

Business Semester 1 Undergraduate Incoming Exchange Student Modules

Module Code	Module Title	Level	Semester	UK Credit Value	Credit Equivalency
Accounting, Finance & Governance					
4ACCN001W	Accounting and Finance Fundamentals	4	1	20	US Credits 4 / ECTS Credits 10
5BUCL004W	International Business Law	5	1	20	US Credits 4 / ECTS Credits 10
BFBL608	International Trade And Finance Law	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL611	Corporate Finance	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL615	Company Law	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL616	Consumer Protection	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL618	Principles Of Employment Law	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL619	European Union Law	6	1	15	US Credits 4 / ECTS Credits 7.5
BFBL622	Personal Finance	6	1	15	US Credits 4 / ECTS Credits 7.5
Business Information Management & Operations					
4BDIN001W	Analysing and Managing Information	4	1	20	US Credits 4 / ECTS Credits 10
5BDIN001W	Operations and Digital Business	5	1	20	US Credits 4 / ECTS Credits 10
5EBUS001W	Digital Business	5	1	20	US Credits 4 / ECTS Credits 10
BBIM604	International Strategic Project Management	6	1	15	US Credits 4 / ECTS Credits 7.5
BBIM608	Enterprise Social Networks	6	1	15	US Credits 4 / ECTS Credits 7.5
BBIM610	Knowledge Innovation Management	6	1	15	US Credits 4 / ECTS Credits 7.5
BBIM611	Strategic Web Design Technology	6	1	15	US Credits 4 / ECTS Credits 7.5
BBIM615	Supply Chain Management	6	1	15	US Credits 4 / ECTS Credits 7.5
BBIM616	Managing Services	6	1	15	US Credits 4 / ECTS Credits 7.5
Economics & Quantitative Methods					
4BUSS001W	Global Business Environment	4	1	20	US Credits 4 / ECTS Credits 10
5BUSS001W	Business Decision Making	5	1	20	US Credits 4 / ECTS Credits 10
5BUSS002W	London Business: Operating in a Global City	5	1	20	US Credits 4 / ECTS Credits 10
5ECON002W	Managerial Economics: Firms and Markets	5	1	20	US Credits 4 / ECTS Credits 10
5ECON003W	Macroeconomic Analysis and Policy	5	1	20	US Credits 4 / ECTS Credits 10
BEQM601	Economic Theory And Policy	6	Full Year	30	US Credits 8 / ECTS Credits 15
BEQM602	Econometrics	6	1	15	US Credits 4 / ECTS Credits 7.5
BEQM605	Business Forecasting	6	1	15	US Credits 4 / ECTS Credits 7.5
BEQM607	International Economics	6	1	15	US Credits 4 / ECTS Credits 7.5
BEQM609	Environmental Economics	6	1	15	US Credits 4 / ECTS Credits 7.5

BEQM611	The Economics of Culture, Media and Entertainment	6	1	15	US Credits 4 / ECTS Credits 7.5
Human Resource Management & Leadership & Professional Development					
4HURM005W	People and Organisations	4	1	20	US Credits 4 / ECTS Credits 10
4HURM007W	The Role of the Manager	4	1	20	US Credits 4 / ECTS Credits 10
5HURM008W	Management and Leading People	5	1	20	US Credits 4 / ECTS Credits 10
BHRM601	Human Resource Management	6	1	15	US Credits 4 / ECTS Credits 7.5
BHRM602	Business Flexicurity And The New Europe	6	1	15	US Credits 4 / ECTS Credits 7.5
BHRM604	Comparative International Management	6	1	15	US Credits 4 / ECTS Credits 7.5
BHRM606	Managing the Employment Relationship	6	1	15	US Credits 4 / ECTS Credits 7.5
BLDE601	Assessment at Work	6	1	15	US Credits 4 / ECTS Credits 7.5
BLDE605	The Social Psychology Of Organisations	6	1	15	US Credits 4 / ECTS Credits 7.5
BLDE606	Cultural Difference and People Management	6	1	15	US Credits 4 / ECTS Credits 7.5
Marketing & Business Strategy					
4MARK001W	Marketing Principles	4	1	20	US Credits 4 / ECTS Credits 10
4MARK005W	Buyer Behaviour	4	1	20	US Credits 4 / ECTS Credits 10
5MARK012W	Marketing Research	5	1	20	US Credits 4 / ECTS Credits 10
BKEY601	Strategic Perspectives	6	Full Year	30	US Credits 8 / ECTS Credits 15
BMKT601	Marketing Management And Strategy	6	1	15	US Credits 4 / ECTS Credits 7.5
BMKT603	Marketing Communications	6	1	15	US Credits 4 / ECTS Credits 7.5
BMKT604	Cross Cultural Studies for Marketing	6	1	15	US Credits 4 / ECTS Credits 7.5
BMKT607	Direct and Digital Marketing	6	1	15	US Credits 4 / ECTS Credits 7.5
BMKT611	Retailing	6	1	15	US Credits 4 / ECTS Credits 7.5
BMKT615	Entrepreneurship Theory to Practice	6	1	15	US Credits 4 / ECTS Credits 7.5

