

Intake from 2027 onwards

Bachelor of Science (Honours) (Top-up)

- **Business Management**
- **Business Management with Communications**
- **Business Management with Communications and Year in Industry**
- **Business Management with Industrial Placement***
- **International Business**

**Programme will no longer be offered from the 2027 intake onwards. A similar programme will be introduced upon approval by the Skills and Workforce Development Agency (SWDA).*

Developed, fully taught and awarded by University of Birmingham, UK

MODULE SYNOPSIS

BUSINESS STRATEGY (20 Credits)

Strategy formulation, implementation and evaluation are essential tasks within all organisations. Business strategy requires the analysis of complex information regarding the external and internal environment, as well as organisational resources and capabilities.

This module introduces the theories, concepts and tools of strategic management, thus enabling students to develop an understanding of the internal and external environment of firms; to critically assess their strategies, and to propose and evaluate strategic options in the context of complex environments. Students will review strategy implementation at the corporate and intercompany levels by working in groups on case studies and will give advice to enable company boards to implement a successful strategy.

CONTENT PRODUCTION AND CREATIVITY (20 Credits)

This module combines creativity, technology, and real-world case studies to equip students with the skills and knowledge to create and convey corporate narratives through digital content and traditional media in the fast-moving communications field. Creativity is studied not as an abstract concept through the lens of the arts but as a process that brings together diverse elements to achieve exciting and impactful solutions.

Using communication theory and practice, students will be encouraged to think like publishers, research and develop valuable, relevant, and compelling content to engage target audiences and address contemporary business issues such as trust, sustainability, and authenticity. Short-form or nano fiction, as well as long form communication, such as blogs and video, will be examined.

Students are encouraged to apply academic theory to practical projects with a multimedia approach that uses podcasts, blogs, and video to engage audiences. Students work both individually and in collaborative teams.

CRISIS MANAGEMENT (20 Credits)

Successful crisis management aims to minimise the impact of disruptive events that can result in loss of life, equipment, earnings, customers, reputation, market share or other future business prospects.

Previously, if a crisis arose, it was often assumed to be the result of a single flawed decision, often by one or more blameworthy individuals. In this view, a crisis was an aberration, an unfortunate accident as much a tragedy for the well-meaning and generally competent leaders who made the decision as for its more direct victims. In contrast, this module analyses the entire system, for example, factors that can precede and influence crisis such as policy changes, regulatory oversight, licensing criteria, financial concerns, environmental change, or organisational culture. Blending theory and practice, students will apply knowledge learnt in the analysis of real-world crisis management challenges.

CRITICAL PERSPECTIVES ON LEADERSHIP (20 Credits)

The module is about understanding and explaining leaders and leading. We explore what leadership is – and debate the difference leadership makes and why. We introduce leadership theory – discuss the contribution(s) and limits of theory - and discuss and debate varieties of leadership experience across different 'real life' settings.

The module then introduces students to the ideas of critical reflection and self-reflexivity in leadership studies - and in relation to the 'actual & real' enactment of leading/leadership. We discuss and debate the limits and possibilities of leadership. In the small group seminars, we help students to begin to develop a sense of their own leadership potential and aptitude(s). Finally, students are introduced to the most recent thinking and ideas in leadership studies around leading in/for 'responsible business' and in relation to debates around diversity and inclusivity.

DISSERTATION (40 Credits)

This compulsory module provides the opportunity to carry out independent research work over a period of two study blocks with the dissertation topic to be determined in consultation with a university supervisor. The process includes a written progress report in Study Block 1; a draft to be submitted to the supervisor in Study Block 2 and the final research version to be submitted towards end of Study Block 2.

Students on the Communications programme must write a dissertation with a communications focus.

