

WESTMINSTER BUSINESS SCHOOL

International in character and inclusive in nature, Westminster Business School reflects London at its best - a dynamic metropolitan city, cosmopolitan in makeup and truly part of the global business economy.

Westminster Business School has a long history of providing business education, having been founded in 1997, but with its origins going back even further to the 1970s. It is now among the largest UK University business schools. Recently it embarked upon an exciting phase of development combining in 2009 with the former Harrow Business School.

The School now provides higher education for 4,000 students - from school leavers to senior managers - working for qualifications ranging from full-time and part-time undergraduate degrees, through taught Masters to MPhil and PhD research degrees. A significant proportion of students are drawn from overseas, which provides a culturally diverse student population that adds to the educational experience of all.

There is a staff base of nearly 200 permanent staff with extensive business, consultancy and research achievements, and a pool of experienced visiting lecturers. A sizeable number of staff come from international backgrounds, which adds to the credibility of teaching in an increasingly global environment.

A number of international and professional accreditations are held by Westminster Business School ranging from bodies such as the Association of MBAs, Chartered Institute of Personnel and Development (one of their 11 national Centres of Excellence), ACCA, and the Chartered Institute of Marketing. The School is engaged in applied research that is internationally recognized, has three flagship research centres, and a strong group of PhD students.

Undergraduate courses cover the fundamental business disciplines and encompass the knowledge and skills essential for success in a rapidly changing business environment.

Further information on Westminster Business School can be found at: www.westminster.ac.uk/wbs.

Modules

Westminster Business School offers modules from all six of its departments:

- Business Information Management and Operations
- Economics and Quantitative Methods
- Finance and Business Law
- Human Resource Management
- Leadership and Development
- Marketing and Business Strategy

Please note that because of the specific nature of some or all of the subjects in these departments, you must be prepared to demonstrate previous knowledge before you can undertake certain modules and pay great attention to any pre-requisites (see section below).

Please note that the University of Westminster is unable to guarantee the availability of the modules in this catalogue. All modules are subject to change, but are as accurate as possible at the time of going to print.

Pre-requisites

Please be aware that some modules at Level 5 and Level 6 may have a pre-requisite requirement for you to have already completed specific modules or equivalents at a lower level.

e.g. **BMKT602 Marketing Planning and Strategy**
has a pre-requisite of **BBUS402 Principles of Marketing or equivalent**

As a study abroad student, you are not expected to have taken the specific pre-requisite requirement, but you must have studied a relevant or similar course / module in your home country / institution. Some modules have co-requisites, which mean that the module and the co-requisite must be taken at the same time.

Assessment

Please note that if you are attending for Semester 1 only, and you register for any Semester 1 modules that have formal examinations listed as elements of assessment, you will be set a piece of Alternative Assessment in lieu of the formal examination. This is because the University Calendar only runs one formal examination period at the end of the academic year, and so the Alternative Assessment process enables you to complete all assessment by the end of Semester 1.

DEPARTMENT OF BUSINESS INFORMATION MANAGEMENT AND OPERATIONS

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BBIM502	Project Management	1	5	4	7.5	15
BBIM504	Information Management	1	5	4	7.5	15
BBIM510	Business Innovation in Digital Economies	1	5	4	7.5	15
BBIM604	International Strategic Project Management	1	6	4	7.5	15
BBIM608	Enterprise Social Networks	1	6	4	7.5	15
BBIM610	Knowledge Innovation Management	1	6	4	7.5	15
BBIM611	Strategic Web Design Technology	1	6	4	7.5	15
BBIM615	Supply Chain Management	1	6	4	7.5	15
BBIM616	Managing Services	1	6	4	7.5	15

DEPARTMENT OF ECONOMICS AND QUANTITATIVE METHODS

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BKEY412	Business Context	1	4	4	7.5	15
BEQM402	The London Economy	1	4	4	7.5	15
BBUS502	Making Management Decisions	1	5	4	7.5	15
BEQM502	Macroeconomic Analysis	1	5	4	7.5	15
BEQM503	Principles of Statistics	1	5	4	7.5	15
BEQM506	Global Economy	1	5	4	7.5	15
BEQM508	Public Economics	1	5	4	7.5	15
BEQM509	Financial Markets And Institutions	1	5	4	7.5	15
BEQM601	Economic Theory And Policy	Full year	6	8	15	30
BEQM602	Econometrics	1	6	4	7.5	15

BEQM605	Business Forecasting	1	6	4	7.5	15
BEQM607	International Economics	1	6	4	7.5	15
BEQM609	Environmental Economics	1	6	4	7.5	15
BEQM611	The Economics of Culture, Media and Entertainment	1	6	4	7.5	15

DEPARTMENT OF FINANCE AND BUSINESS LAW

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BBUS403	Financial Information	1	4	4	7.5	15
BBUS501	Financial and Human Resource Management in Organisations	1	5	4	7.5	15
BFBL502	Legal Aspects of Business	1	5	4	7.5	15
BFBL504	Audit Principles And Practice	1	5	4	7.5	15
BFBL508	Behavioural Finance	1	5	4	7.5	15
BFBL510	Financial Reporting And Analysis	1	5	4	7.5	15
BFBL608	International Trade And Finance Law	1	6	4	7.5	15
BFBL611	Corporate Finance	1	6	4	7.5	15
BFBL615	Company Law	1	6	4	7.5	15
BFBL616	Consumer Protection	1	6	4	7.5	15
BFBL618	Principles Of Employment Law	1	6	4	7.5	15
BFBL619	European Union Law	1	6	4	7.5	15
BFBL622	Personal Finance	1	6	4	7.5	15

