

## Accounting and Finance Undergraduate Programme at UPIC (First Year Entry)

As part of their PU Accounting and Finance degree studies, students develop a range of skills valued by employers such as communication, managing budgets, presentations and statistical analysis. The programme has a strong contemporary feel and relates accounting and financial concepts to the practical issues facing accountants and financial analysts in the 21<sup>st</sup> Century. Successful completion of the degree can lead to career opportunities in marketing, enterprise, business operations, accounting, finance, banking and other graduate level jobs. In the First Year of the programme you will take the following core modules, four in the first semester and four in the second.

In Semester One you will study:

- Interactive Learning Skills and Communication
- Business Foundations
- Introduction to Marketing
- Principles of ICT

In Semester Two you will study:

- Principles of Economics and Finance
- Business Law
- Principles of Accounting
- Data Analytics and Business Decisions

### Module Overview

#### Interactive Learning Skills and Communication

This module aims to help students to develop their Academic English, Study Skills, Research, Critical Reasoning skills in order to be successful undergraduate students; a subsidiary aim of this module is to ensure that students develop the skills, dispositions and ability to function independently and take responsibility for their personal, academic and professional development

#### Business Foundations

This module aims to provide knowledge of the economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological aspects that influence business and management. It gives understanding of the above influences at local, national and global levels. It also provides understanding of how the above can impact upon the strategy, behaviour, management.

#### Introduction to Marketing

This module provides a broad overview of marketing theories and models whilst introducing the student to a market orientated approach to the solution of organisational problems.

#### Principles of ICT

This module will deliver an accurate snapshot of the state of ICT as it exists currently, as well as to equip the student with a useful set of skills in the use of common productivity software and Internet based applications.

#### Principles of Accounting

This module has been designed to be delivered in conjunction with Accounting and Finance in order to present some of the fundamental aspects of accounting to students seeking to progress to one of the prescribed Accounting and Finance degree programmes at Plymouth University. A financial accounting and reporting module which will introduce students to the principles of financial accounting and the double entry bookkeeping system. Students will learn how to record financial transactions, produce a trial balance and construct financial statements for a sole trader and limited company.

#### Business Law

This module will introduce you to the legal framework and key areas of law which affect business, including basic principles of contract and tort; company law; the impact of criminal law on business and professional services; and the impact of law in the professional content, such as for example, key elements of employment law and the protection of information.

#### Principles of Economics and Finance

This module provides an introduction to core principles of both economics and finance (if applicable to the cohort). It explores some basic concepts and techniques involved in economic and financial analysis at an introductory level and considers the relevance of economics and finance to broad areas such as business decision-making and risk management.

### **Data Analytics and Business Decisions**

The module introduces the area of data analytics and the role of data in business decision making. You will explore the use of accounting, economic and financial data and common decision making/analytical frameworks in informing business decisions. You will go on to examine major themes of management decision making (i.e. processes, models and analytical methods) and basic statistical analysis in the context of supporting and informing a number of key business decisions (e.g. pricing, investment).

