	Get a good grounding in the intercultural and context-sensitive knowledge and skills you need to be successful in global business. The world is changing, and it's more important than ever to be able to work across diverse cultures and contexts.

MN22031: BRAND MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWES 20% CWOG 80%	Assessment Detail:	Brand Innovation Pitch (CWOG 80%) Self-reflective essay on careers in brand management (CWES 20%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	By the end of the course you should be able to: <ul style="list-style-type: none">• Develop knowledge of branding theory and how it applies to contemporary society• Recognise the unique challenges of brand management• Begin to apply brand strategies in different contexts and evaluate brand performance• Appreciate the role of technology and social media in relation to brand and communication		
Content:	This course examines the theories, principles, and practices of branding in contemporary society. This is augmented by critically evaluating several real-world brands and case studies within the social and cultural context. This course explores the meaning and consumption of brands, as well as resistance to brands. It considers different types of decisions involved in managing brands and discusses challenges and opportunities in a globalised, technology intensive society.		
Synopsis:	Learn the necessary tools to: <ul style="list-style-type: none">• Build and position brands - engage with customers• Revitalise tired or faded brands• Manage marketing communication critical to brand performance You will also explore how brands are resisted and how brands become weak.		

MN22155: CORPORATE RESPONSIBILITIES: PRINCIPLES AND PERSPECTIVES

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN22026.		
Learning Outcomes:	<ul style="list-style-type: none">• Describe and summarize the main theories and tools related to the contemporary CSR debates• Identify and interpret evidence regarding social, environmental and economic issues• Critically evaluate relevant rhetoric and activities of businesses, governments and/or civil society organizations using relevant theories• Construct coherent, well-planned, and sufficiently evidenced arguments regarding social and environmental issues and the associated actions and impacts of corporations		
Content:	The unit covers a set of distinct approaches to the notion of corporate responsibility - from rights-based approaches, to consequentialist ethics; from sustainability to perspectives grounded in corporate reputation; from meeting accepted standards to taking care of stakeholders. Furthermore, the unit emphasises the practical application of these varied principles of corporate responsibility. The aim is to assemble a toolkit that facilitates the evaluation of corporate actions and impacts in a rigorously informative manner.		
Synopsis:	The unit will develop your awareness and understanding of corporate responsibilities by exploring the meaning and implications of a variety of principles. Each principle is built upon a distinct viewpoint, and provides the means to rigorously analyse corporate strategies to determine their degree of responsibility or irresponsibility. Thus, we aim to provide a detailed, nuanced and practically useful understanding of the notion of responsible business.		

MN22157: DIGITAL BUSINESS TRANSFORMATION

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRI 30% EXCB 70%	Assessment Detail:	Analysis of chosen online communities/virtual spaces (CWRI 30%) Closed-book written examination (EXCB 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none"> • Gain an understanding of how information technologies influence communication patterns, community, and connections between people • Develop skills to build teams and collaborations with people in dispersed locations • Assess new communication technologies and when and how to use them, and to make informed choices regarding the design and use of these technologies • Gain an understanding of the drivers that facilitate and constrain the application and growth of e-business technologies • Evaluate the ways in which e-business technologies can be applied within firms • Reflect upon the likely nature of future challenges and opportunities from e-business technologies 		
Content:	<p>Likely topics for this unit include:</p> <ul style="list-style-type: none"> • Theories of communication and community in virtual environments • Virtual teams and e-leadership • Virtual community and social network analysis • Social action, social media, and ICTs • Persuasive design and technology • Innovating Potentials of Information Technologies • Disrupting Business Models Emerging • Value Creation Models in the Digital Era • IT-enabled inter-organisational partnership • Emergent forms of work and organisation • Knowledge sharing and creation in Electronic Networks of Practice Managing Distributed teams and Organisations 		
Synopsis:	Explore the key features of virtual groups and communities, the theories that underpin how they work and interact, and the ways in which design can influence online, virtual groups; and develop a coherent insight into e-business from a management perspective. By means of lectures and group discussions, analyse online environments with an eye toward design, including how virtual groups can be managed from within, and how managers can design groups to achieve organizational goals.		

MN22161: INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none"> • Gain an understanding of the role and practice of information systems and operations as part of an organisation • Develop conceptual, analytical and practical insights into the effective management of information systems and operations in all organisations • Conduct informed discussion and analysis of operations-related concepts such as management, design, improvement, and organisation • Develop a critical awareness of current issues and frameworks in information systems and operations management 		
Content:	This unit covers fundamental topics around information systems and operations management. Likely topics include: Information and Communication Technologies Data Resource Management Planning and Building Information Systems Information Systems in Organisations Designing and Managing Processes Location, Layout and Flow Planning and Control Capacity and Quality Management.		
Synopsis:	Learn the decisions managers need to make about information systems and operations management. You will explore conceptual, analytical and practical insights into the effective management of information systems and operations in all organisations, including both the private and the public sectors.		

