

# Strathclyde Business School

## Undergraduate Class List 2023/24

*Information is correct at the time of publishing but may be subject to change*

### Note

- *A full workload at Strathclyde is 60 credits (30 ECTS) per semester*
- *The minimum workload expected of exchange students is 40 credits (20 ECTS) per semester*
- *Full Year classes run for the full academic year and are only open to students attending for two semesters*
- *Semester 1 classes run from September to December (including exams)*
- *Semester 2 classes run from January to May (including exams)*

## FULL YEAR CLASSES (alphabetically by Subject Area)

The following classes run for two semesters and are only open to students on exchange for the full academic year.

Code	Title	Subject Area	Level	Credits
AG218	Intermediate Financial Reporting	Accounting	2	20 (10 ECTs)
AG219	Cost and Management Accounting	Accounting	2	20 (10 ECTs)
AG314	Taxation	Accounting	3	20 (10 ECTs)
BF111	Academic Skills	All disciplines	1	10 (5 ECTs)

## Full Year Class Descriptions (alphabetically by Class Code)

### **AG218 Intermediate Financial Reporting** **Level 2 – 20 credits (10 ECTs)**

This class is concerned with the regulation of financial reporting. It includes the preparation of the financial statements of limited companies under the Companies Act 2006 and the application of the accounting standards set by the accountancy profession.

The class is intended to cover some of the problems associated with properly regulating financial reporting. The fact that the rules are often vague or that accountants have been known to abuse loopholes contained within them could come as something of a shock. In many cases, there will be no single correct answer. In the exam, marks will often be awarded for your opinions (and the arguments which you put forward to support them).

*Prerequisites:* AG111 Accounting Technologies or equivalent

### **AG219 Cost and Management Accounting** **Level 2 – 20 credits (10 ECTs)**

This class is designed to provide the students with a deeper understanding of the concepts and practice of cost and management accounting. It builds on the material introduced in the first year class, Accounting Technologies. The aim of this class is to provide students with the tools to enable them to use accounting information to assist management in decision-making and with the planning and controlling of an organisation's activities.

*Prerequisites:* AG111 Accounting Technologies or equivalent

### **AG314 Taxation** **Level 3 – 20 credits (10 ECTs)**

The main areas of taxation covered will be Income Tax, Corporation Tax and Capital Gains tax - in that order. In addition, there is a study of the principles of VAT and NIC (National Insurance Contributions).

*Prerequisites:* AG111 Accounting Technologies and AG219 Cost and Management Accounting and AG218 Intermediate Financial Reporting, or equivalent

### **BF111 Academic Skills** **Level 1 – 10 credits (5 ECTs)**

The module has a very broad syllabus with an aim of ensuring all students have the basic skills in place to succeed at university. Content includes essay and report writing; academic reading; assessment and feedback; library skills; communication skills; research and data analysis skills; digital marketing and basic programming skills.

## SEMESTER 1 CLASSES (alphabetically by Subject Area)

The following classes run for one semester from September to December (including examination and assessment).

### Note

Some Level 1 cross-disciplinary classes are offered in both semester 1 and semester 2 under different class codes. The content is the same in each semester and you should not take the same class in both semesters.

Code	Subject Area	Title	Level	Credits
AG309	Accounting	Governance and Accounting Ethics	3	10 (5 ECTs)
AG311	Accounting	Advanced Finance Reporting	3	10 (5 ECTs)
MS113	Business Analysis & Technology	Business Analysis and Technology *	1	10 (5 ECTs)
MS210	Business Analysis & Technology	Analysing and Improving Operations	2	20 (10 ECTs)
MS361	Business Analysis & Technology	Understanding and Optimizing Business Systems	3	20 (10 ECTs)
Z1217	Business Enterprise	Creativity and Innovation Management	2	20 (10 ECTs)
Z1314	Business Enterprise	Entrepreneurial Capital	3	20 (10 ECTs)
BF112	Cross-disciplinary: Hospitality & Tourism Management / Human Resource Management	Introduction to Tourism Studies and Managing People	1	20 (10 ECTs)
BF114	Cross-disciplinary: Economics / Business Analysis & Technology	Introduction to Economics and Business Analysis	1	20 (10 ECTs)
BF118	Cross-disciplinary: Marketing / Entrepreneurship	Introduction to Marketing and Entrepreneurship	1	20 (10 ECTs)
BF123	Cross-disciplinary: Accounting / Finance	Introduction to Finance and Financial Analysis	1	20 (10 ECTs)
EC215	Economics	Intermediate Microeconomics	2	20 (10 ECTs)
EC315	Economics	Topics in Microeconomics with Cross Section Econometrics	3	20 (10 ECTs)
AG215	Finance	Business Finance	2	20 (10 ECTs)
AG312	Finance	Advanced Corporate Finance and Financial Markets	3	20 (10 ECTs)
WE212	Hospitality & Tourism Management	Sustainable Practice in Hospitality and Tourism	2	20 (10 ECTs)
WE316	Hospitality & Tourism Management	Internationalisation Hospitality and Tourism in the Digital Age	3	20 (10 ECTs)
WE201	Human Resource Management	Work, Employment and Society	2	20 (10 ECTs)
WE303	Human Resource Management	Employment Relations	3	20 (10 ECTs)
BF121	International Business	Introduction to International Business	1	10 (5 ECTs)
WE213	International Business	International Business Environment and Strategy	2	20 (10 ECTs)
MK209	Marketing	Understanding Consumers & Markets	2	20 (10 ECTs)
MK329	Marketing	Marketing Communications in the Digital Age	3	20 (10 ECTs)

