

Aston Business School			Drexel Equivalent Courses			
Module Code	ABS Course Title	ECTS Credits	Module Learning Outcome (Course Description)	Course Number	Drexel Course Title	Drexel Credits
BS 1131	Foundations of Management	5	Knowledge and Understanding, Perceive the links between the modules studied in year one, Understand the diversity of organisations and their environments, Understand the functions, roles and skills of managers, Understand the key challenges facing organisations and managers today, Understand a range of conceptual frameworks relating to key challenges Show awareness of intercultural difference and how to benefit from them Cognitive/Analytical Skills Demonstrate skills in linking management thought with management practice, Demonstrate skills in project planning, Demonstrate skills in seeking and employing data to analyse a problem Subject Specific Skills: Have first hand experience of how at least one organisation works Key/Transferrable Skills Enhance their individual skills in academic and report writing, Enhance their skills in taking part in class discussions, Understand and appropriately apply referencing from a variety of sources, Develop good library research skills, Develop and apply IT skills Demonstrate group working skills	BUSN 481	Special Topics in Business	4
BS 2242	Principles of Micro Economics	5	The module is designed to provide a comprehensive introduction to the microeconomic theory of competitive market based economic systems. It therefore provides sound analytical perspectives on the behaviour of consumers, firms, and competitive markets. Microeconomic theory is applied to explain various aspects of consumer and firm behaviour. Upon successful completion of the module students will be able to: Understand how microeconomic theory can be applied to the workings of households, firms and markets	ECON 201	Principles of Economics	4
BS 3365	Macroeconomic Policy	5	Upon successful completion of the module students will be able to: Appraise critically the macroeconomic issues for contemporary policy debates, Link their knowledge and understanding of the main issues and theories facing modern macroeconomists Demonstrate ability to explain and evaluate the main characteristics of a macroeconomic model and the implications for fiscal and monetary policy Demonstrate ability to carry out independent research in the area of Macroeconomic Policy	ECON 202	Principles of Macroeconomics	4
BS 2240	Business Economics	5	The main aim of this module is to develop the ability of students to apply economic understanding and knowledge in examining and assessing the macroeconomic and microeconomic environment of business and the strategic implications for businesses of changes in the economic environment. It will build on the introductory course in economics in the first year and develop the relevant additional theoretical knowledge and demonstrate its application. Upon successful completion of the module students will be able to: (a) assess the effects of the major elements of the macroeconomic and microeconomic environment for businesses and their strategies; (b) understand the nature of macroeconomic forecasts and how the main macroeconomic variables affect a business enterprise, and (c) understand the factors which affect the nature of competition and competition policy and how they affect the strategies and performance of business enterprises.	ECON 330	Managerial Economics	4
BS 2220	Introduction to Econometrics	5	On successful completion of the module students will be able to: Understand important econometric concepts, and handle data analysis using statistics and econometric software and techniques. Command basic linear regression and Ordinary Least Squares (OLS) estimation procedure. Generate and test hypotheses. Understand basic assumptions of the OLS, and test their validity in practical situations, and deal with their violations. Understand the features of different types of economic data, and command some basic tools and techniques of econometric analysis. Carry out basic quantitative analysis independently.	ECON 350	Applied Econometrics	4
BS 3336	Applied Econometrics and Forecasting	5	The aims of the module are: 1. To broaden the knowledge of econometrics gained in BS2220 by introducing the students to advanced econometric techniques for dealing with time series data; 2. Instruct in how to use the various types of data sources that are available to applied researchers; 3. To give students practical experience in formulating, estimating and testing a particular economic model and in writing up results. On successful completion of this module students will be able to: 1. Understand the more advanced econometric techniques for treating both time-series data, with a particular emphasis on the structure of national and international macroeconomic models for forecasting; 2. Demonstrate the ability to apply advanced econometric techniques to estimate economic relationships using actual data sets; 3. Demonstrate practical skills in the application of computer software to econometric modelling; 4. Understand the issues surrounding macroeconomic forecasting in the real world.	ECON 350	Applied Econometrics	4
BS 2222	Emerging and Transition Economies	5	The fundamental objective of this module is to assess the economic development and prospects in the major emerging and transitional economies in Asia, the former Soviet Union, and Latin America. The focus is on Asia (including the more recently emergent economies of China and India) and the former Soviet Union and Eastern Europe. Emerging economies of Latin America are considered in less detail. More specifically, the aims of this module are: (a) to develop understanding of emerging and transitional economies. (b) to understand the economic performance, prospects and problems these economies. (c) through the study of these economies, to develop the skills of making country-specific economic appraisals. Upon successful completion of the module students will be able to: (a) Understand the emerging and transitional economies and the role of indigenous and foreign business and government policy in their development and performance. (b) Demonstrate the skills to carry out appraisals of enterprises and countries in transition learnt through the study of the economies and the case-study material. (c) Appreciate the roles of competition, ownership, policies, institutions and capability development in economic development in these economies.	Econ 498	ST: Emerging & Transition Economies	4
BF 3335	Financial Management for International Business	5	Upon successful completion of this module students will be able to: Understand both the theoretical and practical role of financial management in business corporations. Apply complex investment appraisal techniques in order to determine the optimal investment policy for a firm. Analyse the finances of individual corporations both in terms of their capital structure and capital requirements. Critically evaluate the role and importance of stock markets. Have a greater appreciation and understanding of the importance of risk within the context of financial decision making. Carry out independent financial research using a wide variety of financial sources.	FIN 301	Introduction to Finance	4

