

Business and management studies

How is the world of work and business changing? How do global markets operate, how can we make use of them and what do ethical business and entrepreneurship really mean? These are some of the key questions you investigate when studying business and management, which involves the application of both practical and conceptual knowledge.

Why business and management studies at Sussex?

- You will benefit from an interdisciplinary approach to study within an area that is a strong priority for the University.
- Business studies at Sussex scored 86 per cent in the learning resources category and the personal development category of the 2011 National Student Survey (NSS).
- Business and management studies at Sussex is ranked in the top 20 in the UK in *The Times Good University Guide 2012*, which is further evidence of our commitment to excellence.
- Throughout all our modules, we focus on employability and professionalism. Our aim is to prepare you to thrive in a rapidly changing business environment.
- SPRU – Science and Technology Policy Research, the University’s internationally recognised research centre specialising in the management of science, technology and innovation, forms part of the School and contributes to teaching business and management students. SPRU research was highly rated in the 2008 Research Assessment Exercise (RAE). On average, 80 per cent of the research was rated as internationally recognised or higher, and half rated as internationally excellent or higher.
- Business and management at Sussex is part of the School of Business, Management and Economics. This is a unique research-focused business school, which takes a strong policy-directed view on business practices while also developing the underlying core disciplines. The School is exceptionally well placed to provide leadership in the development and dissemination of sustainable business and management practice, informed by sound economic logic.

Course Equivalencies:

All courses are worth 3.75 US hours.

Banking and Finance = FINN 3133

Emerging Issues in HRM and Industrial Relations = MGMT 399t

Financial Reporting = FINNN 399t

International Business Environment = MGMT 4583

Corporate Finance = FINN 3603

Macroeconomics 2 = ECON 399t

Microeconomics 2 = ECON 399t

Econometrics = ECON 399t

Economics of European Integration = ECON 399t

Labour Economics = ECON 399t

Monetary Theory and Policy = ECON 399t

Understanding Global Markets = ECON 399t

Econ classes may be given a direct equivalency to UofA classes provided the student bring back a syllabus for re-evaluation. Per Econ Dept

Level 4

Introduction to Accounting (Finance and Business) = **ACCT 2013** Module code: N1086A Level 4 15 credits in autumn teaching Teaching method: *Not yet finalized* Assessment modes: Coursework, Unseen examination The aim of this module is to introduce students to the terminology, techniques and procedures of financial accounting. The module will equip students with the necessary skills, knowledge and insights to understand how and why financial accounts are created and how they have developed in the past and will, likely, develop in the future. Central to the unit is the introduction of applied analytical skills that will give students the capability of analysing decision-making within business entities giving them greater insight into business behaviour. The module will also create a firm base for specialisation in appropriate accountancy modules in subsequent years. This module will involve the students in group, quantitative and communication exercises that will develop and enhance essential employment related skills and professional skill development.

Introduction to Business and Management = MGMT 399T Module code: N1065 Level 4 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Unseen examination, Coursework The module provides an introduction to management and organisation. It will introduce you to concepts related to the practice and theory of management and organisation that will be explored and discussed further in other modules on the management and business studies course. The module includes discussion and analysis of the relationship between people, the organisation and training, and introduces concepts of ethics, innovation, enterprise and globalisation.

Introduction to Business Law = BLAW 399T Module code: N1072 Level 4 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Multiple choice questions This module equips those on business programmes with a structural and methodological appreciation of the basic elements of contract and tort law. The module is divided into three parts: the English legal system contractual obligations; and tortious liability.

Introduction to Marketing = MKTG 3433 Module code: N1067 Level 4 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Report, Coursework This module explores various aspects of the marketing process, including environmental scanning, marketing mix, customer relationship management, and sales and supplier management. Through case study analysis and practical application, you will explore how to use marketing to gain and sustain competitive advantage.

Principles of Organisational Behaviour and Human Resource Management = MGMT 399T Module code: N1062 Level 4 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Unseen examination The broad aim of this module is to introduce you to the study of behaviour in organisational contexts, with a focus on individual and group processes and actions. The module will equip you with the knowledge, understanding and skills to function more effectively in organisations, and draws upon a broad and extensive theoretical and practical knowledge base to advance understanding of the complexities of human behaviour in organisations and to inform management thinking and activity. Critical thinking skills are enhanced through the application of theory to current managerial issues and is supported through the exercise of teamwork, problem-solving and communication skills. You will also be given the opportunity to reflect upon your own capabilities and contribution to team performance.