\* Not typically open to Exchange students, will require special permission from the academic department. Please see notes below for MS113

## Semester 1 Class Descriptions (alphabetically by Class Code)

### **AG215 Business Finance**

**Level 2 – 20 credits (10 ECTs)**

The aim of the class is to provide an understanding of financial management within a business enterprise. The class builds on introductory investment appraisal rules from first year to consider the appropriate cash flows to be evaluated when undertaking an investment project, forecasting and management of cash flows over time to ensure sufficient liquidity, and how companies determine their cost of capital for such projects. The course will also provide a framework to allow students to understand a company's financial policy decisions relating to payout policy, leasing, raising equity capital in efficient markets, and capital structure. Finally, the course will provide students with an understanding of how to value a business enterprise.

*Prerequisites:* AG151 Introduction to Finance and Accounting or AG105 Introduction to Finance and Financial Statistics or equivalent

### **AG309 Governance and Accounting Ethics**

**Level 3 – 10 credits (5 ECTs)**

Governance issues have been debated at great length for many years but have reached particular prominence in the aftermath of many of the major business scandals that have arisen since the 1990s. The publication of the Cadbury Report (since revised and repackaged as the UK Code on Corporate Governance) and the changes that have occurred on an international basis make it desirable to present the accounting aspects of governance and the study of ethics in an accounting setting as a separate class. This class is intended to provide an overview of the role of accounting within business and society more generally, building on the material introduced in AG207 Intermediate Financial Accounting.

*Prerequisites:* AG218 Intermediate Financial Reporting or equivalent

### **AG311 Advanced Financial Reporting**

**Level 3 – 10 credits (5 ECTs)**

This is an advanced level class in financial accounting. It discusses complex issues at both a practical and a theoretical level. The class aims to develop an appreciation of both the difficulties faced by preparers, auditors and standard setters in ensuring that a set of accounts gives a true and fair view and to develop an awareness of the extent to which academic research can guide and illuminate this process. The class achieves this aim through the systematic analysis of financial accounting regulations and practice, in a context of institutional and cultural factors, and through exploring research into aspects of financial accounting. This class is intended to provide an overview of the role of accounting within business and society more generally, building on the material introduced in AG218 Intermediate Financial Accounting.

*Prerequisites:* AG218 Intermediate Financial Reporting or equivalent

### **AG312 Advanced Corporate Finance and Financial Markets**

**Level 3 – 20 credits (10 ECTs)**

The aim of the class is to provide an understanding of the financial markets and corporate financial theories at advanced level. The class will cover financial markets, institutions and instruments, process of financing of a corporate entity and some specialist topics (such as warrants & convertibles, real options, mergers and acquisitions, and international project appraisal) that are relevant for corporate decision making.

*Prerequisites:* AG151 Introduction to Finance and Accounting or AG105 Introduction to Finance and Financial Statistics, and AG215 Business Finance or equivalent.

### **BF112 Introduction to Tourism Studies and Managing People**

**Level 1 – 20 credits (10 ECTs)**

Students will develop an understanding of key concepts, critical debates and trends in hospitality and tourism management in an international context, and the key practices and processes involved in human resource management. This module highlights the synergies between both subjects; case studies discussed in Managing People are linked to hospitality and tourism, and discussion in Tourism Studies will include a focus on employment in the service sector.

- Tourism Studies: tourism supply and demand; sustainability and sustainable development; controversies in HTM; tourism trends and niches; digital revolution in HTM; future trends.
- Managing People: the context of HRM and employment; job quality and the labour market; attracting, developing and maintaining a quality workforce; leadership and managing people; critical and contemporary themes on work and employment; responsible and sustainable HRM.

**BF114 Introduction to Economics and Business Analysis** **Level 1 – 20 credits (10 ECTS)**

The purpose of the **Economics** part of the module is to provide the student with a balanced introduction to economics which will be at once self-contained and lay the foundation for further work. The work of the module will be based on a programme of systematic directed reading, supplemented by experiments and exercises undertaken in tutorials. This Module uses the innovative COREecon resources, which provides a complete introduction to economics and the economy. COREecon teaches about the economy and economics by starting from a question or a problem about the economy—why the advent of capitalism is associated with a sharp increase in average living standards, for example—and then teach the tools of economics that contribute to an answer. This innovative approach ensures that students understand how the tools of economics can help us understand the modern economy.

**Business Analysis & Technology** is the study of how analytical thinking, scientific method and associated tools can be used to help decision making. This part of the class will provide an overview of where methods and tools are widely used across a large range of industries including the manufacturing, retail, healthcare, financial services, travel, and electronics industries, as well as in local and national government. The application of Business Analysis & Technology methods can help with issues such as the management of new building projects, the design of efficient transport systems and plant layouts, personnel scheduling, allocation of resources and financial modelling and forecasting, It can help to reduce costs, increase revenues, improve customer service, increase efficiency and can even save lives.

**BF116 Introduction to Finance and Financial Analysis** **Level 1 – 20 credits (10 ECTS)**

The class provides an introduction to finance and accounting, covering the basic concepts and practicalities of corporate finance, the principles of valuation, financial management and business investment, the role and purpose of company accounts and their usefulness, security analysis, risk and returns from investments, and personal finance. At all times the class content will be linked with financial behaviour and events in the real world.