MN22163: INTERMEDIATE ACCOUNTING FOR MANAGERS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRG 30% EXCB 70%	Assessment Detail:	Closed-book written examination (EXCB 70%) Investment decision in a company of your choice (CWRG 30%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit, students will:</p> <ul style="list-style-type: none"> Carry out financial statement analysis and evaluate its usefulness. Understand the use of accounting information in decision making Appreciate the accounting information needs of managers and the use of budgeting and control. 		
Content:	Financial statement analysis Develop costing techniques Pricing decisions Operating decisions Budgeting and control.		
Synopsis:	Develop a critical understanding of key decisions managers need to take based on accounting information. You'll advance your knowledge of how accounting can help in financial decision making and explore decisions using: financial statements, costing decisions, pricing decisions, operating decisions. You will also advance your knowledge on budgeting and control.		

MN22165: INTERMEDIATE CORPORATE FINANCE FOR MANAGERS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12150 OR take MN10805 OR take MN10500		
Learning Outcomes:	<p>By the end of this unit, the student should be able to:</p> <ul style="list-style-type: none"> Perform numerical analyses of investment appraisal and capital structure decisions. Discuss the results of the aforementioned analyses. Write management-style reports recommending optimal investment and financing policies, considering all of the issues involved. 		
Content:	<ul style="list-style-type: none"> New Investment Appraisal (particularly decision trees, risk analysis, and real options) Cost of Capital (capital asset pricing model and arbitrage pricing models) The effect of capital structure on firm value (particularly the effects of managerial incentives and signalling on a firm's financing decisions) Optimum Capital Structure, with regard to tax, agency costs, and signalling Convertible debt Risk Management Dividend Policy Analysis of distressed companies Takeovers 		
Synopsis:	This unit will explore theoretical issues in corporate finance and will enable students to understand the practical issues involved in a firm's investment and financing decisions.		

MN22166: INTERMEDIATE MICROECONOMICS OF THE FIRM AND INDUSTRY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Exam closed book (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12011 OR take MN12217 OR take MN12017 OR take MN12009.		
Learning Outcomes:	<ul style="list-style-type: none"> • Recognise fundamental knowledge of business in accounting, finance, economics, human resource management, business analytics and marketing • Identify business problems/opportunities in application of concepts and theories • Evaluate business problems/opportunities in order to identify viable responses and/or solutions • Reflect on business theory and practice in context • Develop the entrepreneurial mindset to enhance creativity, leadership, teamwork, innovation and confidence • Identify and scope problems in business context - practical application • Apply models, theories, and best practice to analyse real life problems and formulate recommendations for courses of action in practical business situations • Possess the ability to manage complexity and simplify appropriately 		
Content:	You will be introduced to, and then apply, economic theory that is useful for analysing problems around various aspects of firms and markets. You will develop your understanding of the theory of the firm and how it provides insights into modern business enterprises. You will also develop your understanding of competition between firms and the strategies firms adopt to better cope with this, along with an understanding of the regulatory constraints imposed by government authorities.		
Synopsis:	Use microeconomics to analyse the economic and strategic decisions that derive from operating in a competitive environment. You will explore a range of microeconomic models and analytical tools, and learn how these are helpful in making business decisions. By the end of this unit, you should have developed your ability to apply economic theory to analyse practical business problems and will be able to provide recommendations with respect to strategy and policy.		

MN22171: MARKETING

Academic Year:	2025/6	Owning Department/School:	School of Management										
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100										
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2										
Assessment Summary:	EXCB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)										
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)												
Requisites:	N/A												
Learning Outcomes:	<ul style="list-style-type: none"> • Develop an understanding of the role and practice of marketing as a management function and organisational philosophy • Explore the principles and practices of developing a marketing mix using theoretical frameworks and analytical tools; • Provide practice in assessing and solving marketing problems using real-world examples • Lay the foundations for students wishing to take more specialised courses in marketing 												
Content:	<table border="0"> <tr> <td>1. General overview of the marketing principles and practice</td> <td>6. Marketing Mix: Product</td> </tr> <tr> <td>2. Marketing Environment and Information</td> <td>7. Marketing Mix: Price</td> </tr> <tr> <td>3. Customer Insight</td> <td>8. Marketing Mix: Place</td> </tr> <tr> <td>4. Consumer and Business Markets/Buying Behaviour</td> <td>9. Marketing Mix: Promotion</td> </tr> <tr> <td>5. Market Segmentation, Targeting and Positioning</td> <td>10. Social responsibility and Ethics</td> </tr> </table>			1. General overview of the marketing principles and practice	6. Marketing Mix: Product	2. Marketing Environment and Information	7. Marketing Mix: Price	3. Customer Insight	8. Marketing Mix: Place	4. Consumer and Business Markets/Buying Behaviour	9. Marketing Mix: Promotion	5. Market Segmentation, Targeting and Positioning	10. Social responsibility and Ethics
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4. Consumer and Business Markets/Buying Behaviour	9. Marketing Mix: Promotion												
5. Market Segmentation, Targeting and Positioning	10. Social responsibility and Ethics												
Synopsis:	Develop a good understanding of what marketing is and its core principles like conducting analysis, marketing strategy and dealing with the marketing mix of product, price, place and promotion. You will explore many examples from businesses and work in teams to apply your learnings into practice.												

