



Northumbria
University
NEWCASTLE

Business and Management BA (Hons) - Top Up

Module Overviews 2020/21

Our Business and Management BA (Hons) top up course includes six 20-credit modules.

Delivered in a flexible carousel structure, the order you study your modules will vary depending on when you begin the course. However, over the duration of the programme, you will have a chance to study all of the modules contained within this guide.



CAROUSEL ONE

STRATEGY

(20 credits)

Throughout this module, you will extend your knowledge of management practice, particularly in the area of strategic thinking, and learn to employ your new intellectual and practical skills in an organisational context.

Your learning will focus on the following broad issues:

- The impact that the external environment has on organisations
- The strategic choices available to organisations to improve their strategic position and promote commercial success
- The alignment of strategic directions with corporate social responsibility and ethics

The module will develop your awareness and ability to critically evaluate strategic management by assessing the impact of the business environment on organisations. The concepts of corporate social responsibility, sustainability and the role of stakeholders in organisations will be central throughout.

➤ [Find out more about this module here.](#)

PROJECT MANAGEMENT

(20 credits)

In this module you will learn to think about what project management means, from both a practical and theoretical view. You'll also explore the process of project management by focusing on several aspects, including scope management, cost management and schedule management.

By the end of the module, you will be:

- Able to manage projects with more confidence and professional skills
- Able to identify ways to make project management more meaningful and sustainable
- Aware of the role of professional techniques and methodologies as an aid in managing projects
- Equipped with a critical understanding of the importance of integrating social and ethical criteria into project planning and operations

➤ [Find out more about this module here.](#)

INTERNATIONAL FINANCE AND RESPONSIBLE FINANCIAL MANAGEMENT

(20 credits)

Designed to help students develop a non-technical understanding of corporate financial theory and practice, this module covers the core aspects of financial management.

Specifically, you will study:

- Sustainable Value Management
- Stock Market Efficiency
- Capital Asset Pricing Model
- Portfolio Theory
- International Cost of Capital
- Capital Structure Decisions
- Dividend Policy
- Corporate Valuation
- International Merger and Acquisition Activity

Exploring real world case studies, you'll learn about the issues responsible businesses face when implementing financial theories and be able to propose sustainable solutions to complex financial problems.

➤ [Find out more about this module here.](#)

CAROUSEL TWO

DIGITAL AND DATA DRIVEN MARKETING

(20 credits)

This module is designed to develop your understanding of how one-to-one forms of marketing communications, across offline and online channels, can be combined into an overall campaign with the ability to generate new customers and enhance existing relationships.

The module is broken into three distinct themes:

1. **Principles of Direct and Digital Marketing** - covering the fundamental practices in the direct marketing field
1. **Digital Media** - exploring the range of communications media available, ranging from traditional offline channels (such as direct mail and telemarketing) through to the ever-growing range of digital media options
1. **Campaign Planning** - introducing the principles of campaign design, from initial context analysis and goal setting through to campaign implementation and evaluation

➤ [Find out more about this module here.](#)

ENTREPRENEURIAL LEADERSHIP

(20 credits)

This module aims to provide you with the knowledge and skills required to explore innovation, new venturing and enterprise creation through the lens of entrepreneurial leadership.

You will cover six topics:

- Creativity and Design for Innovation
- Future Search
- Making a Difference
- Connectivity
- Managing Innovation
- Entrepreneurial Leadership and Identity

On completion, you will be able to use your developed knowledge of enterprise development models to generate new solutions and understand how it is informed by theory and research. You will have a deeper understanding of the nature of creativity, its role in innovation and enterprise, and how to use it to develop strategies, drive change, generate ideas and envision the future.

➤ [Find out more about this module here.](#)

CRITICAL ORGANISATION ANALYSIS

(20 credits)

This module will encourage your engagement with organisation theory, as you explore the impact that recent trends have had on people and their behaviour in business.

You'll develop an understanding of:

- Three major perspectives in organisation theory
- Critical organisation theory and management practices
- How to analyse organisational practices and their effects on organisations
- The theory and practices involved in working in multicultural organisations with an awareness of ethical considerations and the consideration of knowledge, power and control
- How to form your own construction of knowledge on organisations, managing people and their behaviour

➤ [Find out more about this module here.](#)