Level 5

Emerging Issues in Human Resource Management and Industrial Relations = MGMT 399T Module code: N1085 Level 5 15 credits in autumn teaching Teaching method: Lecture, Seminar

Assessment modes: Unseen examination, Coursework This module introduces you to emerging issues in the practice and theory of human resource management and industrial relations. It aims to keep you abreast with challenging and leading-edge issues facing organisations in these topics and through detailed discussion of these, develop the practice of critical thinking. The content of the module will change as new challenges emerge, however lectures will initially include issues such as what combination of HRM practices produce effective performance, comparing managers across international spaces and the impact of high performance workplaces in the organisation. You will therefore cover emerging in both human resource management and industrial relations.

Information Systems = ISYS 2263 Module code: N1039 Level 5 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Essay, Coursework The module introduces you to the application and management of information systems in an organisational environment. It adopts a management perspective to appreciate the identification, analysis, development, organisation and impact of appropriate information systems. Foundations of intra- and inter-organisational systems are examined along with their economic, social and organisational impacts.

International Business Environment = MGMT 4583 Module code: N1082 Level 5 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Unseen examination This module examines the nature of the operating environment for international business today. You will review the scale, scope and trends in international business activity and evaluate the various methods that firms can use to assess, enter and develop non-domestic markets. You will consider the relevance of factors such as culture, psychic distance, host and home country perspectives and 'green' issues on the organisation and management of international business. Throughout the module emphasis is placed on the business environment in key regions of the world, notably the European Union, North America, East and SE Asia and the transition economies of East and Central Europe. Finally, you will examine the impact of the evolving world economy, regional integration and globalisation on today's international firm.

Managing Change = MGMT 399T Module code: N1073 Level 5 15 credits in spring teaching Teaching method: Seminar, Lecture Assessment modes: Coursework, Unseen examination This module gives you detailed theoretical and practical knowledge of how to manage change in a variety of contexts. You will examine the principles of managing change at a number of levels, building progressively throughout the module from individual change to team change, and from organisational change up to complex change at the meso-macro level in complex economic systems (eg large projects of regional and national importance).

Topics include: cognitive and psychodynamic theories of change; the constitution of teams and their dynamics; and models and approaches to organisational change (including cultural change, restructuring, and mergers/acquisitions). The application of specific tools for change will also be a key feature of the module, including tools for planning and project management (and when to use them), as well as team member and stakeholder engagement techniques. You will engage with theoretical concepts and real life empirical case material, which will form the main focus of the interactive seminars. Seminars will employ diverse methods (roleplays, debates, presentations, and team-based problem solving) to discuss case studies, and to gain practical skills from applying tools for managing change.

Tools and Techniques for Marketing and Market Research = MKTG 3633 Module code: N1069 Level 5 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Unseen examination This module is a comprehensive exploration of the key aspects of marketing and market research, and reveals how vital they are to the formulation of effective marketing and business plans. You will cover all the essential elements, from research methods and analysis, to the creation of research proposals and research reports enabling effective and powerful marketing decisions.

Marketing Strategy = MKTG 4853 Module code: N1070 Level 5 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Unseen examination, Coursework On this module you will explore various aspects of strategic marketing including e-commerce, marketing measurement, customer relationship management, supply chain management, and industrial marketing through case-study analysis and practical application.

Operations Management = MGMT 399T Module code: N1078 Level 5 15 credits in spring teaching Teaching method: Seminar, Lecture Assessment modes: Coursework, Unseen examination This module will provide you with an understanding of how the fundamental principles of operations management can support the improvement of management performance in both public and private organisations. During the module you will apply these principles to both manufacturing and service operations.

You will also examine the systemic and interactive nature of operations management problems and their relationship to the external environment. You will develop quantitative and qualitative analytical skills, through guided problem-based activities and case study analysis.

Level 6

Buyer Behaviour and Marketing Communications = MKTG 4233 Module code: N1084 Level 6 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes:

Coursework, Unseen examination This module develops your understanding of theories and concepts in marketing psychology and how these shed light on consumers' motivations and behaviours. You will address the individual, situational, environmental, inter-personal and cultural (sub-cultural) factors that shape consumer behaviour, examining buyer decision-making stages (processes) and the extent to which the afore-mentioned factors influence buyer decision-making and behaviours. Through a focus on contemporary issues in buyer behaviour and the challenges these may pose marketing managers, the module enables you to apply conceptual and theoretical ideas in marketing psychology to develop marketing strategies aimed at building and maintaining strong customer franchise. The module will emphasise understanding of the array of inter- and intra-influences on consumers and encourage you to reflect and critically evaluate your own behaviours as consumers. This module also provides you with an appreciation of the elements of the communication (promotional) mix, explaining the use of major promotional tools, including advertising, public relations, publicity, sales promotion, direct marketing, and online and new-media marketing. You will examine the current theories and practices of integrated marketing communications, specifically the role of brands and the importance of integrated marketing communications in achieving brand objectives. As such, you will gain an understand the strategic perspective to brand building and how this facilitates the development of the brand 'essence'.