BH	2212	Theories and Practice of HRM	5	Upon successful completion of the module students will be able to: 1 Demonstrate an understanding of the essential theories, models and practices of human resource management, and of their relevance and appropriateness in developing organisational policies, procedures and practices. 2 Demonstrate skills in the critical analysis and evaluation of contemporary human resource management structures and practices. 3 Demonstrate skills in human resource management practices in organisations. Students will be expected to contextualise their analyses within the wider economic, political and ideological environment and organisational situations. 4 Demonstrate abilities to work within a group and individual context in order to articulate key concepts and analyses in written and oral presentations. Students will be expected to be able to discuss, appreciate and apply key theory, conceptual frameworks and knowledge of issues and some common practices in the human resource management area of organisation studies.	HRMT 321	Staffing in Organizations	4
BS	2209	International Business Environment	5	On successful completion of the module students will be able to: 1. Relate to the dynamics of the modern international business environment and the main forces largely responsible for shaping and reshaping this environment; 2. Appreciate the impact of the international business environment on managers, particularly as it relates to the strategies they adopt for competing in the global market place, and on the ways in which managers can meet their desired objectives; 3. Appreciate the obstacles and opportunities that arise when competing globally; 4. Appreciate the specific situation of the multinational enterprise and its relationship with the state. 5. Understand the workings of the global capital and foreign exchange Markets	INTB 200	International Business	4
BS	3332	Economics of Multinational Enterprise	5	This module is designed to provide a thorough understanding of the economics of multinational enterprises (MNEs). The module explores the nature, extent and the pattern of foreign direct investment (FDI), the motives for foreign production and the determinants of MNE activity. It examines in depth the impact of such activity on both host and home countries along with its policy implications and the importance of governments and/or institutions in controlling/managing MNE behaviour. It examines the contribution of economic analysis to an understanding and appraisal of these matters. Class discussions and assignments are designed to provide students with the knowledge and skills so as a result students will be able to: 1) critically evaluate scholarly research in the IB field demonstrating a thorough understanding of extant literature on the MNE, 2) communicate ideas effectively in written and oral form, and 3) develop an original policy paper that builds upon and extends knowledge gained in the course. Upon successful completion of the module students will be able to: appreciate the nature, scale and scope of MNEs in the world economy, explore and contrast competing theories of why do MNEs exist, and the ways in which	INTB 332	Multinational Corporations	4
BS	2232	Business Policy	5	The overall objective of the module is to understand the process by which managers within organisations seek to determine the organisation's long-term direction in order to achieve competitive advantage through setting strategic objectives in a competitive context. Students will be introduced to various approaches, techniques and tools used in this process. Upon successful completion of the module students will be able to: - Understand the key elements of the external environment in which the organisation operates, involving customers, competitors, industry and wider economic and political environmental influences. - Analyse the organisation's internal resources and capabilities, and how this relates to competitive advantage. - Assess and evaluate strategic options likely to result in the best fit between the external environment and internal resources, in a manner which will lead to sustainable competitive advantage. Key learning outcomes: To identify and discuss certain key theories of strategic management. To evaluate selected basic strategic management tools and frameworks. To apply and evaluate relevant theories and tools in the context of case studies. To begin developing strategic decision making	MGMT 450	Strategy and Competitive Advantage	4
BM	2250	Business to Business Marketing	5	At the end of the module students will have an understanding of the nature of managing business relationships in business markets. They will be able to describe and apply the main theoretical concepts used for managing business relationships in different company/product/market situations. In addition, students will develop knowledge of business marketing strategies and understand the implication for managers, employees and other interest groups.	MKTG 353	Business-to-Business Marketing	4
BM	2214	Marketing Management	5	marketing within a range of organisations. Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations. Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. Use written formats to communicate marketing outcomes. Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts. Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation. Synthesise ideas into a marketing plan. Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation. Manage themselves and members they work within a team when undertaking independent management study. Access skills that enable them to target and secure work placements.	MKTG 498	ST:Marketing Mgmt	4
BM	1134	Introduction to Marketing	5	Upon successful completion of the module students will be able to: Understand the nature, scope and role of marketing in organizations and how it relates to other functions in the organisation as well as other stakeholders; State and define the key issues that marketers face as they make decisions; Demonstrate the key concepts and theories that inform marketing decisions; and, Apply, using appropriate marketing terminology, concepts, theories and models to a variety of marketing successes and failures. The module is also designed so that students may enhance/develop the following skills: accept the opinions of others; support and/or refute (counter-) arguments with marketing theory; work and engage with marketing case studies; utilize a variety of integrated communication technologies (ICTs); apply marketing tools to facilitate decision-making; source material from, and learn across, a variety of (e)places;note taking and making.	MKTG301	Intor. To Mktg Mgt.	4