*All transcripts are issued in UK credits. **Please note** the recommendation of a 4 US credit value equivalency is provided as guidance where there are 48 contact hours for the module. Where no equivalency is specified the contact hours differ from the standard 48. Please remember that final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

ACCOUNTING, FINANCE AND GOVERNANCE

Accounting and Finance Fundamentals

Module Code 4ACCN001W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The module provides fundamental accounting and financial knowledge and essential skills for any business manager. It focuses on the purpose and relevance of accounting in business management and the use of accounting and finance techniques, to enable an analysis of business performance in small and large companies. It introduces students to: financial resources management and the role of capital markets.

Assessment: In-class Test (25%) ; Exam (75%).

*All transcripts are issued in UK credits.

International Business Law

Module Code 5BUCL004W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The module covers important aspects of the legal framework relevant to the operation of international business. This includes the sources of international law, important aspects of contract law relevant to international transactions including through the internet, legal forms of business organisation, how the law impacts upon the international marketing of goods and services, and business dispute resolution from an international perspective.

Assessment: Essay (25%) ; Exam (75%).

*All transcripts are issued in UK credits.

International Trade And Finance Law

Module Code BFBL608

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Corporate Finance

Module Code BFBL611

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Company Law

Module Code BFBL615

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Consumer Protection

Module Code BFBL616

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Principles Of Employment Law

Module Code BFBL618

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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

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

*All transcripts are issued in UK credits.

European Union Law

Module Code BFBL619

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Personal Finance

Module Code BFBL622

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

BUSINESS INFORMATION AND MANAGEMENT OPERATIONS

Analysing and Managing Information

Module Code 4BDIN001W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module introduces the nature and importance of information acquisition, presentation and preservation. Business computing/software and its practical applications in finding and selecting data and information will be explored. Understanding of information flows within organisations and management and operations functions and the systems needed to support these will be developed as will effective, secure and ethical business communications.

Assessment: Group Presentation (25%) ; In-class Test (25%) ; Exam (50%). *

*All transcripts are issued in UK credits.

Operations and Digital Business

Module Code 5BDIN001W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; innovation and design in products and services; and developments in technology and systems.

Assessment: Portfolio (50%) ; Exam (50%). *

*All transcripts are issued in UK credits.

Digital Business

Module Code 5EBUS001W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The focus is on how businesses can apply digital technology to improve their competitiveness by changing business processes to add value to the business and its customers. Digital business looks at how electronic and mobile communications can enhance all aspects of value added activities that connect the company's supply side with its demand side. The adoption of mobile technology and social media offers new platform for interaction with customers, which need to be evaluated and prioritised.

Assessment: Group Coursework (25%) ; Case Study Report (3000 words) (75%).

*All transcripts are issued in UK credits.

