

**Changes in Examination Regulations to the University Gazette – Social Sciences Division**

SSD/2/2/4

**Social Sciences Board**

**Approved at the meeting of Teaching Audit Committee on 26.02.16**

**Title of Programme**

Honour School of Economics and Management

**Brief note about nature of change:** introduction of a new option paper

**Effective date**

**With immediate effect, for students who started FHS in MT 2015**

**Location of change**

In *Examination Regulations* 2015 as amended by *Gazette* of 04/02/16

**Detail of change**

***Schedule A***

*(1) Accounting*

Nature and regulation of financial reporting, analysis of company accounts. Nature of management accounting, including: cost behaviour, budgetary planning and control, capital budgeting, divisional performance.

*(2) Organisational Behaviour and Analysis*

The individual in the organisation; motivation and job satisfaction; groups at work; decision making; gender; organisational strategy and structure; the organisational environment; managerial work and behaviour; leadership; culture; power, conflict and change; contemporary and comparative approaches.

*(3) Employment Relations*

The structure and management of the employment relationship, including its environment, and economic and social consequences; human resource strategy and style; systems of collective representation; trade union objectives and organisation; pay systems and performance appraisal; explicit and psychological contracts; the management of co-operation and conflict; employee involvement, participation and team working; technology, work design and work organisation; job regulation; the utilisation of human resources; training and performance; contemporary and comparative approaches to the management of employees.

#### *(4) Finance*

Investment appraisal under conditions of certainty/uncertainty. Portfolio theory and capital asset pricing model. Sources of finance, debt capacity, dividends, and cost of capital. Financial market efficiency. Emerging issues in finance. Takeovers and mergers.

#### *(5) Strategic Management*

Theoretical foundations of strategic management. Structural analysis of industries and industry dynamics. The resource and capability based view of the firm. Strategy and Organization. Nature and sources of competitive advantage and patterns of competition. Competitive and co-operative strategies. Corporate strategy and competitive advantage. International strategy. Strategic management in the public sector and not-for-profit organisations. Current issues in strategic management.

#### *(6) Marketing*

Exchange in a modern economy. The marketing concept; the marketing mix, its formulation and common components; the product life-cycle and new product development; segmentation and positioning. Buyer behaviour. Marketing information and the analysis of markets and competitors. Marketing planning and marketing strategies. Models for evaluating strategic marketing opportunities.

#### *(7) Technology and Operations Management*

Goods and service operations. Vertical integration, facilities location and capacity, volume/mix and process relationships, scale economies, automation. Goods/service design, facilities, process planning, aggregate capacity decisions, resource scheduling. Product/service quality assurance, facilities maintenance.

#### *(8) International Business*

Theoretical foundations of international business strategy. Definition and historical underpinnings of globalisation. Global value chains. Market entry strategies. Institutional analysis and economic theory. Institutional voids. Theories of competitive and comparative advantage. Global culture and

marketing. Ethical supply chains. Contemporary theories and controversies in international business.

(9) Entrepreneurship and Innovation

Identifying and evaluating business opportunities. Ascertaining customer value propositions.

Developing business models. Formulating technology development and commercialization

strategies. Examining alternative model of protecting intellectual property. Structuring investments in entrepreneurial ventures. Contemporary theories of entrepreneurship and innovation.

**Explanatory Notes**

This change allows the new 'Entrepreneurship and Innovation' option (shared with the Honour School of Engineering Science) to be taken by students entering their final year in MT 2016. The option was originally approved and Gazetted for students starting FHS in MT 2016 in the 28 April 2016 edition.

Vested interests:

The option was offered to all students in their second year in 2015-16, when picking their final year options for 2016-17.