MN22173: PEOPLE AND INNOVATION

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRG 100%	Assessment Detail:	Project Report (CWRG 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	On completion of this unit, students should be able to: <ul style="list-style-type: none">• Identify and critique the variety of perspectives and fields involved in the study of what makes people creative and how this (may) kick start innovation.• Understand the drivers of creativity and innovation.• Understand elements and stages of the creative and innovative processes.• Understanding the impact of multiple level factors on the process and outcome of innovation.		
Content:	The unit will cover aspects related to the processes and factors involved in, and outputs related to innovation, such as human capital and creativity, social networks, and team dynamics.		
Synopsis:	People and Innovation provides an overview of what drives individuals and teams in innovation, and how organisations can influence and support this process. You will develop a general understanding of the principles underlying the micro foundations of innovation, and the influences of contexts on innovation. You will review research on innovation, and will gain an understanding of a variety of perspectives.		

MN22176: PROGRAMMING FOR DATA SCIENCE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWPI 100%	Assessment Detail:	Programming coursework (CWPI 30%) Final assessment (CWPI 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	By the end of the course, you should be able to: <ul style="list-style-type: none">• Understand critical programming language concepts• Configure statistical programming software• Organise and comment code• Make use of debugging tools• Create functions and profiling for optimising programmes• Perform data cleaning, transformation, visualisation• Conduct statistical and empirical analysis		
Content:	<ul style="list-style-type: none">• Variables, data types, data structures• Scoping and operation rules• Loop functions• Debugging and profiling	<ul style="list-style-type: none">• Write functions• Data transformation and visualisation• Statistical and empirical analysis	
Synopsis:	This unit aims to develop students programming skills for data analysis. You will learn how to install and configure software necessary for a statistical programming environment, describe generic programming language concepts, read data, access packages and built-in functions, write your own functions, debug, and perform data cleaning, transformation, visualisation, and statistical and empirical analysis.		

MN22221: CORPORATE FINANCE AND INVESTMENTS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 2
Assessment Summary:	CWRG 30% EXCB 70%	Assessment Detail:	Coursework (CWRG 30%) Exam (EXCB 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN22154.		
Learning Outcomes:	By the end of this course you will be able to: <ul style="list-style-type: none">• Identify key financial issues and challenges for corporations• Evaluate financial decisions with a view to identifying feasible solutions• Apply models, theories and best practice to analyse financial problems in context		
Content:	<ul style="list-style-type: none">• Corporate valuation• Project valuation• Strategic financial decisions• Capital structure• Pay-out policy• Tactical financing decisions• Raising new finance• 'going public'• Financial risk management		
Synopsis:	Building on the introductory accounting and finance course, you will further develop your understanding of financial issues within corporations, giving you the tools to apply models and theories to capital budgeting, strategic and tactical financial decisions.		

MN32037: AUDIT AND RISK MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22019 OR take MN22163 OR take MN20485 OR take MN20018 OR take MN22154.		
Learning Outcomes:	<ul style="list-style-type: none">• Identify and prioritise organisational and environmental risks• Explain and evaluate financial and management systems for managing risks• Understanding of the legal, ethical and professional environment within which auditing operates• Appreciation of audit techniques, judgment and practical skills to be applied in financial statement auditing• The ability to select and present information relating to the various aspects of the conceptual and organisational features of professional auditing in a business context		
Content:	The content will cover the features of financial and other risks (e.g., strategic and governance risks), and how they can best be managed. Moreover, the content will cover the purpose of audit and fundamental concepts, audit independency and regulatory framework, internal controls and testing controls, substantive procedures and sampling, completing the audit and the auditor's report and broader concepts of accountability.		
Synopsis:	Gain a theoretical and practical perspective on risks arising from business entities operations and the accounting information they provide, focusing on: <ul style="list-style-type: none">• sources of financial risk and how to manage them through financial techniques and internal controls• the management of risk to people using information from business entities through independent external audit both the process and its regulation		

MN32040: CORPORATE STRATEGY AND DEVELOPMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Exam (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32041 OR take MN32213 Before taking this module you must take MN12009 OR take MN12011 OR take MN10574.		