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BHRM401	The Role of the Manager	1	4	4	7.5	15
BHRM501	Organisational Analysis and Behaviour	1	5	4	7.5	15
BHRM505	Sociology Of Work And Industry	1	5	4	7.5	15
BLDE504	Work Psychology	1	5	4	7.5	15
BHRM601	Human Resource Management	1	6	4	7.5	15
BHRM602	Business Flexicurity And The New Europe	1	6	4	7.5	15
BHRM604	Comparative International Management	1	6	4	7.5	15
BHRM606	Managing the Employment Relationship	1	6	4	7.5	15
BLDE601	Assessment at Work	1	6	4	7.5	15
BLDE605	The Social Psychology Of Organisations	1	6	4	7.5	15
BLDE606	Cultural Difference and People Management	1	6	4	7.5	15

DEPARTMENT OF LEADERSHIP AND DEVELOPMENT

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BBUS401	Perspectives On Organisations	1	4	4	7.5	15

DEPARTMENT OF MARKETING AND BUSINESS STRATEGY

Module Code	Title	Semester	Level	US Credits	ECTS	UK Credits
BBUS402	Principles of Marketing	1	4	4	7.5	15
BBUS404	Behavioural Aspects Of International Business	1	4	4	7.5	15
BBUS503	Value Creation for Customers	1	5	4	7.5	15
BMKT502	Marketing Research	1	5	4	7.5	15
BMKT503	Brand and Branding	1	5	4	7.5	15
BMKT504	Product Management	1	5	4	7.5	15
BMKT506	The Global Markets	1	5	4	7.5	15
BMKT508	Marketing Communications Theory	1	5	4	7.5	15
BMKT510	Developing Practical Entrepreneurial Ideas	1	5	4	7.5	15
BKEY601	Strategic Business Perspectives	Full year	6	8	15	30
BMKT601	Marketing Management And Strategy	1	6	4	7.5	15
BMKT603	Marketing Communications	1	6	4	7.5	15
BMKT604	Cross Cultural Studies in Marketing	1	6	4	7.5	15
BMKT607	Digital And Direct Marketing	1	6	4	7.5	15
BMKT611	Retailing	1	6	4	7.5	15
BMKT615	Entrepreneurship Theory to Practice	1	6	4	7.5	15

DEPARTMENT OF BUSINESS INFORMATION MANAGEMENT AND OPERATIONS**PROJECT MANAGEMENT****Module Code BBIM502 Level Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15**

Projects are the way modern businesses introduce change to an organisation. The module is aimed at students interested in learning the important practical and technical skills needed to successfully manage projects. Students will get a solid grounding in the theory and practice of project management and, working on realistic case studies will have experience of managing realistic projects, using project management computer software.

Assessment: Coursework (50%); Group Presentation (25%) and Group Report (25%).

INFORMATION MANAGEMENT**Module Code BBIM504 Level 5 Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15**

The module aims to assist the understanding of the role of information in organisations and the consideration required for its active management. This involves the examination of the role and provision of information in relation to business processes, to support decision-making and the value-added activities. This exploration will take three interlinked views of information; people, technical, and policy, recognising that a reorientation toward a holistic business driven approach to information management, to support active management, is the way forward for the modern enterprise.

Assessment: Coursework - Journal (60%) and Coursework - Report (40%).

BUSINESS INNOVATION IN DIGITAL ECONOMIES**Module Code BBIM510 Level 5 Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15**

The module aims to develop students' understanding of the fundamentals of business innovation in organisations in digital economies. We live in a world where digital products (both goods and services) are pervasive: the module covers the principles of these new competitive markets exploring successful examples in a range of industries (retail, entertainment, knowledge management, health, education, government, social and collaborative media and information services). The module analyses the massive digital platforms which are changing business, mainly social and collaborative media, cloud services, mobile services, and managing

knowledge resources (enterprise systems, cloud computing, mobile platforms, social networks, search engines etc.). The module further explores the broader institutional context in which business innovation is made possible in digital economies, and how to take innovation to the market. In this direction, the module emphasises the role of governments and regulations, intellectual property rights and patents, access to information and knowledge, international and national partnerships, communication standards, capacity building and management of complexity, funding and entrepreneurship.

Assessment: Coursework - Literature Review (40%) and Coursework - Innovation Analysis (60%).

INTERNATIONAL STRATEGIC PROJECT MANAGEMENT

Module Code BBIM604 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Although this module builds upon the knowledge within BBIM502 Project Management, that module is not a pre-requisite for this module.

The module is aimed at final year students interested in developing their project management skills. Effective project management is fundamental to the success of projects in all areas of business. This module will be looking at project and programme management concepts in an international and strategic context. The concepts within this module include planning, development life-cycles, scheduling, client and supplier management, team management and strategic use of projects within organizations. Project management methodologies, such as PRINCE2, DSDM Atern will be examined and provide the student with a useful understanding of their use within project/programme management. The module attempts to provide a hands-on learning experience for project management and would provide a useful foundation for future study towards a PRINCE2 qualification.

Assessment: Coursework - Report (40%) and In-Class Test (60%).