EXPERIENCE DESIGN AND MARKETING (20 Credits)

We live in an experience economy. Consumers are frequently driven by the desire to collect and consume experiences and expect goods and services to be packaged alongside or marketed in the context of the experiential value obtained from using them. It is important that marketing professionals understand the role of experiences as commodities and as value enhancing aspects of the design and marketing of goods and services, since marketing designed around the experiential aspects of consumption can lead to higher profits, product and service innovation and brand extension, and ultimately a competitive edge.

This is a specialist module that builds on students' prior learning of marketing strategy, consumer

behaviour and marketing communications. It aims to provide a comprehensive understanding of experience design principles intersect with experiential marketing strategies to deliver enhanced customer interactions and outcomes. Students will explore concepts including the nature of experience, emotions and sensory marketing, human centred design, customer journey mapping, user personas, storytelling, and brand engagement.

GLOBALISATION, INNOVATION AND COMPETITIVENESS (20 Credits)

Modern day businesses are developing and competing in an increasingly dynamic and global context and shaped by institutional change as well as developments in knowledge, technology and innovation. In the present-day global business and institutional context, this module provides students with theoretical and empirical understanding of the economics and management of globalisation, innovation and their effects on competitiveness. The topics covered include global value chains and global innovation networks, clusters and national innovation systems as well as the challenges that the new technologies of digitalisation, automation and artificial intelligence pose to the competitiveness of firms.

HUMAN RESOURCE MANAGEMENT (20 Credits)

This module covers the key concepts and issues involved in the management of people and in particular the practices and controversies associated with contemporary Human Resource Management (HRM). During the module, students will look at the environmental context within which HRM operates and consider the relationship between strategic management and HRM, both in a national and international context.

The first part of the module, students will be introduced to the employment relationship: industrial relations and personnel management, before focusing on key issues and debates within the functional areas of employee resourcing, employee development, employee relations and performance management and reward.

The second part of the module, students will consider a variety of perspectives on HRM: contrasting the functional perspective with the critical; evaluating the high commitment and high control models of HRM; and assessing the potential contribution of HRM to business ethics and corporate social responsibility.

INDUSTRY PLACEMENT A & B (120 Credits)

Industry placements will allow students to understand and apply analytical frameworks to problems, issues and decision making in the context of real business management. Students are expected to self-source their work placements in at least one functional discipline, such as Marketing, Communications, Procurement/Supply Chain Management, HRM, Accounting, Finance or Operations. The importance of the macro-environment in which organisations operate will be emphasised through explicit consideration of the macro-forces relevant to the disciplinary function which provides the application focus. The placements are subject to the University's approval and students will be assessed through a work-based essay. Support from the university's award winning careers team is available to guide students towards sourcing their placements and internships.

Business Management with Industrial Placement

Industry Placement A & B: 12 weeks work placement each

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Business Management with Communications and Year in Industry

Industry Placement A: 12 weeks work placement

Industry Placement B: 24 weeks work placement

INTERMEDIATE BUSINESS ECONOMICS AND THE MACROECONOMY (20 Credits)

The module provides a general coverage of the main issues and debates in business economics and the macroeconomic environment.

The first part of the module develops students' understanding of microeconomic theory and its applications. Specific knowledge areas covered include price theory and the determination of market outcomes. In the context of industrial organisation and strategic company behaviour students will gain knowledge on regulation and deregulation. Part 1 also analyses economics of competitive markets.

The second part of the module addresses key macroeconomic issues, emphasizing the interaction between policy and the broader economy. It examines economic growth and productivity and analyses the challenges of inflation and unemployment. The module has a global perspective, examining balance of payments, exchange rates, and international trade. Drawing on lessons from the 2007–2009 economic crisis, it also considers monetary policy and the functions of central banks as well as common currency areas and the European Monetary Union.

INTERNATIONAL BUSINESS (20 Credits)

Based on current international business theories, the module introduces students to international business focusing on exploring the drivers and risks related to internationalisation and different ways in which international business is organised. The module explores all types of international business – small firms to complex transnational companies, manufacturing and services, platform-based businesses, and different national contexts. Emphasis is placed on understanding the importance of interactions in different national and local contexts, within which international business is practiced.