Learning Outcomes:	<ul style="list-style-type: none">• Understand the challenges in corporate growth, corporate strategy and development• Formulate appropriate corporate development plans by drawing on strategy frameworks and tools• Appreciate the challenges with deals in particular contexts, such as in high technology sectors and across national boundaries• Offer participants an opportunity to work in groups, plan their work and arrange the allocation of tasks among group members, coordinate actions with other members, formulate arguments in support of their views, and synthesise views to reach consensus
Content:	This unit focuses on how firms employ various modes of corporate development to advance their corporate strategy so as to overcome resource constraints, access new technologies, exploit emerging opportunities, redesign firm boundaries and achieve profitable growth. Corporate development modes include mergers and acquisitions (M&A), corporate venture capital investments, strategic alliances and outsourcing deals.
Synopsis:	<p>Gain an in-depth understanding of how firms use various modes of corporate development to advance their corporate strategy. You'll learn how corporate development can help:</p> <ul style="list-style-type: none">• Overcome resource constraints• Exploit emerging opportunities• Achieve profitable growth• Access new technologies• Redesign firm boundaries <p>You'll study corporate development modes like mergers and acquisitions, corporate venture capital investments, strategic alliances and outsourcing deals.</p>

MN32044: DIGITAL MARKETING CULTURE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 100%	Assessment Detail:	A critically reflective academic essay addressing cultural effects of digital marketing (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		

Learning Outcomes:	<p>By the end of this unit students should be able to:</p> <ul style="list-style-type: none">• Critically analyse emergent cultural effects of digital marketing practices• Understand the relevance and implications of these effects in relation to broader culture, social life, and digital marketing practices• Demonstrate an understanding of the ethical dilemmas related to both the digital marketing practices and the cultural effects• Engage with academic critical theory and processes of critical reflection
Content:	<p>This unit aims to address the cultural implications of digital marketing practices. Indicative content includes:</p> <ul style="list-style-type: none">• History and development of digital marketing• Digital marketing and the genesis of social media• Big data, algorithms and digital marketing culture• Self-identity in a digital world• Influencer capitalism• Surveillance, security, privacy and risk
Synopsis:	<p>Investigate the cultural effects of digital marketing practices using social theory and critical reflection. You'll explore topics like:</p> <ul style="list-style-type: none">• Social media• Identity and the self in a digital age• Influencers• Big data and algorithms• Surveillance• Security and privacy

MN32179: ADVANCED ACCOUNTING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must (take MN12002 OR take MN10804 OR take MN10248) AND (take MN22162 OR take MN20501).		

Learning Outcomes:	<ul style="list-style-type: none">• Prepare financial statements using international GAAP and demonstrate an appreciation of reporting requirements for non-financial information to meet UK stakeholder requirements• Evaluate and interpret accounting and other sources of financial information to support financial and operational planning, decision-making and control• Appreciate the implications of economic, regulatory and accounting change for the management of organizations• Critically appraise the academic and professional literature pertaining to the above learning outcomes• Identify problem to be solved as well as the necessary information and techniques to solve it
Content:	<ul style="list-style-type: none">• Business combinations and consolidated financial statements• Accounting for associates• Accounting regulation and theoretical perspectives on financial accounting
Synopsis:	Developing your understanding and skills in financial accounting, you will explore alternative accounting methods affecting several areas. You will develop a critical understanding of the role of accounting in capital markets and resolving conflicts. You will also discuss and evaluate the impact of accounting theory and regulation on accounting practice.

MN32180: ADVANCED ACCOUNTING FOR MANAGERS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22163 OR take MN20485		

Learning Outcomes:	<ul style="list-style-type: none">• Prepare financial statements using international GAAP and demonstrate an appreciation of reporting requirements for non-financial information to meet UK stakeholder requirements• Undertake calculations and analysis to support financial and operational planning, decisionmaking and control• Evaluate and interpret accounting and other sources of financial information to support financial and operational planning, decision-making and control• Appreciate the implications of economic, regulatory and accounting change for the management of organizations.• Critically appraise the academic and professional literature pertaining to the above learning outcomes
Content:	<ul style="list-style-type: none">• Business combinations and consolidated financial statements• Accounting for associates• Accounting regulation and theoretical perspectives on financial accounting• Modern costing techniques• Strategic management accounting and multi-dimensional performance measurement systems• Theoretical perspectives on management accounting
Synopsis:	Develop your understanding and skills in both financial and management accounting. You will explore alternative accounting methods affecting several areas. You will develop a critical understanding of the role of accounting in capital markets and resolving conflicts. You will also discuss and evaluate the role of management accounting in decision-making, strategic development and managerial control.

MN32181: ADVANCED CONSUMER BEHAVIOUR

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32182.		
Learning Outcomes:	The learning outcomes of this module are to: <ul style="list-style-type: none">• Understand and theoretically account for an instance of your own consumer behaviour• Understand research methods designed to study actual consumer behaviour in the marketplace• Understand, apply, and evaluate contemporary consumer behaviour theory and discuss its impact on your own behaviour		
Content:	The main emphasis on this unit is to understand consumption as an experience and to then situate your experience within its social and cultural context; that is, as part of your everyday lives and its attendant influences - historical, political etc.		
Synopsis:	This module encourages you to develop more creative and reflexive ways of thinking and expression. Being reflexive means trying to understand yourself.		