ENTERPRISE SOCIAL NETWORKS

Module Code BBIM608 Level 6 Credit 15 Semester 1

The web 2.0 has manifested itself in the emergence of websites with a user-generated content. This rapidly growing phenomenon is seen in social networking technology that is attracting millions of users around the globe making it one of the most influential and fastest growing media in today's online technology. The popularity of social networks has led to many companies adopting social media to gain visibility, add new ways to promote business, build new communication channels with customers and foster employee relationships. Social media enables enterprises to attract customers with minimum advertising costs and higher conversion rates thus eventually leading to increase in sales and revenues. The aim of the module is to explore the social networking tools and their impact on the strategic development of an enterprise.

Assessment: Coursework - Report (100%).

KNOWLEDGE INNOVATION MANAGEMENT

Module Code BBIM610 Level 6 Credit 15 Semester 1

This module considers the role of knowledge management practices within innovation in the organisation. It evaluates the products (or outputs) and value of knowledge management systems alongside the organisational and individual factors which must be considered when implementing such systems within organisations. The module also provides an overview of the vital role of knowledge in understanding innovation within external environment. Topics include: the relationship between innovation and knowledge management; the roles of culture and leadership within organizational design for managing organizational knowledge; how technology and systems impact innovation and knowledge management practices.

Assessment: Coursework - Group Report (30%); Coursework - Journal (20%) and End of Module Coursework (50%).

STRATEGIC WEB DESIGN

Module Code BBIM611 Level 6 Credit 15 Semester 1

The purpose of the module is to provide students with a comprehensive insight of the strategic aspects of web design, and the knowledge and skills to design and develop an interactive commercial website. The module addresses legal aspects and security issues and emphasises how an organisation's web presence is a strategic consideration that needs to be fully aligned with organisational strategy and business objectives.

Assessment: Coursework - Report (40%) and End of Module Assessment - Design (60%).

SUPPLY CHAIN MANAGAEMENT

Module Code BBIM615 Level 6 Credit 15 Semester 1

Supply Chain Management (SCM) is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers. SCM spans a range of activities including purchasing and the management of suppliers, internal operations, physical distribution

management and customer service. The module will provide students with an understanding of the components of SCM, its role and importance, and the key challenges it faces. It addresses the issue of analysing and creating a sustainable supply chain and assessing the impact of the whole supply chain
Assessment: Coursework - Individual Report (50%) and Examination - Closed Book (50%).

MANAGING SERVICES

Module Code BBIM616 Level 6 Credit 15 Semester 1

This module looks at the total process from where it starts to where it finishes. The module assesses the iterative nature of the process, considering how it can be used in services and for starting a small business. In doing so it reveals the links between design management and project management.

Assessment: Coursework - Individual Initial Proposal (10%) and Individual Final Report (90%).

DEPARTMENT OF ECONOMICS AND QUANTITATIVE METHODS

BUSINESS CONTEXT

Module Code BKEY412 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module allows students to explore the economic, technological, social, political, legal and ethical contexts in which business organisations operate. The module uses problem-based learning where students learn by considering realistic problems, identify appropriate theoretical concepts and principles, and apply these to the analysis of the problem in order to draw practical conclusions.

Assessment: Coursework 1 (40%) and Coursework 2 (60%).

THE LONDON ECONOMY

Module Code BEQM402 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Using a series of case studies, this module explores some important features of the contemporary London Economy, including the city's financial sector, labour market, art and cultural institutions, the tourist industry and transport. It uses economics as a framework of analysis, but is non-technical in approach and assumes no prior knowledge of the subject.

Assessment: Coursework- Individual Report (80%) and Group Presentation (20%).

MAKING MANAGEMENT DECISIONS

Module Code BBUS502 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisites: BKEY401 Professional Competences and BKEY402 Business Context or equivalent

This module offers an integrated and holistic approach to management decision making, drawing on and extending material from a variety of business disciplines, with the ultimate aim of improving student decision making skills. The sequence of topics aims to replicate the key steps in the decision making process. Thus we consider, in turn, decision identification and diagnosis; researching decision alternatives and choosing a course of action; analysing the likely impact of risk and uncertainty and its mitigation and how this can be best managed, and, finally, the issues and concerns that arise when decisions need to be implemented.

Assessment: In-Class Test (30%) and Examination - closed book (70%).

MACROECONOMIC ANALYSIS

Module Code BEQM502 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisites: BKEY402 Business Context or equivalent

This module builds on the macroeconomics encountered at Level 4. The object of this module is to broaden and develop student understanding of the main macroeconomic models, and to help them learn to actively use the macroeconomic principles developed in the lectures. The applications set out to show by example how macroeconomic concepts can be used to understand real-world issues.

Assessment: Coursework (30%) and Examination - closed book (70%).

PRINCIPLES OF STATISTICS

Module Code BEQM503 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context or equivalent

The module will provide an overview of the theory of statistical inference and will develop a range of applications within which this theory can be applied. Both parametric and non-parametric methods will be covered, but emphasis will be placed on parametric methods. The development of the regression model will be of particular importance within the module, emphasising the applications of the model within a causal modelling context and the manner in which the model can be used for prediction/forecasting purposes.

Assessment: Coursework - Extended Essay (70%) and Examination - closed book (30%).

GLOBAL ECONOMY

Module Code BEQM506 Level 5 Credit 15 Semester 1

Pre-requisite: BKEY402 Business Context

The world is becoming increasingly integrated. This module extends student understanding of economic analysis and its application to issues affecting the global economy. Students are introduced to important theoretical issues such as the economics of integration, trade theories, the economics of climate change, migration and the causes and impacts of financial crises on different economies. It will select key, and currently ongoing issues, for students to develop their ability to research, analyse and problem solve.