Corporate Finance = FINN 3603 Module code: L1085 Level 6 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Unseen examination The aim of the module is to provide an introduction to issues in corporate finance and for you to become competent at addressing quantitative questions relating to the subject. Topics include: corporate balance sheets, portfolio analysis, risk and return, capital structure, dividend policy, options, international finance issues.

Corporate Social Responsibility = MGMT 4243 Module code: N1075 Level 6 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Unseen examination This module is delivered as a core to final year undergraduates on the BAMS module and is available to students as an option on the other modules within the department. The focus is on contemporary perspectives and practices within the broadly defined area of Corporate Social Responsibility. The module starts from the premise that CSR is a contested, problematic and developing area of study. There is an acceptance that an understanding of ethical frameworks is required to inform debate on this subject and that research generated evidence and insights are necessary to substantiate assertion. The focus is also practical, with students undertaking research of a selected (by them) case of an organisation's orientation and practice towards its stakeholders. A critical and questioning approach to this will be encouraged

and required to 'see beyond' the often platitudinous veneer that characterises this relationship. Throughout the module the emphasis will be on students' developing their own coherent and informed view of matters such as corporate and governance, together with issues of professional ethics within a globalised context. The modulework requires students to work in groups to produce a case study analysis of contemporary stakeholder issues and to thereby further their understanding and exercise research skills and judgement. Supporting and underpinning this is a week by week seminar module requiring students to ascertain and appreciate their own and others' 'ethical profiles', locate and interpret research based insights and undertake case study analysis of organisational practices and professional ethical dilemmas. An examination will test the student's grasp of relevant concepts, theory and ability to apply insights.

Developing Leadership = MGMT 4253 Module code: N1076 Level 6 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Coursework Organisations have traditionally conceived of leadership as a heroic attribute, appointing the few 'real' leaders to high-level senior positions in order to get them through the hard times. Many observers within organisations are questioning this approach and are beginning to think about the need to recognise and utilise a wider range of leadership practices. Leadership, they argue, needs to be conceived of as something that happens across functions and levels, and that is closely connected with social, cognitive and communicative skills such as those employed in negotiation and decision-making. New concepts and frameworks are needed in order to embrace this more inclusive understanding. This module adopts a systems approach, which focuses on method, people, context, and need. As such, the module offers a perspective that links the two dimensions of people and situation with two additional dimensions of process and content (methods and outcomes).

Entrepreneurship = MGMT 3933 Module code: 868N1 Level 7 (Masters) 30 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Coursework This module gives you a comprehensive understanding of the entrepreneurial process and the development of new ventures, with equal attention paid to both business and public/non-for-profit sectors. Entrepreneurship is viewed as a process that provides sustainable economic, social and institutional change. Conceptual foundations are matched with practical training, to enable you to formulate and explore entrepreneurial ideas and opportunities.

Knowledge, work and organisations = MGMT 399T Module code: N1061 Level 6 15 credits in spring teaching Teaching method: Lecture, Seminar Assessment modes: Coursework, Unseen examination This module looks at the pivotal role that knowledge workers play in the creation, application and diffusion of knowledge within and between firms. You will consider new approaches to managing learning processes in the firm, including developments such as

knowledge management and communities of practice, and the novel organisational structures that have emerged to coordinate knowledge-work activity. You will explore the diffusion of knowledge between firms through different types of knowledge-worker communities and networks, as well as the role of labour mobility. You will also consider how certain skills are emerging to play a critical role in the knowledge economy - for example, consulting services and knowledge brokering. Finally, you will consider how labour market institutions that impact careers, skills and training of knowledge workers, shape different approaches to knowledge generation.

Strategy = MGMT 399T Module code: N1021 Level 6 15 credits in autumn teaching Teaching method: Lecture, Seminar Assessment modes: Unseen examination, Coursework This is a final-year integrative module in strategy, which develops your understanding and skills as a prospective future manager, specifically for formulating an organisation's overall strategic direction. The module will help you to develop an understanding of the different approaches to strategy: how choices are made between different possible approaches; the content in which choices are made; and how strategies and structures are designed and implemented.

This module will complement and build on the various management skills already developed through earlier business and management modules.