MN32182: ADVANCED CONSUMER RESEARCH

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32181.		
Learning Outcomes:	The learning outcomes of this module are therefore to: <ul style="list-style-type: none">• Understand and theoretically account for an instance of your own consumer behaviour• Understand research methods designed to study actual consumer behaviour in the marketplace• Understand, apply, and evaluate contemporary consumer behaviour theory and discuss its impact on your own behaviour		
Content:	The main emphasis on this course is to understand consumption as an experience and to then situate your experience within its social and cultural context; that is, as part of your everyday lives and its attendant influences - historical, political etc.		
Synopsis:	This module encourages you to develop more creative and reflexive ways of thinking and expression. Being reflexive means trying to understand yourself.		

MN32184: BUSINESS STRATEGY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32213 OR take MN32041		
Learning Outcomes:	<p>By the end of the unit, you will be able to:</p> <ul style="list-style-type: none"> • Understand how the external and internal environments relate to organisations' strategies. • Understand corporate and business strategic choices • Gain an awareness of issues related to strategy development and implementation • Develop a critical understanding of theories and tools of strategic management • Apply theories and tools of strategic management to analyse strategic issues and formulate strategic responses • Develop analysis and critical thinking skills and the ability to interpret complex business situations 		
Content:	The unit will examine how the external environment (including the general environment and the industry) and the internal environment (including resources and capabilities) relate to organisations' strategies. It will explore corporate-level and business-level strategic choices. It will consider issues related to the development and implementation of strategy. Through the case study method notably, it will explore these issues in a range of contexts.		
Synopsis:	This course aims to develop your understanding of the role of strategic management within organisations. You will explore fundamental theoretical models and tools in strategic management and apply these models in a range of contexts, notably through the case study method.		

MN32186: DECISION SCIENCE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWRI 50% EXCB 50%	Assessment Detail:	Application of decision science tools and techniques on a business case study (CWRI 50%) Closed-book written examination (EXCB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none"> • Identify the problems associated with unaided decision making • Recognise problems which are amenable to decision analysis • Implement appropriate decision analysis methods • Critically evaluate analyses by considering the underlying normative and behavioural assumptions of decision analysis • Evaluate the effectiveness of various tools and/or models in terms of their applicability to different problems • Effectively use tools and/or models to approach business problems • Communicate results obtained through tools and/or models effectively to stakeholders 		
Content:	<p>Likely topics for this unit include:</p> <ul style="list-style-type: none"> • Descriptive models and theories of individual decision making • Problems associated with group decision making • Heuristics and biases in probability assessment • The underlying rationale of decision analysis • Decision problems involving multiple objectives under conditions of certainty 	<ul style="list-style-type: none"> • Decision problems under uncertainty • Approaches of management science for approaches to inventory systems • Quantitative marketing • Queueing theory • Systems dynamics • Scheduling and transportation problems 	
Synopsis:	Investigate how individuals and groups make decisions and identify the weaknesses of unaided decision making and how decision analysis can help to overcome these weaknesses in problems where there may be a plurality of objectives, risk and both qualitative and quantitative attributes. Develop skills around implementing management science models and tools relevant to managers at different levels of an organisation.		

MN32187: DOING BUSINESS IN CHINA: OPPORTUNITIES AND CHALLENGES

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32038. Before taking this module you must take MN12217 OR take MN12009 OR take MN12011 OR take MN20208 OR take ES12008 OR take MN22159 OR take MN10574.		
Learning Outcomes:	<p>By the end of the unit, you will:</p> <ul style="list-style-type: none"> • Gain familiarity with major differences between doing business in China and the West • Develop a detailed understanding of the evolution and development of China's economic reform • Gain theoretical and practical knowledge about how to do business in China • Develop a detailed understanding of the relationship between Chinese government and business • Develop a detailed understanding of China's industrial structure and analyse its competitive advantage in selected industries 		
Content:	We will explore China in several aspects, such as its dual transition process, business culture and networking strategies, alliance formation, business negotiation, and human resource management, etc.		
Synopsis:	China has great impact on global economy. However, China's recent GDP slowdown and its geopolitical conditions worries international investors. Challenges and opportunities both lie ahead. China has a very different business environment for those accustomed to western business systems. On this unit, you will develop a deep understanding of the business environment and successful strategies for doing business in China.		