The module develops a comparative and critical analysis of international business theory and expects students to apply theory to practice using case studies. Theory is explored in the context of application to support practice by identifying and exploring the drivers, challenges and risks related to international business practice, and on elements of international corporate level strategy.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (20 Credits)

This module introduces students to international human resource management and locates this in a comparative context to understand the management of people in organisations operating across nations and cultures, from employee, management and business system perspectives.

This module will examine key contemporary HRM policies and practices, such as recruitment, selection, training and reward and performance management across different international business systems. It identifies and explains organisational impacts of international economic and business issues including social and political influences and legal requirements on HRM. The module also analyses the relevance

of international employee mobility to global organisations and the appropriateness of various human resource strategies in the deployment of international personnel.

The module provides informed up-to-date comment and analysis on the implications of local/regional/global issues in relation to the management of human resources in international organisations.

INTERNATIONAL MARKETING (20 Credits)

International Marketing explores how traditional marketing is adapted in a global context. It covers key elements of international marketing and external influences. As businesses increasingly engage with global customers, suppliers, and competitors, this module builds on basic marketing principles to address necessary international adaptations, including intercultural sensitivity and communication skills. This module seeks to extend the depth of knowledge about the development and implementation of international marketing strategies. It focusses on the processes adopted by marketing professionals: analysis, development, and most important, the implementation of international marketing strategies in response to tactical / short term imperatives. Students will apply these concepts in practical simulations, preparing them for real-world international marketing challenges.

Alongside the academic knowledge, the development of employability skills will be achieved through practical work in which students will be supported to develop their ability to choose the most effective strategies, assess implementation and managerial implications; and critically evaluate strategic marketing analysis methods.

INTERNATIONAL STUDY A & B (120 Credits)

This module exposes students to the differences in culture, business practice and socio-political-economic factors impacting on business.

Year 2

Students will have the opportunity to travel to the university's home campus in the UK, to study alongside UK-based students. They will live on the University of Birmingham campus and take the same examinations and assessments as local students over a period of four months. They will also participate in trips and activities.

Year 3

Students will have the opportunity to study at one of University of Birmingham's exchange partners in North America, Latin/South America, Europe, the Far East or Asia-Pacific region, subject to acceptance by the host institution and provided that this is not in the student's home country. Alternatively they may choose to study at the University of Birmingham's campus in Dubai. Like International Study A, students will study alongside with the institution's home campus students and take the local examinations and assessments.

MEDIA, CULTURE AND PRODUCTION (20 Credits)

The Media, Culture, and Production module provides a comprehensive examination of the interconnected roles of media production, cultural intermediaries, and branding within the media landscape. The module emphasises the significance of understanding cultural contexts and the role of storytelling in shaping consumer behaviour and public perception. By examining how media content is produced, disseminated, and interpreted, students develop the ability to craft culturally relevant marketing strategies that align with evolving media trends.

The module also explores the influence of cultural intermediaries, such as influencers, content creators, and media organisations, on branding and consumer identities. Students will be equipped with the analytical skills and cultural awareness necessary to succeed in marketing roles that require a deep understanding of media production, cultural dynamics, and brand storytelling.

PROFESSIONAL DEVELOPMENT (20 Credits)

Through the provision of an assessed placement, the aim of this module is to provide students with a learning experience which will help them to bridge the gap between their current academic life at the University of Birmingham and the future professional life post-graduation. As such, it seeks to make available to all students an opportunity that is already available on some programmes.

For the purposes of this module, the concept of placement is broadly defined and may include such things as paid summer internships, unpaid voluntary work or research support activity within student's own department. The only requirements are for the student to spend a minimum of 40 hours in the placement itself, and that the type of placement be such that the student can meet the learning objectives of the module. As part of the experience students will be required to reflect on their respective strengths and weaknesses in an employment context, identify potential areas for personal and professional development and reflect (a) on what they have learnt about themselves upon their return from their placement and (b) what they have been able to achieve while working in their organisation. Students taking this module will be supported through a series of workshops which will help them to prepare for the placement and meet its academic objectives.