**BF118 Introduction to Marketing and Entrepreneurship** **Level 1 – 20 credits (10 ECTS)**

The aim of this class is to provide students with a solid foundation and understanding of the theories and principles underlying marketing and entrepreneurship. A combination of marketing and entrepreneurship will be taught throughout the semester to enhance understanding of the way the two disciplines address issues related to both the macro- and micro-environment contexts of markets and entrepreneurship. In this class, you will be exposed to concepts and ideas from economics, sociology, psychology, geography and other social sciences, all in the context of the competitive business environment.

- **Marketing** is a complex process involving many different skills and activities, but it is based upon simple principles: understanding what customers want and need, being able to collect and process information relevant to the marketing environment and being able to put together and implement plans to take the business forward.
- **Entrepreneurship** too is a complex process involving many different skills and activities, though it is based upon a 'mind-set and process by which an individual or group identifies and successfully exploits a new idea or opportunity.' For this part of the class you'll be working in teams to learn about the ideation process, which forms the foundations of new venture creation, in our Creative Challenge.

**BF121 Introduction to International Business** **Level 1 – 10 credits (5 ECTS)**

The International Business part of the module will give the student a basic understanding of the environmental context in which an organisation exists with particular emphasis on the international arena. It will familiarise the student with basic theories associated with management on a global stage, the international business context, and the strategy and interrelationships of international organisations. It is designed around four main areas:

1. A general introduction to international business and the manager's role within it
2. The theoretical underpinnings associated with management in a globalised business context
3. The strategy and interrelationships of international organisations
4. The trends towards greater international connectedness and concerns for corporate social responsibility

These areas are subdivided into topics that will familiarise the student with the basic concepts associated with international business that can be built upon at higher level of the International Business programme study.

**EC215 Intermediate Microeconomics** **Level 2 – 20 credits (10 ECTS)**

This is the core microeconomics class in second year. It aims to develop students' understanding of: the concepts of consumer choice; the motives of the firm and profit maximisation; the market and its role in achieving equilibrium prices and quantities; and the implications of market power. It will introduce students to mathematical techniques commonplace in economics, giving them the ability to apply these in a wider economic context.

**Prerequisites:** EC111 Introduction to Economics or equivalent

**EC315 Topics in Microeconomics with Cross Section Econometrics** **Level 3 – 20 credits (10 ECTS)**

This class builds on the conceptual framework of EC215 Intermediate Microeconomics by introducing students to market imperfections through the lens of game theory. Game theory is an analytical toolbox that allows us to understand decision making in strategic environments and the class will provide students with a foundation in game theoretic reasoning. Thereafter, this class will study how market imperfections create a role for Government in markets. In doing so, we will investigate topics including taxation, education, and crime and punishment. This class will also look to explore some of these ideas empirically using cross section data. These empirical methods will open up a new route for students to understand the key taught economic ideas in a real world context.

*Prerequisites: EC215 Intermediate Microeconomics or equivalent*

**MK209 Understanding Consumers and Markets** **Level 2 – 20 credits (10 ECTS)**

Many of the fundamental concepts of marketing are based on an ability to understand consumers and the marketing concept can be implemented more effectively when adequate information about the market and potential consumer behaviour is available. Marketing Research and customer information provide a critical input to the planning and development of a company's marketing strategy in relation to marketing communications, strategic marketing and branding.

In this class, we firstly explore a variety of different theories of consumption relating to consumers in the marketplace, consumers as individuals, consumers as decision-makers and consumers as social beings. We will go beyond looking at the act of buying to consider the entire consumption cycle including pre-consumption and post-consumption attitudes and behaviour. Given that consumption has an increasingly important role in our daily lives, students will be encouraged to draw on their own experiences to aid understanding of the theoretical content of the class. Secondly, this demonstrates how understanding of the consumer can be developed by providing an overview of the decisions and stages of the Marketing Research Process. It aims to provide students with a clear appreciation of the importance of marketing research, the research process and the approaches/techniques used. Research is looked at within the context of customer information now being available from a wide range of sources including databases, loyalty cards and the internet.

*Prerequisites: MK111 Introduction to Marketing/BF118/9 Introduction to Marketing & Entrepreneurship or equivalent*

**MK329 Marketing Communications in the Digital Age** **Level 3 – 20 credits (10 ECTS)**

The class aims to build knowledge and understanding of digital impact upon marketing strategy; introduce and develop digital and social media marketing specific skills and knowledge; develop an understanding of Integrated marketing communications and the effect which digital channels have on its impact and place effective measurement at the core of digital marketing and communications.

*Prerequisites: MK111 Introduction to Marketing/BF118/9 Introduction to Marketing & Entrepreneurship or equivalent*

**MS113 Business Analysis and Technology** **Level 1 – 10 credits (5 ECTS)**

**NOTE: this class is not typically open to Business students and is designed for students of other disciplines, and special permission will be required from the academic department. Students should take BF114 Introduction to Economics and Business Analysis as an alternative as the business analysis content is the same as MS113.**

Business Analysis & Technology is the study of how analytical thinking, scientific method and associated tools can be used to help decision making. The class will provide an overview of where methods and tools are widely used across a large range of industries including the manufacturing, retail, healthcare, financial services, travel, and electronics industries as well as in local and national government.