MN32188: ECONOMICS: INTERDISCIPLINARY APPROACHES

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open book time limited seen exam (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12009 OR take MN12011 OR take MN10574 OR take MN10070 OR take MN10567 OR take ES10010 OR take MN12217.		
Learning Outcomes:	<ul style="list-style-type: none"> • Identify key business/management challenges/opportunities and issues. • Evaluate real-life business/management problems with a view to identifying feasible solutions. • Critically discuss and evaluate management theory and practice. • Identify and scope problems in context. • Apply models, theories, and best practice to analyse problems in context. • Develop the entrepreneurial mindset to enhance creativity, leadership, teamwork, innovation and confidence. • Evaluate policy perspectives and policy responses to social and economic challenges 		
Content:	<p>You will be introduced to a diverse range of economic perspectives and schools of thought. This will include approaches that draw lessons from related social science disciplines, such as Political Economy, Austrian Economics, Psychology, Evolutionary Economics, and Systems Thinking. Topics will likely include some or all of the following:</p> <ul style="list-style-type: none"> • Evolving complex adaptive • Economic governance • Development and place based industrial strategy • Systems • Regulation 		
Synopsis:	This unit adopts a pluralist approach to economic analysis. You will explore elements of heterodox (non-mainstream) economics to develop a greater understanding of the current economic environment and associated issues. You will explore a range of topics to develop a deeper appreciation of the role and nature of firms and markets in a complex economy. You will develop the ability to use and synthesise a variety of microeconomic theories and perspectives to provide strategy/policy recommendations.		

MN32190: ENTREPRENEURIAL FINANCE AND INTELLECTUAL PROPERTY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 50% EXOB 50%	Assessment Detail:	Investment proposal evaluation (CWES 50%) Final exam (EXOB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit, you will be able to:</p> <ul style="list-style-type: none"> Evaluate the nature and intricacies of various sources of financing across the different stages of venture development Develop financial plans Analyse investment proposals Apply valuation methods appropriate to ventures at different development stages Evaluate the merits of different IP forms protection 		
Content:	<ul style="list-style-type: none"> Financial planning Ownership and valuation 	<ul style="list-style-type: none"> Term sheets Sources of funding 	<ul style="list-style-type: none"> Forms of IP protection
Synopsis:	<p>You will develop theoretical and practical understanding of the process and issues associated with financing entrepreneurial ventures and protecting their intellectual property. The focus will be on:</p> <ul style="list-style-type: none"> Financial planning Developing funding and IP strategies Analysing investment proposals Modelling ownership dynamics across funding stages Applying valuation methods Analysing and negotiating investment agreements 		

MN32197: INTERNATIONAL BUSINESS LAW

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWOI 50% EXOB 50%	Assessment Detail:	Oral presentation Individual (CWOI 50%) Open-book written examination (EXOB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit you will be able to explain the legal framework for international trade and its influences. You will be able to evaluate the issues which need to be considered when trading overseas and understand the main factors to take into account when assessing the processes and the risks. You will have developed good presentational skills in analysing a case study in a practical context, structuring and delivering clear and well-reasoned arguments.</p>		
Content:	<p>The unit content covers common usages in international trade contracts. It covers different jurisdictions, when and how they apply to contractual and non-contractual liability in commerce. It addresses how to limit or modify liability and risk. The scope is wide - the content will include key areas of commerce including contracts, finance, insurance, carriage, intellectual property and product liability - and will focus on actual commercial application and experience.</p>		
Synopsis:	<p>You will explore international trade law through to develop an understanding of the interconnecting factors which apply to different types of contract. You will investigate how to use status and effect of international treaties, international commercial institutions and practices, to inform legal relationships for international trade. The unit also considers the role of corporate social responsibility and the implications for businesses.</p>		

MN32199: INTERNATIONAL MARKETING MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXOB 100%	Assessment Detail:	Open-book written examination (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12013 OR take MN12014 OR take MN20016 OR take MN10573 OR take MN20081 OR take MN22033.		

Learning Outcomes:	<p>On completion of this unit, students should:</p> <ul style="list-style-type: none"> Understand the marketing issues relevant to the development of an organisation's international activities Understand how and why marketing strategies may need to be standardised, adapted and coordinated in international markets Be able to demonstrate their ability to transfer theoretical and conceptual knowledge to practical international marketing contexts Be able to demonstrate an understanding of the complexities and nuances presented by the challenge of operating in overseas markets and apply this understanding to the analysis and problem solving requirements of international marketing cases and scenarios
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Content:	<ol style="list-style-type: none"> 1. Introduction 2. International marketing environment 3. Culture 4. Research international markets 5. International market entry 6. International marketing strategy 7. Guest speaker 8. International branding 9. International marketing communication 10. International distribution
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Synopsis:	This unit seeks to provide a solid grounding in the disciplines of International and Global Marketing. It aims to build a flexible framework of reference points and analytical tools to enable and equip you with the knowledge and understanding that will allow you to work more effectively in an international marketing environment.
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MN32201: LEADING AND MANAGING CHANGE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 75%, CWVG 25%	Assessment Detail:	Case analysis (CWVG 25%) Case analysis of leading and managing change (CWES 75%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12010 OR take MN22028 OR take MN20080 OR take MN20291 OR take MN20624 OR take MN12016.		