Assessment: Coursework - Individual Case Study (30%) and Examination - closed book (70%).

PUBLIC ECONOMICS

Module Code BEQM508 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context or equivalent

In a modern economy, almost all decisions of businesses and consumers are influenced by state policies, and this influence is growing: While in the 1920's, government expenditure in Gross Domestic Product (GDP) was only 20%, we now see public spending accounting for 44% in the UK (2005). In the Nordic States, governments spend up to 60% of the GDP. This module studies the microeconomic and macroeconomic foundations of state activities, how such principles have shaped the design of particular economic policies and what effects government policies have on the economy. By the end of the module, students understand the reasons for and the extent of government interventions and how businesses and households make decisions in a modern welfare state.

Assessment: Coursework (30%) and Examination - closed book (70%).

FINANCIAL MARKETS AND INSTITUTIONS

Module Code BEQM509 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context or equivalent

The importance of financial markets, institutions and instruments to the successful operation of a modern economy has grown markedly during recent history. This module introduces students to important theoretical issues such as theories of regulation and interest rate determination, and provides a comprehensive coverage of the operation and characteristics of financial markets and institutions. The module considers and analyses a range of financial products as well as addressing the causes and impacts of financial crises on different economies.

Assessment: Coursework (30%) and Examination - closed book (70%).

ECONOMIC THEORY AND POLICY

Module Code BEQM601 Level 6 Full Year

US Credits 8 / ECTS Credits 15 / UK Credits 30

Pre-requisites: BEQM502 Macroeconomic Analysis or BEQM504 Principles of Economics

The module will cover topics in both microeconomics and macroeconomics. Coverage is mainly of economic theory, but with a particular emphasis on the application of theory to policy applications. This module aims to provide students with the economic analysis needed to understand the behaviour of individual markets and the macro-economy, particularly in relation to assessments of performance and policy applications. The module shows how the tools of micro and macroeconomic analysis can be used to evaluate contemporary issues related to economic performance and the design of economic policy, particularly in an international environment.

Assessment: Coursework 1 (15%); Coursework 2 (15%) and Examination - closed book (70%).

ECONOMETRICS

Module Code BEQM602 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context

This module is designed to broaden students' knowledge about statistical techniques and methods that can be used to analyse data in economics, finance and business. The module aims to enable students to extend their knowledge of statistics acquired at Level 5; to give a reasonably comprehensive picture of a number of basic econometric techniques; and to enhance students' knowledge concerning the use of the econometric software Eviews.

Assessment: In-Class Test (30%) and Examination - closed book (70%).

BUSINESS FORECASTING

Module Code BEQM605 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BEQM503 Principles of Statistics

This module provides an insight into the major methods of forecasting in business and finance. In addition to considering the theoretical aspects of the methods, students will gain practical experience of applying some of the most commonly used procedures to real life data. This will be achieved not only by using on line data, but students will also be exposed to the Bloomberg system in the Financial Marketing Suite (FMS) at WBS.

Assessment: Coursework (30%) and Examination - closed book (70%).

INTERNATIONAL ECONOMICS

Module Code BEQM607 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context or equivalent

This module will broaden students' knowledge and extend their understanding of theoretical concepts in international trade, investment and finance. It will enhance students' understanding of the reasons for international specialisation, the implications of protection for economic welfare, and the effect of various macroeconomic policies on international markets.

Assessment: Coursework (30%) and Examination - closed book (70%).

ENVIRONMENTAL ECONOMICS

Module Code BEQM609 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context or equivalent

This module deals with the economic approach to environmental issues and sustainable development. Using the framework of welfare economics this module will address environmental issues such as pollution and climate change. The theoretical foundation is supplemented by analysis of national and international policies using case studies such as congestion charging and emissions trading.

Assessment: Coursework (30%) and Examination - closed book (70%).

THE ECONOMICS OF CULTURE, MEDIA AND ENTERTAINMENT

Module Code BEQM611 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BKEY402 Business Context

The module will explore the application of economic theory to such sectors of culture, media and entertainment as film, theatre, book publishing, and newspapers and magazines.

Assessment: Coursework (30%) and Examination - closed book (70%).

DEPARTMENT OF FINANCE AND BUSINESS LAW

FINANCIAL INFORMATION

Module Code BBUS403 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The module provides fundamental accounting and financial knowledge, essential skills for any business manager. It focuses on the purpose and relevance of accounting in business management and the use of accounting and financial techniques, to enable an analysis of business financial performance. It provides an introduction to financial resource management and the role of capital markets.

Assessment: In-Class Test (30%) and Coursework (70%).

FINANCIAL AND HUMAN RESOURCE MANAGEMENT IN ORGANISATIONS

Module Code BBUS501 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS403 Financial Information or equivalent

The module introduces students to the challenges of defining goals and assessing effectiveness in organisations, control and performance measurement and organizational and financial planning. Human Resource Management (HRM) models of assessment as well as accounting tools such as budgets used by managers to plan and control, and influences on metrics in organisations will be critically examined. The module draws on theory and practice from both Management Accounting and Human Resource Management.

Assessment: In-Class Test 1 (50%) and In-Class Test 2 (50%).

LEGAL ASPECTS OF BUSINESS

Module Code BFBL502 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The sources of business law within the U.K. legal system, the principles of contract law, legal characteristics of important business contracts, the law of negligence with particular application to business. The module aims to provide students with an understanding of the law relevant to the operation of business; to create an awareness and understanding of areas of substantive law within a business context; to demonstrate, through the use of relevant business scenarios, the application of the law to various practical situations; to allow students to apply their learning to analysing the legal context of various business scenarios; and to enable

students to develop a critical understanding of the law so as to be able to apply it to the business environment.