The aims of this class are:

- To provide students with an awareness of why and where organisations use technology
- To demonstrate the dynamic nature of technology
- To develop an understanding of the tools and techniques used by business analysts
- To raise awareness of how analytic methods can be used to understand and resolve problems and challenges and to capitalise on opportunities presented by new technologies
- To highlight the integrative role of technology within organisations

**MS210 Analysing and Improving Operations****Level 2 – 20 credits – 10 ECTS**

The class aims to provide basic understanding of the principles of Operations Management in both manufacturing and service industries with special focus on learning simulation package, Simul8. Management decisions and factors influencing these decisions in a variety of areas of Operations Management are discussed. These include Operations Strategy, Product and Process Design, Quality Management, Control and Improvement. Simul8 will be used to teach modelling of different business operations specifically within the context of service operations. Decision analysis techniques are developed and are applied to some of the operations management subjects to illustrate how managers can be supported with analytical tools to reach justifiable decisions about their operations. Special attention will be given to modelling with simulation as a strong and relevant management science tool in the context of operations management.

**MS361 Understanding and Optimising Business Systems****Level 3 – 20 credits (10 ECTS)**

Overall, this class will equip students with the qualitative and quantitative analytic skills and techniques in order to make action recommendations for performance improvements in complex business systems, and includes experience of working with business problems of real-world scale and complexity. In general, students will learn about the advantages and at times necessity of adopting a mixed methods approach. This builds on the differing knowledge and skills developed earlier in the BAT programme and prepares students for the experiential learning of MS420, the core honours year class.

Students will also develop a deeper understanding of and expertise in the application of problem structuring and evaluation techniques. In terms of problem structuring approaches, attention will focus on cognitive / causal mapping that is Strategic Options Development and Analysis (SODA). In the realm of MCDA, students will obtain knowledge of the SMART approach, and extend this with an exploratory dive into value functions and outranking approaches.

Finally, students will develop a strong understanding and solid practical knowledge of optimisation methods that are directly applicable to different business systems. Attention will focus on understanding the modelling process in relation to real-world examples, and on how the techniques can be practically applied to generate understanding and optimise system for practical gains.

**WE201 Work, Employment and Society****Level 2 – 20 credits (10 ECTS)**

The class aims to provide a foundation in psychological principles which are important for understanding the effectiveness and wellbeing of people at work. The objectives are:

- To provide an appreciation of the intellectual contribution of work psychology to management and HRM
- To develop awareness of alternative psychological explanations of employees' behaviour and experiences at work
- To highlight current trends and changes in employment, management, and organisations, and to examine the impact of these on employees' behaviour and experiences at work
- To introduce students to issues of research methodology in studying employee behaviour and experiences and so enable them to evaluate existing research and conduct preliminary investigations of their own

**WE 211 Sustainable Practice in Hospitality and Tourism****Level 2 – 20 credits (10 ECTS)**

Sustainability is a current, and ever growing, concern for the H&T sectors not least with respect to intensifying climate change, environmental degradation, labour dynamics, global health concerns and pressure on host communities. The aim of the module is to teach 'strong' instead of 'weak' sustainability (see Cotterell et al., 2019). 'Strong' sustainability underscores complexity and systemic factors, cross-disciplinary understandings, eco-centric perspectives, the minimisation of resources, societal ethics and values, and science-based approaches. The class includes a comprehensive emphasis on the SDGs as part of a 'strong' sustainability focus. The class considers sustainability challenges and practices in the H&T sectors

**WE212 Sustainability Practice in Hospitality and Tourism****Level 2 – 20 credits (10 ECTS)**

Sustainability is a current and ever growing concern for the Hospitality and Tourism sectors, not least with respect to intensifying climate change, environmental degradation, labour dynamics, global health concerns and pressure on host communities. The aim of the module is to teach "strong" instead of "weak" sustainability. Strong sustainability underscores complexity and systemic factors, cross-disciplinary understandings, eco-centric perspectives, the minimisation of resources, societal ethics and values, and science-based approaches. The class includes a comprehensive emphasis on the Sustainable Development Goals (SDGs) a part of a strong sustainability focus and considers sustainability challenges and practices in the H&T sectors.

Students will be exposed to a range of issues pertaining to tourism sustainability through lectures, and workshops will be used to unpack the SDGs through case examples and reflection practices. Students will learn to identify, prioritise and evaluate implications for a more sustainable industry from a range of perspectives and discuss limitations in relation to achieving a more sustainable tourism industry.

Learning outcomes will include:

- Demonstrate an understanding of sustainability in H&T as complex and multi-dimensional
- Reflect on H&T triggers and impacts (social, environmental, economic) and appraise suitable sustainability responses
- Critically investigate the SDGs and stakeholder engagement in the H&T sectors
- Identify enablers, constraints, barriers and limitations in relation to achieving sustainability in H&T
- Evaluate best practice and formulate recommendations for enhancing sustainable H&T management and practice

### **WE213 International Business Environment and Strategy**

**Level 2 – 20 credits (10 ECTs)**

This class is comprised of two linked parts:

