

THE UNIVERSITY OF EDINBURGH BUSINESS SCHOOL

NON-HONOURS BUSINESS STUDIES COURSES 2008/2009

CHOICE OF COURSES

At the second year course level, Business Studies offers the following graduating courses:

Semester 1 courses offered from September - December

Business Economics (BS0029)

International Business: Globalisation and Trade 2A (BS0037)

Organisation Studies (BS0189)

Principles of Finance (BS0003)

Quantitative Research Methods in Business (BS0208)

Semester 2 courses offered from January - March

Career Development Planning (U02812)

International Business and the Multinational Enterprise 2B (BS0038)

Management Science and Information Systems (BS0035)

Managing Employment Relations (BS0188)

Marketing (BS0028)

MA Business Studies and other students should be taking a minimum of **TWO** Business Studies courses above (excluding the compulsory courses 'Quantitative Research Methods in Business' and 'Career Development Planning') but should take account of the following constraints -

1. Timetable
2. It is recommended but not essential to take one course in each half of the year.

It is compulsory for **ALL** students on **MA Business Studies, MA International Business and MA International Business with a Language and MA Business Studies combined programmes** to take the courses 'Quantitative Research Methods in Business' and 'Career Development Planning' in year 2, in addition to a minimum of TWO other Business Studies courses.

It is compulsory for **ALL MA International Business and MA International Business with a Language** students to take the courses 'International Business: Globalisation and Trade 2A' and 'International Business and the Multinational Enterprise 2B' in year 2.

Entrance requirements: the normal entrance requirement for a Business Studies second year course is a pass in **Business Studies 1 (BS0001)**. Science students may offer a pass in **Industrial Management 1h (BS0002)** plus ONE OF Innovation and Enterprise for Scientists and Engineers 1h (BS0209) OR Techniques of Management (ME0002). For Management Science and Information Systems, **Mathematics 1** or **Introductory Physics with Mathematics** are alternative prerequisites. International Business and the Multinational Enterprise 2B requires prior attendance in International Business: Globalisation and Trade 2A.

There follows an outline of each course, together with recommended preliminary reading and a note of main text-books (where applicable) which students are recommended to purchase. The main purpose of the preliminary reading is to help the student with his/her choice of course.

Further reading will, of course, be specified during lectures and, wherever possible, this will be selected from material available in the University libraries; but students should not expect the University libraries to stock basic texts in the quantities that would be required for large classes.

SEMESTER ONE COURSES

BUSINESS ECONOMICS

Course Co-ordinator: Dr Eddie Jones

Outline: Semester 1, Monday, Thursday, 1210-1300 + tutorials

The place of managerial economics in the making of business decisions; profit and other business objectives; demand; forecasting; cost measurement; pricing policy; Government policy towards monopolies; advertising policy.

Recommended to buy:

H. Davies & PL Lam, *Managerial Economics*, 3rd edn Prentice Hall, 2001.

Recommended reading:

W D Reekie & J N Crook, *Managerial Economics*, 4th edn, Prentice Hall, 1994.

D Besanko, D Dranove and M Shanley, *Economics of Strategy*, John Wiley and Sons, 3rd edn, 2004.

T. Jones *Business Economics and Managerial Decision Making*, John Wiley & Sons, 2004.

M Moschandreas, *Business Economics*, Business Press, 2000.

G.A. Petrochilos *Managerial Economics*, Palgrave, 2004

M Cook & C Farquharson, *Business Economics*, Pitman 1998

W Samuelson & S Marks *Managerial Economics*, 4th edn, Dryden 1999

I Png, *Managerial Economics*, Blackwell, 2002

J Buckley, C Smith & J Zimmerman, *Managerial Economics and Organizational Architecture*, McGraw-Hill, 3rd International Edition, 2004

INTERNATIONAL BUSINESS: GLOBALISATION AND TRADE 2A

Course Co-ordinator: Mr A Brown

Outline: Semester 1, Wednesday, Friday, 1110-1200 + tutorials

The course is devoted to an analysis of the global business environment, concentrating on the world trading system, the international financial institutions, trading blocs, trade theory, comparative advantage of countries and national economic systems.