Assessment: Coursework (30%) and Examination (70%).

AUDIT PRINCIPLES AND PRACTICE

Module Code BFBL504 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

An introduction to auditing as a key component of the capitalist system, concentrating on both the underlying theory and the practical application of auditing. The nature, purpose, and execution of the audit role are explored at a practical, theoretical, and a developmental level. This module is designed both for students who may wish to pursue a career in auditing and those wishing to broaden their financial and business skills by gaining an appreciation of this important business function. It is designed to provide students with an understanding of how auditing integrates financial accounting into credible business reporting for the users of financial statements. The module seeks to test the student's ability to understand and apply auditing concepts and objectives in accordance both with the requirements of Company law and International Auditing Standards.

Assessment: In-Class Test (25%) and Examination - closed book (75%).

BEHAVIOURAL FINANCE

Module Code BFBL508 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module provides a comprehensive and detailed knowledge of cognitive theory and its impact on decisions made by investors. Given that this is a new field, particular emphasis in this module will be on historical developments. Descriptive decision theory, especially psychology, will provide behavioural explanations for the overall reaction and outcomes we see in markets. A number of these seem irrational, but over time can be explained by non-financial factors relating to investor psychology and behaviour. Students will be exposed to new ideas and theory in this emergent field. Often the contexts of markets analysis will be complex and unpredictable.

Assessment: Coursework (30%) and Examination - closed book (70%).

FINANCIAL REPORTING AND ANALYSIS

Module Code BFBL510 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS403 Financial Information or equivalent

The module focuses on the use of corporate reports as a primary source of information about company activities and looks at how a range of users can utilise these to assess financial position, financial performance and evaluate future prospects of the company. It also considers issues affecting corporate reporting such as the regulatory framework, governance and the wider business context.

Assessment: Coursework - Individual Report (40%) and Examination - closed book (60%).

INTERNATIONAL TRADE AND FINANCE LAW

Module Code BFBL608 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The rationale for international trade and finance law, international institutions and legislation; sources and specific areas of international trade and finance law; legal risks to be found in international trade.

Assessment: Coursework (30%) and Examination - closed book (70%).

CORPORATE FINANCE

Module Code BFBL611 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

A specialised final level undergraduate module designed to prepare students for a career in the accounting or finance world and to give students a thorough understanding of the finance decisions faced by organisations.

Assessment: In-Class Test (30%) and Examination - closed book (70%).

COMPANY LAW

Module Code BFBL615 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module is especially useful for those students who will be seeking exemptions in Company Law from UK professional bodies, but is also relevant for anyone who wishes to learn about the nature, function and place of company law in business. The module is concerned with the significance of the inter-relationship between shareholders, company directors, creditors, customers and members of the public and the role of the government and other institutions in company law.

Assessment: Coursework (30%) and Examination - closed book (70%).

CONSUMER PROTECTION

Module Code BFBL616 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The module will examine legal and regulatory controls on the marketing of goods and services. Consideration will be given to issues arising from the application of consumer legislation and policy making as they apply to marketing problems within the organisation. Module content includes civil and criminal law as related to business transactions, an appreciation of the institutional framework, voluntary and pressure groups and their impact on consumer protection, and a general examination of proposals for enhancing consumer protection.

Assessment: Coursework (30%) and Examination - closed book (70%).

PRINCIPLES OF EMPLOYMENT LAW

Module Code BFBL618 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The module provides knowledge and understanding of the fundamental principles of UK Employment law.

Assessment: Coursework (30%) and Examination - closed book (70%).

EUROPEAN UNION LAW

Module Code BFBL619 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module enables the student to understand the working of the European Union, and the impact of European Union law upon business. The role of EU institutions and the effect of EU law upon the legal systems of member states are considered. The importance of the single market policies relating to goods, persons, and services is explored. The module also covers the impact of EU social policy (especially sex discrimination) and EU competition policy upon business activity.

Assessment: Coursework 1 (50%) and Coursework 2 (50%).

PERSONAL FINANCE

Module Code BFBL622 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The module explores the role of the theory of finance services. It aims to provide students with the knowledge and skills necessary to manage the personal financial resources of clients.

Assessment: Individual and Group Coursework (30%) and Examination (70%).

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

THE ROLE OF THE MANAGER

Module Code BHRM401 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module is intended to prepare students for managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial style, chairing meetings, staff counselling, staff development, identifying and managing conflict and negotiating skills. The module aims to help students identify how people become managers, what the role of the manager is and how to maximise effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management required by different organisations and different cultures taken into consideration.

Assessment: Coursework - Essay (50%) and In-Class Test (50%).

ORGANISATIONAL ANALYSIS AND BEHAVIOUR

Module Code BHRM501 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS401 Perspectives on Organisations or BBUS404 Behavioural Aspects of International Business

The module explores Organisational Behaviour and Analysis related topics, taking into account the economic, social and political context within which organisations operate. The aim of this module is to put organisational analysis at centre stage. The module will convey to students the importance of macro organisational processes for the experience of work of both managers and employees, taking into account constraining and enabling structures within the economic, social and political context. An analysis of the key theories, concepts and empirical evidence about contemporary work organisations will provide students with the basic analytical tools for understanding why the workplace is a domain of discord as much as harmony, of paradox just as much as rationality, and of frustration just as much as satisfaction.