Learning Outcomes:	<p>By the end of this unit, participants should have/be able to demonstrate:</p> <ul style="list-style-type: none"> An in-depth understanding of organisational change, the contexts in which it operates, and how change can be effectively managed. The facility to apply critically subject-specific knowledge into a range of change situations. A conceptual understanding of theoretical frameworks that enable the student to link, meaningfully, theory and practice of organisational change.
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Content:	The unit will cover a variety of aspects related to change within organisations such as the influence of power and politics, communication during change, learning from change, and different types of change interventions.
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Synopsis:	Participants will gain an appreciation of the forces that are driving and resisting change in organisations, and why leading and managing change is challenging for many organisations. The unit will support you in developing a toolbox of concepts and skills to understand projects of change. Participants will develop their capacities to engage creatively and reflexively with issues of leading and managing change, and independence in constructing arguments, analysis, and research.
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MN32209: NEGOTIATION AND INTERPERSONAL INFLUENCE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWRA 100%	Assessment Detail:	Portfolio of individual and group activity (CWRA 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	Successful completion of this unit will allow students to: <ul style="list-style-type: none">• Build awareness of the values, motivations, and psychological biases that drive people's behaviours in negotiations and interpersonal situations• Increase familiarity with the skills, concepts and principles that enable better negotiation outcomes in a variety of contexts• Learn about research findings on negotiations, interpersonal influence and related topics		
Content:	<ul style="list-style-type: none">• Exercises and discussions that illustrate important elements and aspects of negotiations and interpersonal influence (e.g., power, trust, justice)• Lectures on negotiation and broader influence concepts and principles		
Synopsis:	This unit aims to help you understand the general issues and the practice surrounding negotiation in business and in other contexts. You will better appreciate people and situations, corresponding negotiating strategies and broader influencing techniques. You will gain knowledge of a set of negotiation principles based in research and the capability to apply them to enhance personal gains in negotiations while simultaneously sustaining long term relationships.		

MN32211: STRATEGIC AND BEHAVIOURAL FINANCE DECISION-MAKING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 40% EXCB 60%	Assessment Detail:	Essay (CWES 40%) Closed-book written examination (EXCB 60%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		

Learning Outcomes:	<ol style="list-style-type: none"> 1. Understand the standard rational approach to financial decision-making 2. Consolidate understanding of the mathematical models (portfolio theory, CAPM, efficient market hypothesis, Miller-Modigliani models) of rational finance as a benchmark 3. Analyse the effects of behavioural and psychological biases on investor decision-making 4. Analyse the effects of behavioural and psychological biases on corporate managers' decision-making 5. Examine investors' trading strategies and relate these to the theories of behavioural finance 6. Consider how the lessons of behavioural finance/behavioural corporate finance can improve financial decision making at the investor and corporate level 7. Write academically on the concepts of behavioural finance 8. Consider how to disseminate these findings to real world investors and manager 		
Content:	<ol style="list-style-type: none"> 1. Standard models of economic and financial decision-making: Investor risk attitudes, investor utility functions, portfolio theory, CAPM, Efficient Market Hypothesis 2. Behavioural Finance: <ul style="list-style-type: none"> • Non-standard utility functions • Prospect Theory • Investor Heuristics • Investor overconfidence • Investor Emotions • Group dynamics (investor herding) • Social Preference theory: social impact investing • Trading strategies 3. Behavioural Corporate Finance: <ul style="list-style-type: none"> • The effect of managerial psychological biases (heuristics, overconfidence, emotions) on corporate finance decision-making • Investment Appraisal • Capital Structure • Dividends • M and A 4. Completing the circle: drawing together behavioural finance and behavioural corporate finance to analyse the interaction of investors' and managers' psychology, and the effect on valuations and strategies. 5. Emotional Finance: Taffler and Tuckett's Freudian/psychoanalytical framework for analysing investors' and managers' unconscious biases, and the effect on stock market bubbles and firm valuations. 		
Synopsis:	<p>The unit will examine, in a behavioural finance framework, issues such as the effects of investor psychology and emotions on financial market investing and behaviour, as well as managerial psychology on corporate financing decisions. Using decision making theories, you will evaluate decisions such as investment appraisal, capital structure and dividends.</p>		

MN32213: STRATEGY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32041 OR take MN32040 OR take MN22032. Before taking this module you must take MN12009 OR take MN12217 OR take ES10010.		
Learning Outcomes:	<p>By the end of the unit, you will be able to:</p> <ul style="list-style-type: none"> • Understand the role of factors of the external and internal business environments (resources and capabilities) on strategy • Understand corporate and business strategic choices • Gain awareness of issues related to strategy development and implementation • Develop a sound understanding of theories and tools of strategic management to analyse strategic phenomena • Develop analysis skills and the ability to interpret complex business situations 		
Content:	The unit will examine firms' strategies in the context of the external business environment (including industry and competitive factors) and the internal environment (resources and capabilities). It will address business-level and corporate-level strategies. It will take account of issues related to strategy development and implementation. The unit will explore issues and theories of strategic management in diverse contexts.		
Synopsis:	In this unit, you will gain an understanding of a range of issues and theories of strategic management in diverse contexts, that will help you develop skills of strategic analysis and strategic thinking. You will explore strategies in the context of external and internal factors of the business environment. You will study business-level and corporate-level strategies and gain an appreciation of issues related to strategy development and implementation.		