Strongly recommended for purchase

Charles W L Hill, *International Business (Competing in the Global Marketplace)*, McGraw-Hill/Irwin (6th Edition, 2006)

Optional purchase

Peter Dicken, *Global Shift* (5th edition, Sage 2007)

Alan M Rugman and Simon Collinson, *International Buisness*, (4th edition, Prentice Hall 2006)

ORGANISATION STUDIES

Course Co-ordinator: Dr W Loretto

Outline: Semester 1, Monday, Thursday at 1400-1450 + tutorials

The overall aim is to develop an understanding of the complex issues involved in the spheres of work, employment and managing people in an organisational setting. The course firstly considers approaches to understanding organisations in context including: classical and contingency perspectives; the role of strategic choice; the importance of power; and Marxist and institutional perspectives. It then focuses on the behaviour of individuals within organisations through such key individual and interpersonal processes as perception, personality and learning; communication and involvement; attitudes and job satisfaction; motivation and leadership; groups and teams. Thirdly the course considers strategies for securing managerial control and consent in organisations as well as contemporary themes such as organisational culture, change management, organisational learning and the management of misbehaviour.

The main text for the course is:

Huczynski, A. and Buchanan, D. (2007) *Organizational Behaviour* (6th Edition), London: Prentice Hall., which **should be purchased by all students**.

Two other useful texts available in the Main Library are:

Thompson, P. and McHugh, D. (3rd Edition) (2002) *Work Organisations*, London: Palgrave.

Wilson, F. (2nd Edition) (2004) *Organizational Behaviour and Work: a critical introduction*, Oxford: Oxford University Press.

PRINCIPLES OF FINANCE

Course Co-ordinator: Dr Angelica Gonzalez

Outline: Semester 1, Monday, Thursday, 1000-1050 + tutorials

The course looks at the way assets are valued in financial markets and covers some aspects of company finance theory.

The topics covered are: introduction to financial markets; interest rate calculations; fixed income bonds; stock market prices and returns; risk and return on the stock market; derivative products; capital budgeting; sources of finance; cost of capital; financial structure; dividend decisions.

Recommended reading references are from the following texts:

A Adams, P Booth, D Bowie and D Freeth - *Investment Mathematics* (2003), Wiley

G Arnold – *Essentials of Corporate Financial Management* (2007), F T Prentice Hall.

S Lofthouse - *Investment Management, 2nd Edition* (2001), Wiley.

QUANTITATIVE RESEARCH METHODS IN BUSINESS

Course Co-ordinator: Professor J Ansell

Outline: Semester 1, Monday, Tuesday, Thursday, 1310-1350 + 4 practical/tutorial sessions and 9 problem sessions

Presentation and interpretation of statistical data, statistical arithmetic, and use of statistical packages on micro-computers, elementary time series, elements of regression, probability. Sources of business information, methods of data capture, questionnaire design, types of sampling, introduction to qualitative methods of research, preparation of project proposal. Elements of statistical inference, hypothesis testing, introduction to non-parametric tests. This course is compulsory for all 2nd year MA with Honours Business Studies and MA with Honours in International Business students. A pass in a suitable alternative may be considered as a pass for QRMB in the MA programme.

SEMESTER TWO COURSES

CAREER DEVELOPMENT PLANNING

Course Co-ordinator: Professor J Ansell

Outline: Semester 2

This course will equip students with the ability to make informed and effective choices about their education, which will enhance their ability to have fulfilling and satisfying careers. This is a non-credit bearing course but students are required to pass the course. Students will produce a personal professional development plan and will review a standard plan. Reviews will be based on a questionnaire.

INTERNATIONAL BUSINESS AND THE MULTINATIONAL ENTERPRISE 2B

Course Co-ordinator: Mr A Brown

Outline: Semester 2, Wednesday, Friday 1110-1200 + tutorials

The course will examine the role of the multinational enterprise and the process of foreign direct investment; issues relating to the mode of market entry, country risk assessment and international marketing. The structures and strategies of multinationals will be reviewed in the context of their production, innovation and technology strategies.

Strongly recommended for purchase

Charles W L Hill, *International Business (Competing in the Global Marketplace)*, McGraw-Hill/Irwin (6th Edition, 2006).