Assessment: Coursework - Group Report (30%) and Examination - closed book (70%).

SOCIOLOGY OF WORK AND INDUSTRY

Module Code BHRM505 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The Sociology of Work and Industry seeks to foster an understanding of the manifold relationships between macro-economic change and the social organisation of work. Beginning with a brief look at the rise of paid employment as societies industrialise, the module moves to its principal focus: the relationship between

changing technology and the experience of work. In the light of this focus, a range of work situations are examined and their development discussed.

Assessment: Coursework - Essay (50%) and In-Class Test (50%).

WORK PSYCHOLOGY

Module Code BLDE504 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module explores the different psychological theories and their application in organisational settings. It examines the main perspectives of psychology (Psychodynamic, Behaviourist, Humanistic, Cognitive and Trait and Type theory) and explains different methodological approaches to research and application of work psychology. It will examine the relevance of psychology in the workplace and show how use of theory can be applied to organisational situations, for example in: personality testing, discrimination in the workplace, career management, stress and well-being in the workplace, relationships at work and training and group decision making.

Assessment: In-Class Test (30%) and Examination - closed book (70%).

HUMAN RESOURCE MANAGEMENT

Module Code BHRM601 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Effective management of human resources is essential if an organisation is to survive and achieve its overall purpose at optimum cost. Organisations need to be flexible to adapt to change and competition, which requires flexibility in resources, ways of working, skills, contracts etc. Employment law is constantly changing and ICT enables human resources to be located anywhere in the world. Human Resource Management is therefore increasing in complexity and line managers and HRM specialists need to know how to acquire, deploy, motivate and develop people. The ethos of the module is to 'capture the hearts and minds' of students and to create the conditions for students to be self-motivated (as in 'good practice' within organisations) so that they spend sufficient time doing the right things, in the right way, at their own volition. Students will have the opportunity to develop their depth of knowledge about the changes taking place in the workplace, the relationship of Human Resource Management to organisational strategy, including issues relating to strategic human resource management and planning, job design and motivation, employee resourcing, retention, performance management, managing diversity, employee development, employee involvement and how these issues are all interlinked.

Assessment: Coursework (30%) and Examination (70%).

BUSINESS FLEXICURITY AND THE NEW EUROPE

Module Code BHRM602 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Should not take if have already taken BEQM507 The European Business Environment or equivalent.

The module will examine some of the major contemporary European business and employment and recruitment issues e.g. flexicurity and place them in their social and political context. The module will seek to examine the context in which business in Europe operates. It will critically evaluate some of the major contemporary business, social and political issues and analyse their impact upon business. The module will also attempt to analyse the interrelationship between business and these wider issues.

Assessment: Individual Coursework (50%) and Individual Essay (50%).

COMPARATIVE INTERNATIONAL MANAGEMENT

Module Code BHRM604 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module is intended to develop the student's ability to critically analyse issues in comparative international management. The module focuses on institutional approaches to comparative international management, particularly that of varieties of capitalism and its distinction between Liberal Market and Coordinated Market Economies. It covers topics including: the nature of corporations and the expansion of multinationals; comparative corporate governance; comparative production systems and worker participation; comparative worker representation; and critical analysis of the globalisation of the international economy.

Assessment: In-Class Test (50%) and Coursework - Essay (50%).

MANAGING THE EMPLOYMENT RELATIONSHIP

Module Code BHRM606 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

The challenging management of a workforce subject to demographic, legislative and technological change requires a flexible managerial approach in order to promote motivated and productive employees. This module examines the dynamics of the UK employment relationship, emphasising the impact of changing economic, political, legal and ideological factors on the parties and considers the skills needed to manage the changing relationship. It explores specific issues affecting employee relations e.g., demands for flexible working practices, contract change, employee participation ("voice") and reward management. This

exploration will consider the impact of the changes to the relationship on perceptions of fairness, and the expectations of the parties. It will also examine the associated implications for conflict management, including managerial skills: communication, consultation, interviewing, listening and negotiation

Assessment: In-Class Test (40%) and Examination - closed book (60%).

ASSESSMENT AT WORK

Module Code BLDE601 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module is concerned with a critical survey of the methods employed by organisations to assess people at work, for selection and development purposes. It examines good practice in terms of professional and legal requirement and ethical considerations. It is practically based, encouraging students to actively partake in a variety of assessment methods, and critically appraise their design, administration, interpretation and application, to real assessment problems and issues.

Assessment: Coursework (50%) and Examination (50%)

THE SOCIAL PSYCHOLOGY OF ORGANISATIONS

Module Code BLDE605 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

An in-depth analysis of the area of social psychology as applied to business and management problems and issues. It critically explores the way that psychological theory has informed HR practice, especially in the area of team building, change management and organisational development. The module critically examines empirical research in this area, and explores the main theoretical underpinnings that have informed the development of social psychology.

Assessment: Group Field Study (20%); Coursework - Report (30%) and In-Class Test (50%).

CULTURAL DIFFERENCE AND PEOPLE MANAGEMENT

Module Code BLDE606 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS401 Perspectives on Behaviour in Organisations

The course aims to provide a useful base for working and managing in multicultural settings. It focuses on national cultural differences, particularly in relation to different ideas of management and organisations. It aims to draw on students' lived experience of culture to make sense of the organisational literature on cultural differences.

Assessment: Coursework (40%) and Diary (60%).