1. Part 1: starting with a revision of critical topics from Managing in a Global Context, Part 1 shifts focus on the history, institutions, theory, and context of International Business. This will cover: theories of international trade and investment, along with the evolution of the world trading system, including the role of global institutions such as the World Trade Organisation; the practice of international trade and home/host country policies and stakeholder attitudes towards the changing impact of trade and foreign direct investment, the global monetary system; global capital and foreign exchange markets; and experiences of regional economic integration across the globe. Part 1 smoothly connects to Part 2 as it comes to a close with a set of guest lectures on how businesses themselves try to influence and alter their environment via international business lobbying. Throughout, emphasis is placed on the implications of each topic for the management of different types of firms operating across national borders.
2. Part 2 focuses more closely on the strategy, structure and operations of firms operating across borders. This will cover: behavioural and economic perspectives on the internationalisation process of firms including diverse motivations to internationalisation; 'generic' strategies of multinational enterprise including national differences and the competitive benefits of 'multinationality'; the influence of administrative heritage on the structuring of multinational enterprises, with particular emphasis on the tension between the need for global integration and local responsiveness across different industries, and the links between structure and strategy; evaluating and developing foreign market opportunities, including a detailed examination of modes of foreign market entry and ongoing operations (eg exporting/importing, licensing, foreign direct investment, mergers and acquisitions, joint ventures, R&D consortiums); and a special session focusing on the behaviour of the internationalising smaller or medium enterprise (SME). The challenges of acquiring, developing and exploiting knowledge through multinationality is a common thread throughout each topic, and it culminates in a session dedicated to innovation within the global firm; Part 2 closes with a detailed overview of the specific problems and choices to be made when organising the global production, be it of products or of services.

This class thus complements the students' concurrent study of the other business subjects, such as Marketing and Finance, by providing an integrative framework whereby students will be able to see how different functional issues studied in other business subjects fit within the management of an international organisation as a whole. Functional issues themselves are not a focus of the class. Through the use of case studies of real organisations, students will be able to apply not only the knowledge they gain from this class and their other business classes, but also knowledge of the national contexts of the countries pertaining to the languages that they are studying and earlier studies in Managing in a Global Context. At the same time, this class provides the necessary grounding for the third year Managing Across Cultures and Frontiers class which will examine the more micro-level issues of 'how to do it' with a specific focus on cross-cultural management issues.

### **WE303 Employment Relations**

**Level 3 – 20 credits (10 ECTs)**

This course introduces students to a critical understanding of the British system of employment relations, and the general principles, processes and outcomes in the area of employment relations. The course will consider different theoretical approaches to the study of employment and industrial relations and then examine the role and objectives of trade unions, employers and the state, and the processes and outcomes of their interactions in collective bargaining, employee participation and industrial conflict.

### **WE316 International Hospitality and Tourism in the Digital Age**

**Level 3 – 20 credits (10 ECTs)**

This module focuses on exploring the international dimension of the hospitality and tourism industry. It brings together insights from International Business and HTM literatures to explore how the industry has become increasingly global in its operations and conceptualises new technologies and new type of players that have entered the industry. The class contributes to our understanding of the industry by drawing attention to internationalisation and the various ways technology has enabled changes in the industry. It fits conveniently with the third year's particular focus on experiential learning in two ways: (1) It encourages students to think more about the different ways technology impacts their own behaviour and in doing so; (2) it draws attention to the complexities associated with innovation, sustainability and change in hospitality and tourism.



**Z1217 Creativity and Innovation Management****Level 2 – 20 credits (10 ECTS)**

This class is designed to build knowledge of the processes underpinning innovation. The class will introduce the main concepts and frameworks related to definitions, processes, strategies, organisation and sources of innovation. Towards the end of the class, new trends in innovation, such as social innovation and frugal innovation, will also be covered. The class will comprise lectures, tutorials, exercises, directed and independent reading, and group-based course work as well as an exam. The emphasis of the course will be on active analysis of “real-life” cases in innovation management and business strategy.

**Z1314 Entrepreneurial Capital****Level 3 – 20 credits (10 ECTS)**

The class-based interactive lectures will develop understanding of financial forecasting, management and valuation and recruitment best practices for entrepreneurial ventures, based on latest research findings and industry expert inputs. The following theoretical concepts and analytical tools will be covered:

- Building social capital
- Accessing appropriate human capital
- Building credible financial models of a new venture and cash flow management
- What different funders look for
- Structuring appropriate funding deals for new ventures
- Valuation
- Exit options

**Prerequisites:** *It is strongly recommended that students will have taken Z1151 Entrepreneurship: Theory and Practice, and Z1218 New Venture Planning or their equivalent.*

## SEMESTER 2 CLASSES (alphabetically by Subject Area)

The following classes run for one semester from January to May (including examination and assessment).

### Note

Some Level 1 cross-disciplinary classes are offered in both semester 1 and semester 2 under different class codes. The content is the same in each semester and you should not take the same class in both semesters.

Code	Subject Area	Title	Level	Credits
AG308	Accounting	Auditing and Assurance	3	10 (5 ECTs)
AG310	Accounting	Contemporary Management Accounting	3	10 (5 ECTs)
MS114	Business Analysis & Technology	Business Analysis and Technology *	1	10 (5 ECTs)
MS211	Business Analysis & Technology	Managing Business Processes and Information Systems	2	20 (10 ECTs)
MS311	Business Analysis & Technology	Knowledge and Innovation Management	3	20 (10 ECTs)
Z1218	Business Enterprise	New Venture Planning	2	20 (10 ECTs)
Z1315	Business Enterprise	Venture Management, Strategy and Growth	3	20 (10 ECTs)
BF113	Cross-disciplinary: Hospitality & Tourism Management / Human Resource Management	Introduction to Tourism Studies and Managing People	1	20 (10 ECTs)
BF115	Cross-disciplinary: Economics / Business Analysis & Technology	Introduction to Economics and Business Analysis	1	20 (10 ECTs)
BF119	Cross-disciplinary: Marketing / Entrepreneurship	Introduction to Marketing and Entrepreneurship	1	20 (10 ECTs)
BF124	Cross-disciplinary: Accounting / Finance	Introduction to Finance and Financial Analysis	1	20 (10 ECTs)
EC216	Economics	Intermediate Macroeconomics and Data Analysis	2	20 (10 ECTs)
EC316	Economics	Topics Macroeconomics with Time Series Econometrics	3	20 (10 ECTs)
AG217	Finance	Portfolio Management and Security Analysis	2	20 (10 ECTs)
AG313	Finance	Treasury Management and Derivatives	3	20 (10 ECTs)
WE211	Hospitality & Tourism Management	Managing Service Experiences	2	20 (10 ECTs)
WE314	Hospitality & Tourism Management	Event Management: Planning and Sustainable Practice	3	20 (10 ECTs)
WE202	Human Resource Management	People at Work	2	20 (10 ECTs)
WE302	Human Resource Management	Contemporary Issues in HRM	3	20 (10 ECTs)
BF122	International Business	Introduction to International Business	1	10 (5 ECTs)
MK212	Marketing	Services and Retail Marketing	2	20 (10 ECTs)
MK328	Marketing	Strategic Marketing in an International Context	3	20 (10 ECTs)

