

Inspiring Excellence

GREAT **LEARNING** GREAT **EXPERIENCE** GREAT **FUTURE**

Bachelor of Arts (Hons) in

- Accounting and Finance
- International Business Management
- International Hospitality and Tourism Management

Synopsis of Undergraduate Modules (MISTC Delivery Structure)



Strategic Management and Leadership (SM0374)

The aim of the module is to integrate learning that has taken place in previous years about organisations and their environment and to encourage students to think strategically about the future development of organisations. The module will also show how leadership at all levels is important throughout this process and offer the opportunity for students to develop their own leadership, intellectual and creative skills.

Ethics and Governance (FN0360)

The module examines issues relating to business ethics and corporate governance. Business ethics involves the examination of the relationship between organisations, those involved in the management of organisations and external stakeholders. Alternative perspectives will be critically examined to provide intellectual frameworks and vocabulary to enable the student to identify their own reactions to the subject and debate their positions with peers. Corporate governance is concerned with

the structures created by government and other regulatory bodies around the world to address some of the issues raised by investigation of business ethics. In particular, the function and role of the Board of Directors will be examined together with the type of relationships posited with shareholders and others with a stake in the organisation.

Professional Project (NX0315)

The module provides an opportunity to explore the key study competencies required to achieve academic success and develop these into employment competencies to promote career success. These competencies will be developed and practised and applied to an investigation of a business issue/problem. To support this individual investigation into an applied business problem or issue the student will be given a defined topic to research and relevant information relating to the topic. The information will be set in the context of an appropriate academic framework and the student will be expected to draw relevant conclusions, write and submit the work in an approved format, target length 8,000 to 10,000 words.

Bachelor of Arts (Hons) in Accounting & Finance

Programme Structure

This 12-month part-time programme involves lectures, group discussions, case studies and presentations by students. Weekly lectures are conducted by qualified and experienced local lecturers approved by Northumbria University.

Sep - Jan	Semester 1	SM0374 Strategic Management and Leadership	*FN0361 Contemporary Corporate Reporting
Feb - May	Semester 2	*FN0363 International Finance and Financial Management	*FN0364 Strategic Management Accounting
Jun - Aug	Semester 3	NX0315 Professional Project	FN0360 Ethics and Governance

* Pathway modules

Module Outline

Contemporary Corporate Reporting (FN0361)

The aim of this module is to equip students with the ability to comprehensively understand corporate reports. As end users of published financial statements, students must be able to critically evaluate the quality of the information given in these reports.

International Finance and Financial Management (FN0363)

Financial management for international companies involves not only examining the fundamentals of investment choice, capital structure, and dividend decisions, but also the continuously changing international environment. This module is designed to allow the student to show an appreciation of some of the most pressing contemporary financial issues facing companies today in the international environment as well as to be able to apply the impact of these to the creation of wealth and value by managers.

Strategic Management Accounting (FN0364)

Strategic management accounting was to evolve as a form of management accounting in which emphasis is placed on information which relates to factors external to the firm, as well as non-financial information and internally generated information. The concept has also broadened into areas of strategic control and change – impacts and implications, practices of costing, management control systems, budgeting and integrated performance management systems, which are to be explored in this module.



Bachelor of Arts (Hons) in International Business Management

Programme Structure

This 12-month part-time programme involves lectures, group discussions, case studies and presentations by students. Weekly lectures are conducted by qualified and experienced local lecturers approved by Northumbria University.

Sep - Jan	Semester 1	SM0374 Strategic Management and Leadership	*SM0376 Doing Business in Europe, Asia and The Americas
Feb - May	Semester 2	*HR0372 Culture and Organisations	*MK0389 Global Marketing and Communication
Jun - Aug	Semester 3	NX0315 Professional Project	FN0360 Ethics and Governance

* Pathway modules

Module Outline

Doing Business in Europe, Asia and The Americas (SM0376)

The module focuses on the issues that are important in International Business to Business transactions and relationships. The module concentrates on the similarities and differences that exist within business cultures in the three most important geographic regions. The module also recognises the financial management issues that organisations face when developing new relationships. The Identification of new partners, the negotiation process, collaboration issues and the termination of agreements are central to the module.

Culture and Organisations (HR0372)

The rationale of the module is to develop a coherent understanding of the issues relating to theoretical and practical applications of cultural and organisational impacts on organisations and institutions in the global and international environment.

Global Marketing and Communication (MK0389)

This module examines different concepts of international marketing within today's dynamic world trading environment, and analyses the differences within aspects of domestic and international marketing planning. Whilst there will be clear links to international business, the module will concentrate on international marketing issues with a heavy emphasis placed upon the challenges of marketing communication in the global market place and in particular international advertising. The study of theoretical frameworks underpins the module, but with an emphasis on application to a variety of contexts.

Bachelor of Arts (Hons) in International Hospitality and Tourism Management



Programme Structure

This 12-month part-time programme involves lectures, group discussions, case studies and presentations by students. Weekly lectures are conducted by qualified and experienced local lecturers approved by Northumbria University.

Sep - Jan	Semester 1	SM0374 Strategic Management and Leadership	*TM0329 International Hospitality Management
Feb - May	Semester 2	*TM0331 The Business of Conferences, Events and Entertainment	*TM0332 Key Issues for Hospitality and Tourism Managers
Jun - Aug	Semester 3	NX0315 Professional Project	FN0360 Ethics and Governance

* Pathway modules

Module Outline

International Hospitality Management (TM0329)

The underlying aim of the module is to provide students with an overview of the international hospitality industry and the management and operational practices which accompany it. The module aims to provide knowledge of both historical and current factors which have shaped the industry and to provide students with the skills to evaluate changes taking place in key markets and be able to consider the implications of these for hospitality providers.

The Business of Conferences, Events and Entertainment (TM0331)

To become a professional in conference and/or event management requires foundation knowledge concerning the nature of conferences, events and entertainment and their importance in society. Thus, students will undertake a study of the conference, events and entertainment industry from a managerial perspective and within a tourism framework. Operational and management practices will be evaluated and students will examine the challenges presented by these industries.

Students will gain a good understanding of the business of conferences, events and entertainment and will understand the role and significance of the industry on a local, regional and international basis. Additionally, students will evaluate management and operational practices within the industry and will examine the MICE sector, hall-mark and mega-events, sporting events and casino-led regeneration.

Key Issues for Hospitality and Tourism Managers (TM0332)

It is becoming increasingly recognised that the hospitality industry is related to wider tourism, travel and leisure industries and that, whilst common factors can be recognised, differences also influence management strategy and practice. This module explores some of the critical strategic issues that hospitality and tourism managers are likely to have to deal with. The first part of the module explores issues relating to human resources, such as staffing and the management of service and quality. The second part of the module focuses on product development, promotion and pricing, and topical issues within hospitality and tourism.