DEPARTMENT OF LEADERSHIP AND DEVELOPMENT

PERSPECTIVES ON ORGANISATIONS

Module Code BBUS401 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module cannot be taken with BBUS404 Behavioural Aspects of International Business.

The module has 4 themes: the social process of joining an organisation; work and private life; identity and negotiating difference; and constraints and creativity. The module draws on the insights from organisational behaviour - specifically from the psychological and sociological parts of organisational behaviour - to explore these themes at an introductory level.

Assessment: Coursework- Essay Plan (30%) and Essay (70%).

DEPARTMENT OF MARKETING AND BUSINESS STRATEGY

PRINCIPLES OF MARKETING

Module Code BBUS402 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module cannot be taken with BBUS404 Behavioural Aspects of International Business.

This module provides students with a broad introduction to marketing and its role in business and society today, providing students with an overview of the principles underpinning marketing activities. The role of marketing in responding to and shaping major social and environmental issues also will be examined. The module aims to introduce the key concept of marketing, an understanding of consumer behaviour, and an evaluation and application of marketing tools.

Assessment: Group Presentation (30%) and Reflective Coursework (70%).

BEHAVIOURAL ASPECTS OF INTERNATIONAL BUSINESS

Module Code BBUS404 Level 4 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module cannot be taken with BBUS401 Perspectives on Organisations or BBUS402 Principles of Marketing.

This module uses fundamental sociological and psychological theory to examine human behaviour on the individual and group levels expressed in business and organisations and as consumers. These concepts are assimilated into further examination of the marketing activities of businesses and organisations. The module seeks to enable students to appreciate the psychological and social forces at the core of employee and consumer buyer behaviour (CBB) and the importance of CBB in marketing and marketing communication; and to enable students to understand the principles and processes underlying the marketing of products.

Assessment: Individual Coursework (50%) and Group Presentation (50%).

VALUE CREATION FOR CUSTOMERS

Module Code BBUS503 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing or equivalent

The module will focus on the inter-relationships between a company's market position, the nature of its products and services and the design and management of its operations. It explores the impact of marketing and operational decisions on financial performance. The concept of the Value Chain is a key tool used to aid student understanding.

Assessment: Group Coursework- New Business Proposal (30%) and Examination - closed book (70%).

MARKETING RESEARCH

Module Code BMKT502 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing or equivalent

The use of information to minimise risk in decision making. The skills involved in the steps of research from determining the purpose, the population of interest, the procedures to use and how to present results. The use of both secondary and primary data sets; qualitative and quantitative tools; and application in different contexts. Students practice active learning, problem solving, and autonomy. Provides marketing knowledge and transferable skills required for professional marketers.

Assessment: Individual Coursework (10%), Group Coursework (40%) and Exam - closed book (70%).

BRAND AND BRANDING

Module Code BMKT503 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

A key asset and source of competitive advantage to modern firms and organizations is the portfolio of brands that they own. This module provides students with a thorough grounding in branding, giving not only an understanding of the fundamental importance and role of brands in the modern business and marketing world but also a set of tools to help them extract the maximum benefit and enjoyment from their subsequent business and marketing studies.

Assessment: Group Report (25%), Group Presentation (25%) and Examination - closed book (50%).

PRODUCT MANAGEMENT

Module Code BMKT504 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing

Organisations need a healthy portfolio of products (goods or services) for long term survival. This module critically and theoretically reviews the management of an organisation's product portfolio and its linkages within the marketing mix, from the generation of new product ideas, through design and development, branding and pricing strategy, to the launch, promotion and nurturing of the product throughout its life cycle until eventual elimination.

Assessment: Coursework (100%).

THE GLOBAL MARKETS

Module Code BMKT506 Level 5 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing

This module examines the impact of globalization on business activity, consumer markets, and politico-economic developments. Identify the historical processes that contributed to globalisation. It will explore the impacts of globalisation, examining the role of political economy and the impact of international organisations such as the WTO and the EU on globalisation; explore the impact of FDI and other modes of entry on the expansion of businesses in host countries. Examine the role of differential culture and mass culture in global business; and explain and critically examine major issues in international business and global strategy.

Assessment: Group Presentation and Coursework (30%) and Examination (70%).

MARKETING COMMUNICATIONS THEORY

Module Code BMKT508 Level 5 Semester 1**US Credits 4 / ECTS Credits 7.5 / UK Credits 15****Pre-requisite: BBUS402 Principles of Marketing or equivalent**

The cornerstones of good marketing communications are target audience, message and media, with integration and interactivity being crucial requirements. The context within which these are set is dynamic and all have been exposed to change: consumers live in an information-obsessed, media-saturated world with an incredible choice of brands; the impact of technology has altered the way we see, read and process communication messages; and the need to engage audiences with a compelling message is absolutely critical to successful marketing communications.

Assessment: Coursework (100%).**DEVELOPING PRACTICAL ENTREPRENEURIAL IDEAS****Module Code BMKT510 Level 5 Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15**

This module involves transferable soft and hard business skills focused on micro and small organisations. It will be based on Action Learning teaching methodologies. Specific transferable skills such as maintaining and developing cash flows, competitor analysis and using target markets to develop cost/benefited promotions will be critically developed. A wide range of transferable communication skills will be practiced in group work, individual work and where possible working with outside organisations. Various software and hardware programs and platforms will be used as appropriate.