\* Not typically open to Exchange students, will require special permission from the academic department. Please see notes below for MS114

## Semester 2 Class Descriptions (alphabetically by Class Code)

### **AG217 Portfolio Management and Security Analysis** **Level 2 – 20 credits (10 ECTs)**

The class aims to provide an understanding of the principles and theories relevant to the process of building investment portfolios. The class covers practical applications as well as theoretical material. The class considers mean-variance portfolio theory, international diversification, linear asset pricing models such as the capital asset pricing model (CAPM) and arbitrage pricing theory (APT), market efficiency, behavioural finance, valuation of bonds, term structure of interest rates, bond portfolio management, mutual funds, fund performance, and issues in portfolio management.

*Prerequisites:* AG151 Introduction to Finance and Accounting or AG105 Introduction to Finance and Financial Statistics or equivalent

### **AG308 Auditing and Assurance** **Level 3 – 10 credits (5 ECTs)**

This class examines the role of auditing in the overall framework of corporate governance. The core of the class will cover auditing topics and be focused on the external audit of large companies, although much of the material covered will be relevant to internal audit and to the audit of smaller organisations.

Auditing is an important element of financial reporting and is an extremely important component of the whole system of corporate governance. This class will build on the foundations laid in AG309 Governance and Accounting Ethics by investigating the audit process. The class will look at auditing from both a theoretical and a practical perspective and will cover a great deal of ground - most of which is necessary in order to obtain exemptions from the examinations set by professional accounting bodies.

*Prerequisites:* AG218 Intermediate Financial Reporting or equivalent

### **AG310 Contemporary Management Accounting** **Level 3 – 10 credits (5 ECTs)**

This class examines the role of management accounting to assist managers in solving contemporary organisational problems. This class is intended to extend your knowledge and understanding of contemporary management accounting practice, building on the material introduced in AG208 Intermediate Management Accounting.

The class is intended to allow the student to develop skills in effectively applying management accounting techniques and processes in different organisational contexts and situations. The class achieves this aim by introducing the student to a range of contemporary management accounting techniques, evaluating these techniques and applying them in a series of case study workshops. All of the workshops in the class will be based on a single case to illustrate the complexity and interconnectedness of applying these different techniques.

*Prerequisites:* AG219 Cost and Management Accounting or equivalent

### **AG313 Treasury Management and Derivatives** **Level 3 – 20 credits (5 ECTs)**

This class is comprised of two parts. The first part introduces to the concept, definitions and valuation of derivatives products. The second part of the class introduces international finance and a number of issues facing a multinational business. The second part also includes an introduction to the role of a corporate treasurer in a multinational company and their main task of managing risk in an international environment. This class will develop on a number of aspects of the second-year business finance course.

*Prerequisites:* AG151 Introduction to Finance and Accounting or AG105 Introduction to Finance and Financial Statistics, and AG215 Business Finance, and AG217 Portfolio Management and Security Analysis, or equivalent

### **BF113 Introduction to Tourism Studies and Managing People** **Level 1 – 20 credits (10 ECTs)**

Students will develop an understanding of key concepts, critical debates and trends in hospitality and tourism management in an international context, and the key practices and processes involved in human resource management. This module highlights the synergies between both subjects; case studies discussed in Managing People are linked to hospitality and tourism, and discussion in Tourism Studies will include a focus on employment in the service sector.

- Tourism Studies: tourism supply and demand; sustainability and sustainable development; controversies in HTM; tourism trends and niches; digital revolution in HTM; future trends.
- Managing People: the context of HRM and employment; job quality and the labour market; attracting, developing and maintaining a quality workforce; leadership and managing people; critical and contemporary themes on work and employment; responsible and sustainable HRM.

**BF115 Introduction to Economics and Business Analysis** **Level 1 – 20 credits (10 ECTS)**

The purpose of the **Economics** part of the module is to provide the student with a balanced introduction to economics which will be at once self-contained and lay the foundation for further work. The work of the module will be based on a programme of systematic directed reading, supplemented by experiments and exercises undertaken in tutorials. This Module uses the innovative COREecon resources, which provides a complete introduction to economics and the economy. COREecon teaches about the economy and economics by starting from a question or a problem about the economy—why the advent of capitalism is associated with a sharp increase in average living standards, for example—and then teach the tools of economics that contribute to an answer. This innovative approach ensures that students understand how the tools of economics can help us understand the modern economy.