International Strategic Project Management

Module Code BBIM604 Level 6 Semester 1

UK Credit Value: 15 Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Enterprise Social Networks

Module Code BBIM608 Level 6 Semester 1

UK Credit Value: 15 Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Knowledge Innovation Management

Module Code BBIM610 Level 6 Semester 1

UK Credit Value: 15 Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Strategic Web Design Technology

Module Code BBIM611 Level 6 Semester 1

UK Credit Value: 15 Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Supply Chain Management

Module Code BBIM615 Level 6 Semester 1

UK Credit Value: 15 Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Managing Services

Module Code BBIM616

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

ECONOMICS AND QUANTITATIVE METHODS

Global Business Environment

Module Code 4BUSS001W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The module offers students the opportunity to learn about business organisations, their purposes, structures and governance in a global context. At the same time students will study the cultural differences within and between business organisations and the ethical constraints facing these organisations. As part of the process of learning about business organisations students will learn effective group and leadership skills and develop the skills necessary to structure a coherent report with conclusions linked to evidence.

Assessment: Coursework (4 x 25%).

*All transcripts are issued in UK credits.

Business Decision Making

Module Code 5BUSS001W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module has a practical focus. Students will learn about the nature of business decision making, including the key role of information, risk and complexity, and the internal and the external economic and financial environment within which these decisions are made. Emphasis is placed on the students' ability to identify, select and use appropriate data, in a range of formats, to analyse and solve a range of business problems. Learning activities include directed lecture, seminar and computer-lab sessions and scenario-based enquiry-led workshops, within which students will operate as decision 'teams'.

Assessment: Group Coursework (25%) ; Exam (75%).

*All transcripts are issued in UK credits.

London Business: Operating in a Global City

Module Code 5BUSS002W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

London is a pre-eminent world metropolis. Indeed, based on its location, international reach, dynamism, diversity and openness, it is (together only with New York) accorded 'global city' status. It is a growing city with extensive and expanding opportunities for businesses seeking a base for their operations or for individuals seeking to build their careers in a wide range of sectors and occupations. This module uses London as its 'field of enquiry' for exploring both global issues – involving financial services, high technology industries, international migration and tourism – and local concerns (like transport, employment opportunities and city 'governance') that affect the attractiveness and ease of doing business in London.

Assessment: Group Coursework (25%) ; Exam (75%).

*All transcripts are issued in UK credits.

Managerial Economics: Firms and Markets

Module Code 5ECON002W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module applies microeconomic tools and techniques to business and management decision making. It starts by presenting the microeconomic behaviour of firms under different market structures (monopoly, monopolistic competition, duopoly and oligopoly) and demonstrates how economic forces affect organisations. It describes the economic and social consequences of managerial behaviour, relating this to the ownership and governance of organisations. It introduces instruments to analyse strategic behaviour in markets, including pricing practices, and analyses the consequences of market failure, specifically in terms of public intervention.

Assessment: Group Project (25%) ; Exam (75%).

*All transcripts are issued in UK credits.

Macroeconomic Analysis and Policy

Module Code 5ECON003W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module aims to provide students with a deeper understanding of how macroeconomic policy can be used to critically evaluate recent developments in the international macroeconomic environment. This module seeks to build on and extend the theoretical foundations introduced in first year macroeconomics and use them to explore a range of real-world macroeconomic experiences.

Assessment: Policy paper (2000 words) (50%) ; Exam (50%).

*All transcripts are issued in UK credits.

Economic Theory And Policy

Module Code BEQM601

Level 6

Full Year

UK Credit Value: 30

Equivalent Credit Value: US Credits 8 / ECTS Credits 15 *

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%)

*All transcripts are issued in UK credits.

Econometrics

Module Code BEQM602

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

Business Forecasting

Module Code BEQM605

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

International Economics

Module Code BEQM607

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%) *All transcripts are issued in UK credits.