Assessment: Coursework 1 (20%); Group Coursework (20%) and Coursework 2 (60%).**STRATEGIC BUSINESS PERSPECTIVES****Module Code BKEY601 Level 6 Full Year****US Credits 8 / ECTS Credits 15 / UK Credits 30****Pre-requisites: BKEY402 Business Context and BKEY501 Business Research and Professional Practice or equivalent**

This module addresses organizational strategy as practiced at 'Strategic Business Unit' (SBU) level. Three main elements are covered: the nature and practice of strategy; the impacts of this on organisations; the impact of ethical considerations on organization strategy. The module aims to enable students to critically analyse the strategies of business and other types of organisations and assess how those strategies provide competitive advantage and add value; to show how the strategies of organisation both build on and integrate the main business areas such as marketing, human resources, accounting, information management and economics as well as providing direction to these areas; and to facilitate the application of the theory of organization strategy to 'real world' organizations through the analysis of case studies and business simulations.

Assessment: Group Coursework - Business Simulation (30%); Individual Coursework (20%) and Individual Report (50%).**MARKETING MANAGEMENT****Module Code BMKT601 Level 6 Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15****Pre-requisite: BBUS402 Principles of Marketing or equivalent**

The ultimate aim both of a marketer and of marketing is to satisfy consumers' needs and wants. Consumers' worldwide share many common features yet display a unique response when such common elements are combined. After the waves of both 'globalization' and 'www' hit the shores of the world, the role as well as thinking related to management of marketing strategy has changed from the domestic to international to global and now 'glocal'. Yet, as globalisation continues, the need for creating and maintaining relationships between customers, suppliers, stakeholders and personnel has become increasingly important in today's business environment. The *marketing modules* at levels 4 and 5 provided a basic understanding of what marketing is about and introduced the learner to the conceptual frameworks, tools and models that shape marketing decision-making. The *BMKT601 Management of Marketing Strategy* module goes further, delving deeper into the processes involved in the management of marketing and marketing strategy. It additionally aims to develop the wider knowledge and skills of marketing needed to manage successfully in any organisation which has intercultural contacts. This is not limited to global organisations, but includes organisations that deal with staff or other stakeholders with different national cultures.

Assessment: Group Coursework: Management Report (30%) and Oral Presentation (20%) and Examination - closed book (50%).**MARKETING COMMUNICATIONS****Module Code BMKT603 Level 6 Semester 1****US Credits 4 / ECTS Credits 7.5 / UK Credits 15****Pre-requisite: BBUS402 Principles of Marketing or equivalent**

Marketing communications together are one of the four key ingredients of marketing strategy identified by Culliton (1948) to describe the role of a marketing manager. Borden (1953) called this the “marketing mix”, and McCarthy (1960) listed the ingredients of this mix as the Four Ps. The “P” that stands for Marketing Communications itself is further subdivided into the Marketing Communications Mix: as advertising, sales promotion, PR, personal selling, and direct marketing. This module covers these areas and more recent developments. It provides the theoretical and practical foundations of marketing communications by considering their role and function within business organisations; their evolution over the past ten to fifteen years; planning the marketing communications process; and the analysis of marketing communications dynamics as a prelude to planning and execution. It considers marketing communications from a consumer’s point of view as well as from an organisational perspective. It considers the importance and benefits of integrated marketing communications. It explains how organisations interact with media agencies. Finally the module presents models for measuring the success rate in evaluating the overall communication process and individual marketing communications programmes.

Assessment: Group Coursework (30%) and Examination - closed book (70%).

CROSS CULTURAL STUDIES IN MARKETING

Module Code BMKT604 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing or equivalent

This module examines how marketing managers must adapt to cultural diversity in international and increasingly in domestic marketing. Different cultural and sub-cultural contexts are explored alongside the implications for different functions within the marketing role. Students practice active learning, problem solving, and autonomy. Provides marketing knowledge and transferable skills required for professional marketers.

Assessment: Group Report (25%), Group Presentation (25%) and Examination - Closed book (50%).

DIGITAL AND DIRECT MARKETING

Module Code BMKT607 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing or equivalent

Covers the role of direct and digital marketing in modern marketing practice. In particular, the evolution of direct marketing, acquisition and retention of customers, database and interactive marketing (e.g. digital media, mobile marketing, social networking). The module gives the student the opportunity to participate in a role play of a direct marketing agency. Combines theoretical issues with practical applications in campaign planning via the use of ‘real’ case studies.

Assessment: Coursework (20%), Group Coursework (30%) and Examination - closed book (50%).

RETAILING

Module Code BMKT611 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

Pre-requisite: BBUS402 Principles of Marketing or equivalent

This module provides a comprehensive appreciation of retailing in its competitive environment. The aim of this module is to give a depth of understanding of retailing at the strategic and store levels in different retail sectors. The module gives broad insight into the range of strategic options available to retailers and stresses the central importance of positioning and store image in gaining competitive advantage and customer loyalty. The module aims to show how management of the individual elements of the retail mix contributes to the delivery of the positioning in different retail sectors.

Assessment: Coursework (100%).

ENTREPRENEURSHIP THEORY TO PRACTICE

Module Code BMKT615 Level 6 Semester 1

US Credits 4 / ECTS Credits 7.5 / UK Credits 15

This module involves a range of business theories that need to be applied in practical environments as appropriate. It also involves communication, research and use of IT skills. Students will be required to research and suggest implementation practices in response to specific business scenarios using text, slide and verbal communication as appropriate. Action Learning techniques will be used throughout.

Assessment: Coursework (20%), Presentation (20%) and Report (60%).