BM	3338	Marketing Communications	5	Upon successful completion of the module students will be able to: 1. Feel confident to explain and apply the concept of Integrated Marketing Communications (IMC). 2. Postulate how IMC can have a significant impact on consumer behaviour. 3. Discuss the strategic issues behind the organization and management of IMC within, or outside the firm. 4. Define and discuss the role of different IMC tools and media at various stages of a campaign. 5. Critically evaluate the ethics of communicating through a variety of marketing tools, as well as the issues pertaining to the management of IMC internationally. These learning outcomes overlap and represent recurrent themes of the module. All outcomes will be assessed in coursework and/or examination questions.	MKTG322	Advertising and Intergrated Marketing Covernmentation s	4
BM	3381	Services Marketing Management	5	Upon successful completion of the module students will be able to: Demonstrate knowledge gained from the second year module of Principles of Services Marketing, and develop an insight towards the management perspective of services marketing. Demonstrate understanding towards management of key issues involved in services marketing, such as, service quality, customer satisfaction and internal marketing. Develop an insight into the extended service quality model through a thorough understanding of the antecedents to each of the five gaps studied in the second year as part of the service quality gaps model. Thus, develop an understanding towards management of service quality. Develop an insight into an important area of the management of services marketing – internal marketing. You should be able to identify important and critical issues leading to the management of employees, especially frontline employees, who are ultimately responsible for the delivery of quality service to customers. Develop understanding of key issues relating to the management of customer satisfaction and customer relationships, as part of studying relationship marketing within this module. Learn how to manage issues relating to service recovery and management of customer expectations. Develop understanding towards key issues concerning	MKTG348	Services Mktg	4
BM	3309	International Marketing	5	This module is designed to help you develop an appreciation of the special requirements for successfully conducting international marketing activities. On successful completion of the module students will be able to: a) Develop an understanding of key international marketing principles and practice. b) Recognize the diversity of international marketing practice. c) Develop necessary skills and ability to analyze international marketing issues.	MKTG357	Global Mktg	4
BN	2216	Operations Management	5	The aim of any industrial, service, public sector or retail operation is to deliver goods and services of the quality, quantity, cost and availability that will satisfy the customer's needs while at the same time making the most effective use of resources. This can only be achieved by giving attention to the design of products, processes and work for employees, and through the competent planning and control of operations. The subject of Operations Management addresses these issues, so this module will provide an understanding of the role of Operations Management and how it contributes to business competitiveness. Upon successful completion of the module students will be able to: 1. Demonstrate an awareness of the characteristics of operations systems and the various approaches that may be adopted in their design. 2. Demonstrate an appreciation of techniques and technologies available for the control of operations. 3. Use those frameworks and techniques presented to develop strategies, design, plan and control manufacturing and service operations.	OPM 300	Operations Management	4
BN	2290	Operational Research Techniques 1	5	Upon successful completion of the module students will be able to: Develop a general understanding of the Operational Research (OR) approach to decision making. Understand the basic ideas behind each analytical tool, which is important for the reality check and sensitivity analysis of the obtained solution. Use basic terminology of the presented techniques, which will in turn enable you to easily understand and use any related software tools. Identify best techniques to solve a specific problem. Make your own conclusions as to how to modify the learned techniques or where and how to find help when faced with more complex problems. Put practical problems through the language of mathematics down to the language of the computers. Make the knowledge transfer in the opposite direction as well, that is to know how to interpret and discuss the results on the practical level.	OPR 320	Linear Models for Decision Making	4
BH	1107	Introduction to Organisational Behaviour	5	The aims of the module are to introduce students to the ways the social sciences analyse organisational behaviour, especially regarding the relationships between action, structure and process. Upon successful completion of the module students will be able to: Discuss the most influential perspectives on organisational behavior ;Be familiar with the fundamental ideas, frameworks and models in the field; Work alone to research into a specific areas of organisational behavior and present the findings in writing; Learn and practice basic critical analysis and evaluation skills;Learn academic writing skills – including correct referencing and avoidance of plagiarism	ORGB 300	Organizational Behavior	4
BH	2239	Psychology and Work	5	On successful completion of the module students will be able to: Understand the main theories and approaches related to the application of psychology to the management of people. Demonstrate a critical perspective to understanding people issues in organisations. Understand some of the methods and techniques used in the management of people, including such topics as how people are assessed, motivated, led, and developed at work.	PSY 480	Directed Study in Psychology	4

**Course Equivalencies:** Drexel students must select courses from this pre-approved list. Final exams for these pre-approved courses will be given before the New Year. For all other Aston courses, finals are given in January and thus would prevent Drexel students from returning on time for winter term classes. Therfore, courses not listed on equivalency sheet are NOT available to Drexel students.

**Grading:** Students are taught and graded by ABS faculty. In order to receive credit (CR) students must earn a "C" or above at the host institution. Grades are then indicated as "CR/NCR" on their Drexel transcript and will NOT affect their GPA. The goal is to take an appropriate number of courses to be a full time student at both ABS (30 ECTS credits) and Drexel (12 – 20 credits).