Environmental Economics

Module Code BEQM609

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

The Economics of Culture, Media and Entertainment

Module Code BEQM611

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

HUMAN RESOURCE MANAGEMENT & LEADERSHIP & PROFESSIONAL DEVELOPMENT

People and Organisations

Module Code 4HURM005W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The course is designed as an introduction to the subject of Organisational Behaviour, which helps people in organisations to have a better understanding of factors that influence behaviour. It aims to improve self-understanding and also understanding of the behaviour of other people. The module draws on insights and research from Organisational Behaviour (specifically from the Psychological and Sociological parts of Organisational Behaviour) and more widely from the social sciences to explore a number of topics, enabling us to be more reliable and rigorous than using only "common sense" understandings of behaviour. The module highlights some areas of difference and diversity that we are likely to encounter in many contemporary organisations.

Assessment: Reflective Writing (25%) ; Essay (75%).

*All transcripts are issued in UK credits.

The Role of the Manager

Module Code 4HURM007W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module is intended to prepare students for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial & leadership styles, motivation; chairing meetings, workplace 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 their effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management and leadership required by different organisations and different cultures taken into consideration.

Assessment: Report - 2000 words (50%) ; In-class Test (Case Study) (50%).

*All transcripts are issued in UK credits.

Management and Leading People

Module Code 5HURM008W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

The module is structured in two parts. Part 1 involves reviewing theories and approaches related to leadership and management and factors that influence the effectiveness of the leadership and management process. Part 2 involves helping students to develop core skills and understanding needed to deal with management responsibilities and develop as leaders.

Assessment: Group Coursework (25%) ; Essay (75%).

*All transcripts are issued in UK credits.

Human Resource Management

Module Code BHRM601

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Business Flexicurity And The New Europe

Module Code BHRM602

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Comparative International Management

Module Code BHRM604

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Managing the Employment Relationship

Module Code BHRM606

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Assessment at Work

Module Code BLDE601

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%)

*All transcripts are issued in UK credits.

The Social Psychology Of Organisations

Module Code BLDE605

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

MARKETING & BUSINESS STRATEGY

Cultural Difference and People Management

Module Code BLDE606

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Marketing Principles

Module Code 4MARK001W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module provides students with an introduction to marketing and its role in business and society. It gives students an overview of the principles underpinning marketing activities, and is both an introduction to the subject area. The module aims to introduce the key concepts of marketing, an understanding of consumer behaviour, and an evaluation and application of marketing tools in the context of contemporary major social and environmental issues.

Assessment: Group Presentation (25%) ; Report (75%).

*All transcripts are issued in UK credits.

Buyer Behaviour

Module Code 4MARK005W

Level 4

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

This module is rich in theory from consumer studies, psychology and sociology explaining why consumers behave the way they do and how marketers can use this information. Both customer and organisational decision-making processes are explored.

Assessment: Group Presentation (50%) ; Exam - Closed Book (50%).

*All transcripts are issued in UK credits.

Marketing Research

Module Code 5MARK012W

Level 5

Semester 1

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS Credits 10 *

Marketing research is the use of information to minimise risk in marketing decision making. This module takes students through the steps involved in determining the purpose, the population of interest, the procedures to use and how to present the results of a marketing research project, instructing them in the use of secondary and primary data sets qualitative and quantitative tools to apply them in different contexts. Students practice active learning, problem solving, and autonomy. The module provides marketing knowledge and transferable skills required for professional marketers.

Assessment: Individual Coursework (25%) ; Exam - Closed Book (70%).

*All transcripts are issued in UK credits.

Strategic Perspectives

Module Code BKEY601

Level 6

Full Year

UK Credit Value: 30

Equivalent Credit Value: US Credits 8 / ECTS Credits 15 *

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%).

*All transcripts are issued in UK credits.

Marketing Management And Strategy

Module Code BMKT601

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Marketing Communications

Module Code BMKT603

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Cross Cultural Studies for Marketing

Module Code BMKT604

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Direct and Digital Marketing

Module Code BMKT607

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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)

*All transcripts are issued in UK credits.

Retailing

Module Code BMKT611

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.

Entrepreneurship Theory to Practice

Module Code BMKT615

Level 6

Semester 1

UK Credit Value: 15

Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5 *

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%).

*All transcripts are issued in UK credits.