MN32214: SUSTAINABLE OPERATIONS MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	CWES 70% CWVG 30%	Assessment Detail:	Group presentation on case study (CWVG 30%) Individual essay based on analysing the sustainability of operations a chosen company (CWES 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12008 OR take MN22161 OR take MN20017 OR take MN10572.		
Learning Outcomes:	<ul style="list-style-type: none"> • Critically assess the role of Operations Management in improving corporate sustainability • Evaluate the sustainability performance of an organisation, or a subset of the operations of an organisation, while evaluating the suitability of various metrics • Assess various pathways to improved sustainability performance through product, process, organisation, and supply chain design • Analyse various implementation strategies designed to improve sustainability performance 		
Content:	<p>Likely topics for this unit include:</p> <ul style="list-style-type: none"> • Operations management and sustainability • Sustainable supply chain management • Sustainability metrics/systems • The circular economy • Thinking sources of operations sustainability risk • Sustainability strategy • Carbon footprinting • Environmental management systems 		
Synopsis:	Develop the skills and knowledge necessary to profitably manage sustainability. Through lectures and seminars, you will be exposed to how consumers and clients demand environmentally and socially responsible products and production, regulators are keen to pass relevant legislation, and dwindling resources mean production is expensive. You will learn tools and techniques to measure an organisations sustainability performance, translate these into design, and implement and improve the design.		

MN32215: THE BUSINESS OF INVESTMENT BANKING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 100%	Assessment Detail:	Exam (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22154 OR take MN22221 OR take MN20502 OR take MN20600 OR take MN10311.		
Learning Outcomes:	By the end of the unit, students will: <ul style="list-style-type: none">• Be able to critically discuss the role of regulation in the investment banking, the potential for conflicts of interest and the ethical concerns in the industry• Understand and explain the main motivations of investment banks in their activities		
Content:	Introduction to investment banks, including: history of investment banking, regulatory changes over time, organisational structure of banks, costs, revenues and strategies. Underwriting: equity (initial public offerings, follow on offerings), corporate bonds. Mergers and Acquisitions: the role of investment banks in acquisitions. Leveraged Buyouts: characteristics, roles of investment banks, exit strategies. Valuation: comparable companies analysis, precedent transaction analysis and discounted cashflow analysis. Financial Innovation: characteristics of financial innovation and examples of innovations over time. Ethics and conflicts of interest.		
Synopsis:	The aim of the module is to gain insights into the business of investment banks and the competitive forces between them. Following a general overview of investment banking, you will explore the theoretical background that helps explain the behaviour of investment banks in specific business lines such as equity underwriting, debt underwriting, mergers and acquisitions, leveraged buyouts, and valuation. You will also evaluate evidence for conflicts of interest for investment banks.		

MN32216: UK TAX AND TAX PLANNING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 2
Assessment Summary:	EXCB 75%, EXIC 25%	Assessment Detail:	Class Test (EXIC 25%), Final Exam (EXCB 75%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22019 OR take MN22163 OR take MN20485 OR take MN20018.		
Learning Outcomes:	On completing this unit, students will be able to: <ul style="list-style-type: none">• Evaluate the impact of current developments in taxation, on individuals, groups, the wider economy and society including:<ul style="list-style-type: none">◦ Discuss the ethical and environmental issues arising from tax regulation◦ Prepare computations of UK tax liabilities for each of the main types of taxation: income tax, capital gains tax, corporation tax and VAT◦ Identify and evaluate opportunities for minimising the impact of taxation liabilities on individuals, family run businesses, SMEs and international business.◦ Provide tax related costing, planning and decision making information to individuals, businesses and corporate entities in the UK		
Content:	Principles of effective tax system design; ethical and environmental issues arising from tax system design; personal income tax; business taxation; capital gains tax; corporation tax; value added tax; international taxation issues. Tax planning issues will be integrated and woven through the content as the module progresses and will be delivered in the context of a growing entrepreneurial business.		
Synopsis:	You will cover: <ul style="list-style-type: none">• The principles of effective tax system design, impact on individuals, groups, the wider economy and society• The main types of taxation:<ul style="list-style-type: none">◦ Income taxes◦ Capital taxes◦ Corporation taxes◦ Indirect taxation◦ International taxation issues• Types of tax planning opportunities and application for individuals, family run businesses, SMEs and international businesses.• Specialist topics in tax including Current Issues, Economics of Tax and Research in Tax		