PROJECT MANAGEMENT (20 Credits)

The main aim of this module is to introduce the key features of effective project management. The module will therefore develop an understanding of how effective project management contributes to organisational success and enables managers to implement a project management approach. This will comprise both the techniques of project management (planning, scheduling, control and evaluation) and the organisational, team and leadership aspects of managing projects. There will be an emphasis on large scale projects and consideration of international projects and alternative approaches to project management. Overall, the emphasis will be on critical reflection of assumptions, techniques and procedures and a development of managerial thinking within a project environment.

PUBLIC RELATIONS AND REPUTATION MANAGEMENT (20 Credits)

This module examines how reputations are built, and sometimes threatened or destroyed. It analyses the use of communications across a range of contemporary channels which influence perceptions of organisations. It will be demonstrated how reputation can be managed through use of PR planning techniques, due concern for ethical decision making, issues tracking and crisis communications

planning. Interactive workshops bring a practical element for students of this module via workshops.

In pro-active reputation management the module analyses tools and techniques to assist with creative campaigns for competitive edge, including those which either support, or are integral to, marketing campaigns. At the end of the module, students will be equipped with core knowledge and frameworks to understand how to manage reputation in relation to brand image, employee behaviour, and ethical values.

In reactive reputation management the module includes analysis of contemporary case studies in crisis communication and how organisations seek to protect reputational capital when a crisis unfolds.

RESEARCH METHODS AND BUSINESS ANALYTICS (20 Credits)

This module provides fundamental training of the research process and the available methods of data collection and analysis in the wider Business Management context. Students will gain an in-depth knowledge of research philosophy, research design, research approach, data collection, data preparation and data analysis including in-class sessions and workshops on more advanced analytical techniques for both quantitative and qualitative research. Software applications used in the analysis of both qualitative and quantitative research will be introduced through this module. In addition, core skills in writing research reports will be delivered from understanding literature reviews through to report completion.

There will be exposure to real-world business analytics applications and challenges, gaining familiarity with the practical aspects of business analytics, such as types of data, sources, extraction, cleaning and manipulation. The core concepts including but not limited to business intelligence, analytic techniques, visualisation, big data and cognitive computing will also be covered.

RESPONSIBLE BUSINESS: THEORY AND PRACTICE (20 Credits)

This module covers irresponsible businesses that exploit marginalised communities, damage our ecosystems, unfairly distributing benefits, costs, risks and harm, and that feasible alternatives to business irresponsibility exist and are successful in different contexts. With the growing movement for change, driven by the growing visibility of the cumulative impact of the consequences of irresponsible actions and the benefits accruing from responsible businesses, this module will explore the challenges associated with responsible business transformation and to develop a conceptual and pragmatic set of responsible business competences to assist in this transformation.

SERVICES AND RETAIL STRATEGY (20 Credits)

In today's economy, the service sector plays a vital role. Globally, service industries contribute to over 70% of the GDP (World Bank). Services are essential because consumers rely on them daily, and their significance extends to the overall world economy. Retailing holds fundamental importance for Singapore, China, the UK, Europe, and the Global economy. Despite economic turbulence, retailing is projected to continue to grow with retailers increasingly having to implement complex omnichannel strategies. While established markets like the UK have faced strategic challenges, significant growth has occurred worldwide, particularly in Latin America, the Middle East, and India - regions that collectively represent 78% of global growth according to Euromonitor.

This module will explore the services and retailing sectors, covering seminal theoretical concepts as well as emerging contemporary trends/theory. The module will adopt a strategic perspective on services and retail and will analyse how organisations can respond strategically to external factors to optimise their performance. Within the module students will develop skills such as critical thinking, through evaluating case studies that explore the actions of services and retail organisations. Additionally, team working and communication skills will be developed through completing a group presentation as part of assignment one.