**Business Analysis & Technology** is the study of how analytical thinking, scientific method and associated tools can be used to help decision making. This part of the class will provide an overview of where methods and tools are widely used across a large range of industries including the manufacturing, retail, healthcare, financial services, travel, and electronics industries, as well as in local and national government. The application of Business Analysis & Technology methods can help with issues such as the management of new building projects, the design of efficient transport systems and plant layouts, personnel scheduling, allocation of resources and financial modelling and forecasting, It can help to reduce costs, increase revenues, improve customer service, increase efficiency and can even save lives.

**BF119 Introduction to Marketing and Entrepreneurship** **Level 1 – 20 credits (10 ECTS)**

The aim of this class is to provide students with a solid foundation and understanding of the theories and principles underlying marketing and entrepreneurship. A combination of marketing and entrepreneurship will be taught throughout the semester to enhance understanding of the way the two disciplines address issues related to both the macro- and micro-environment contexts of markets and entrepreneurship.

Marketing is a complex process involving many different skills and activities, but it is based upon simple principles: understanding what customers want and need, being able to collect and process information relevant to the marketing environment and being able to put together and implement plans to take the business forward. In this class, you will be exposed to concepts and ideas from economics, sociology, psychology, geography and other social sciences, all in the context of the competitive business environment.

Entrepreneurship too is a complex process involving many different skills and activities, though it is based upon a 'mind-set and process by which an individual or group identifies and successfully exploits a new idea or opportunity. For this part of the class you'll be working in teams to learn about the ideation process, which forms the foundations of new venture creation, in our Creative Challenge.

**BF122 Introduction to International Business** **Level 1 – 10 credits (5 ECTS)**

The International Business part of the module will give the student a basic understanding of the environmental context in which an organisation exists with particular emphasis on the international arena. It will familiarise the student with basic theories associated with management on a global stage, the international business context, and the strategy and interrelationships of international organisations. It is designed around four main areas:

1. A general introduction to international business and the manager's role within it
2. The theoretical underpinnings associated with management in a globalised business context
3. The strategy and interrelationships of international organisations
4. The trends towards greater international connectedness and concerns for corporate social responsibility

These areas are subdivided into topics that will familiarise the student with the basic concepts associated with international business that can be built upon at higher level of the International Business programme study.

**BF124 Introduction to Finance and Financial Analysis** **Level 1 – 20 credits (10 ECTS)**

The class introduces finance and accounting, covering the basic concepts and practicalities of corporate finance, the principles of valuation, financial management and business investment, the role and purpose of company accounts and their usefulness, security analysis, risk and returns from investments, and personal finance. At all times the class content will be linked with financial behaviour and events in the real world.

**EC216 Intermediate Macroeconomics and Data Analysis** **Level 2 – 20 credits (10 ECTS)**

The class builds upon the macroeconomic foundations established in the first year Economics class and both extends and deepens analysis. In particular this class will develop student's ability to use key models used to analyse the determination of output in the short-run and in the medium-run. We will also cover some topics in the analysis of economic data including correlation and simple regression.

**Prerequisites:** EC111 Introduction to Economics or equivalent

**EC316 Topics in Macroeconomics with Time Series Econometrics** **Level 3 – 20 credits (10 ECTS)**

The overarching aims of this class are to extend students' knowledge and understanding of core macroeconomic models and of the econometric methods used to analyse macroeconomic data, and to develop their ability to apply these models and methods to address some key questions in macroeconomics. The class covers: economic growth; expectations, demand and policy, Europe: past, present and future; and policy rules versus discretion. In addition, econometric methods covered include: regression; unit root testing; modelling volatility; cointegration and error correction.

*Prerequisites: EC216 Intermediate Macroeconomics and Data Analysis or equivalent*

**MK212 Services and Retail Marketing** **Level 2 – 20 credits (10 ECTS)**

The aim of this class is twofold:

1. To provide students with a clear appreciation of the aspects of service that can be used by organisations to differentiate their offerings and brands and the challenges faced by services marketers.
2. To enable students to gain an understanding of all aspects of the management of retail operations. The content will focus on both the theory and its application to specific sub-retail sectors. In particular, the class examines the role of marketing in the process of retail management and its relationship to the other business functions.

*Prerequisites: MK111 Introduction to Marketing/BF118/9 Introduction to Marketing & Entrepreneurship or equivalent*

**MK328 Strategic Marketing in an International Context** **Level 3 – 20 credits (10 ECTS)**

The class aims to build knowledge and understanding of marketing strategy and internationalisation theories; illustrate the importance of selecting and targeting appropriate markets and entry methods in international marketing strategy formulation; provide a clear appreciation of the strategic and tactical challenges companies face in developing and implementing a successful marketing strategy at home and abroad; encourage the critical analysis of published research on marketing strategy as it is applied in domestic and international contexts.

*Prerequisites: MK111 Introduction to Marketing/BF118/9 Introduction to Marketing & Entrepreneurship or equivalent*

**MS114 Business Analysis and Technology** **Level 1 – 10 credits (5 ECTS)**

**NOTE: this class is not typically open to Business students, it is designed for students of other disciplines and special permission will be required from the academic department. Students should take BF115 Introduction to Economics and Business Analysis as an alternative as the business analysis content is the same as MS114.**

Business Analysis & Technology is the study of how analytical thinking, scientific method and associated tools can be used to help decision making. The class will provide an overview of where methods and tools are widely used across a large range of industries including the manufacturing, retail, healthcare, financial services, travel, and electronics industries as well as in local and national government.