Optional purchase

Peter Dicken, *Global Shift* (5th edition, Sage 2007)

Alan M Rugman and Simon Collinson, *International Buisness*, (4th edition, Prentice Hall 2006)

Co-requisite: A pass in **International Business: Globalisation and Trade 2A** is recommended.

MANAGEMENT SCIENCE AND INFORMATION SYSTEMS

Course Co-ordinator: Dr J Glen

Outline: Semester 2, Tuesday, Thursday, 1500-1550 + weekly tutorials/computer classes.

Aims

- To provide an introduction to model building techniques in Management Science.
- To demonstrate the role of these techniques in management decision making.
- To gain experience in using personal computer based information systems and model solution software.

Syllabus

1. Decision Analysis: Decision criteria: decision trees and their analysis; using information to revise probabilities.
2. Linear Programming: Problem formulation in linear programming (LP); solution methods; sensitivity analysis; applications of LP; use of computers in solving LP problems.
3. Critical Path Techniques: Role of critical path techniques in project management; representing projects by network diagrams; critical path analysis; use of project management software.
4. Forecasting: The role of forecasts in management decision making; types of forecasts; time series analysis; use of spreadsheets in forecasting.

Recommended Texts

There is no set textbook, but the following books will prove useful:

David R. Anderson, Dennis J. Sweeney & Thomas A. Williams, *An Introduction to Management Science: Quantitative Approaches to Decision Making* (8th ed), West Publishing 1997, ISBN 0314210970. Note 9th (and after June 2002 possibly 10th) edition on sale.

Frederick S. Hillier & Gerald J. Lieberman, *Introduction to Operations Research* (6th ed) McGraw-Hill 1995, ISBN 0071139893. Note 7th edition on sale.

Jeffrey H. Moore, Larry R. Weatherford, *Decision Modeling with Microsoft Excel* (6th ed), Prentice Hall 2001, ISBN 013017789x.

Wayne L. Winston, *Operations Research Applications and Algorithms* (3rd ed), Brooks/Cole Publishing 1997, ISBN 0534520200.

MANAGING EMPLOYMENT RELATIONS

Course Co-ordinator: Mr C Duncan

Outline: Semester 2, Monday, Thursday, 1400-1450 + tutorials

An introduction to the chief characteristics and institutions of British employment relations (managers, unions and the State) set in the context of change in the economy and labour market. Consideration of human resource management developments in the fields of recruitment and retention, training and development, appraisal, and the management of reward and performance. Examination of other topical and controversial employment issues including the European Union, employment law and equal opportunities.

Preliminary reading:

1. Press coverage of important industrial relations issues.
2. Department of Education and Employment, *Economic and Labour Market Review*, Office for National Statistics.
3. As below.

Books to buy:

No one textbook covers all the items dealt with. An explanatory handout will be provided, detailing course reading and outlining the merits and limitations of various general textbooks and their relevance to the course. Copies of these textbooks will be available in the Main Library, and students may wish to consult these prior to deciding upon a purchase. Good general texts include the following:

Bach, S (Ed) (2005), *Managing Human Resources: Personnel Management in Transition (4th Edition)*, Oxford, Blackwell.

Williams, S and Adam-Smith, D (2006), *Contemporary Employment Relations: A Critical Introduction*, Oxford, Oxford University Press.

MARKETING

Course Co-ordinator Dr Essam Ibrahim

Outline: Semester 2, Tuesday, Thursday, 1610-1700 + tutorials

Marketing is both a managerial activity and a pervasive social phenomenon which we experience first-hand on a daily basis. This course offers an opportunity to students to develop their understanding of marketing theory and practice. The course also provides a critical review of key marketing concepts and current practice, relating these to developments in the marketing environment. This course will cover areas such as the nature and scope of marketing, strategic marketing frameworks, consumer behaviour, market segmentation and product positioning. Issues related to product, price, promotion and distribution are addressed, with emphasis placed on how the rise of services, non-profit organisations and the Internet have challenged traditional theories and practice of marketing.

Core Text:

Jobber, David (2007), *Principles and Practice of Marketing*, 5th ed., McGraw Hill.