The aims of this class are:

- To provide students with an awareness of why and where organisations use technology
- To demonstrate the dynamic nature of technology
- To develop an understanding of the tools and techniques used by business analysts
- To raise awareness of how analytic methods can be used to understand and resolve problems and challenges and to capitalise on opportunities presented by new technologies
- To highlight the integrative role of technology within organisations

**MS211 Managing Business Processes and Information Systems** **Level 2 – 20 credits (10 ECTS)**

This class aims to provide students with an understanding of the key issues in the management of business processes and information systems within the wider context of the advent of the information/knowledge economy, including: mapping & modelling of business processes, business process measurement and improvement, business process implementation, Enterprise Resource Planning, and company-wide IS. The class will also provide students with the opportunity to use an industry-standard ERP system to explore practical solutions to problems of business process integration.

**MS311 Knowledge and Innovation Management** **Level 3 – 20 credits (10 ECTS)**

In this class students will develop a comprehensive picture about knowledge and innovation. They will revisit some assumptions that they hold true, perhaps even unconsciously, and re-develop their understanding of some fundamental issues crucial for organisations to survive in the knowledge era. As they are acquiring new concepts, the students will play with these in the tutorials, interactively building more and more complex ideas and by doing so complexifying them.

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**WE202 People at Work** **Level 2 – 20 credits (10 ECTS)**

Key issues around Managing People are covered in the 1st Year class while the 2nd Year 1st Semester class introduces key issues in HRM through a broad focus on work, employment and society. This class follows these with a specific focus on the individual at work.

This module provides a foundation for understanding the effectiveness and experience of people at work drawing from principles of work psychology. These principles are used to introduce a range of topic areas of relevance for individuals, teams, managers, and employers and which introduce the relevance of HRM to work and employment. Wider issues of individuals not at work (unemployed, retired) will also be considered.

**WE211 Managing Service Experiences** **Level 2 – 20 credits (10 ECTS)**

The Events Sector is gaining increasing attention by academics as it is predicted to grow at a CAGR of 21.3% and reach \$1,337 billion by 2028 (OECD, 2021). Increasing numbers of event professionals have a personal interest in reducing the negative impacts of their events, and 'Green issues' are increasingly viewed as added value to the Event product. This module complements this by conceptualising events as a catalyst for social impact and progress if managed right. Combining the practical and academic aspects of event management this module centres sustainability as a business imperative for future events managers. This class equips students with the understanding of managing sustainable events. It allows students to participate in the various stages of planning events with research into selecting the right event; contacting sponsors; event themes; site selection; task and responsibility checklists; budgeting and finance; advertising and promotion; and event administration. Alongside these, this class also trains students the necessary skills of managing a complex environment which bears many sustainable challenges and prepares them to enter the profession with an understanding of the industry.

**WE302 Contemporary Issues in HRM** **Level 3 – 20 credits (10 ECTS)**

The overarching educational aim of this class is to ensure that students understand and can critically engage with key developments and debates in contemporary HRM, and expose them to related research expertise and ongoing research that is being undertaken within the Department.

Learning objectives:

- critically engage with key developments and debates in contemporary HRM
- develop knowledge and understanding of the main drivers of the changing context of HRM
- develop an appreciation of different approaches to, and theories that inform, contemporary HRM
- enable students to understand the links between theory, academic research and contemporary HRM in practice
- increase knowledge and understanding of specific topics areas relevant to contemporary HRM

The indicative syllabus will include topics such as: HRM: A Contemporary Perspective; Recruitment and Selection; Performance Appraisals; Talent Management; Culture and Change Management; Managing the Margins; An Ageing Workforce; Remote/Hybrid Working; and the Transition to 'Net Zero'.

**WE314 Event Management: Planning and Sustainable Practice** **Level 3 – 20 credits (10 ECTS)**

This class equips students with the understanding of managing events. The class covers a wide range of theory relating to management, marketing, enterprise and organisational studies. Throughout the semester, students participate in the various stages of planning events with researching and selecting the right event; contacting sponsors; developing event themes; site selection; task and responsibility checklists; budgeting and finance; advertising and promotion; and on-side administration. The class concludes with student groups realising their own charity event to put into practice their skills and knowledge gained throughout the class. This hands-on approach of organising and managing a complex project is an effective way to acquire and demonstrate the skills that employers are looking for.

**Z1218 New Venture Planning****Level 2 – 20 credits (10 ECTS)**

New Venture Planning is designed to provide a practical introduction to drawing up business plans and understanding how new ventures are managed and developed.

The class is multi-disciplinary in nature and integrates within it the main business disciplines. It focuses upon the processes within new businesses but draws comparisons with larger organisations and as such introduces a more entrepreneurial approach to the career patterns of individuals who pursue careers in larger organisations. The class will not follow the more traditional lecture pattern but will be highly interactive with class participants being involved in individual and group activities which will encourage creative thinking and “learning by doing” in addressing the real opportunities and challenges that face the first-time entrepreneur.

**Z1315 Venture Management, Strategy & Growth****Level 3 – 20 credits (10 ECTS)**

Having established a good understanding on the economic and social impact of entrepreneurship, opportunity identification, starting and resourcing a new venture in previous modules, in this class the students are presented with the challenges and opportunities of managing and growing the venture in a sustainable way. This course covers the management and growth phase of entrepreneurial businesses, focusing on the opportunities and challenges these businesses are faced with beyond their start-up stage of development. Through course work, students will have the opportunity to assess the management practices of Scottish SMEs and consult them on their growth strategies.

**Prerequisites:** *It is strongly recommended that students will have taken Z1151 Entrepreneurship: Theory and Practice, Z1218 New Venture Planning or their equivalent.*