

## Business Semester 2 Undergraduate Incoming Exchange Student Modules

Module Code	Module Title	Level	Semester	UK Credit Value	Credit Equivalency
<b>Accounting, Finance &amp; Governance</b>					
4ACCN001W	<a href="#">Accounting and Finance Fundamentals</a>	4	2	20	US Credits 4 / ECTS Credits 10
5ACCN001W	<a href="#">Legal Aspects of Employment</a>	5	2	20	US Credits 4 / ECTS Credits 10
5BUCL002W	<a href="#">Alternatives to Litigation</a>	5	2	20	US Credits 4 / ECTS Credits 10
5BUCL003W	<a href="#">Law and the Business</a>	5	2	20	US Credits 4 / ECTS Credits 10
5FNCE005W	<a href="#">Corporate Governance</a>	5	2	20	US Credits 4 / ECTS Credits 10
BFBL604	<a href="#">Corporate Governance and Regulation</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL606	<a href="#">Risk Management and International Finance</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL607	<a href="#">Investment Analysis and Strategy</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL611	<a href="#">Corporate Finance</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL615	<a href="#">Company Law</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL620	<a href="#">International Banking</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BFBL621	<a href="#">International Capital Markets Law and Financial Services</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
<b>Business Information Management &amp; Operations</b>					
4BDIN001W	<a href="#">Analysing and Managing Information</a>	4	2	20	US Credits 4 / ECTS Credits 10
4EBUS001W	<a href="#">Online Entertainment Management</a>	4	2	20	US Credits 4 / ECTS Credits 10
4EBUS002W	<a href="#">Creating and Managing an Online Presence</a>	4	2	20	US Credits 4 / ECTS Credits 10
5BDIN001W	<a href="#">Operations and Digital Business</a>	5	2	20	US Credits 4 / ECTS Credits 10
5BDIN002W	<a href="#">Project Management</a>	5	2	20	US Credits 4 / ECTS Credits 10
5BDIN003W	<a href="#">Web-enabled Business</a>	5	2	20	US Credits 4 / ECTS Credits 10
BBIM602	<a href="#">Enterprise Strategy</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BBIM603	<a href="#">Business Process Management</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BBIM612	<a href="#">Web Analytics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BBIM613	<a href="#">Online Social Entrepreneurship</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
<b>Economics &amp; Quantitative Methods</b>					
4BUSS001W	<a href="#">Global Business Environment</a>	4	2	20	US Credits 4 / ECTS Credits 10
4BUSS002W	<a href="#">Entertaining London</a>	4	2	20	US Credits 4 / ECTS Credits 10
4BUSS003W	<a href="#">The Business of Sport</a>	4	2	20	US Credits 4 / ECTS Credits 10
5BUSS001W	<a href="#">Business Decision Making</a>	5	2	20	US Credits 4 / ECTS Credits 10
5ECON004W	<a href="#">Analysis of Economic and Business Data</a>	5	2	20	US Credits 4 / ECTS Credits 10
5ECON005W	<a href="#">Money Banking and Financial Markets</a>	5	2	20	US Credits 4 / ECTS Credits 10

5ECON006W	<a href="#">Global Economic Issues</a>	5	2	20	US Credits 4 / ECTS Credits 10
5ECON007W	<a href="#">Information and Digital Economics</a>	5	2	20	US Credits 4 / ECTS Credits 10
BEQM606	<a href="#">Behavioural Economics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BEQM607	<a href="#">International Economics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BEQM608	<a href="#">Development Economics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BEQM610	<a href="#">Labour Economics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BEQM612	<a href="#">Management Science and Business Logistics</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
<b>Human Resource Management &amp; Leadership &amp; Professional Development</b>					
4HURM005W	<a href="#">People and Organisations</a>	4	2	20	US Credits 4 / ECTS Credits 10
4HURM007W	<a href="#">The Role of the Manager</a>	4	2	20	US Credits 4 / ECTS Credits 10
5HURM005W	<a href="#">Work and Organisational Psychology within the HR Context</a>	5	2	20	US Credits 4 / ECTS Credits 10
5HURM006W	<a href="#">Leadership and Management</a>	5	2	20	US Credits 4 / ECTS Credits 10
5HURM007W	<a href="#">Sociology of Work and Industry</a>	5	2	20	US Credits 4 / ECTS Credits 10
5HURM008W	<a href="#">Management and Leading People</a>	5	2	20	US Credits 4 / ECTS Credits 10
5HURM009W	<a href="#">Business Ethics and Corporate Social Responsibility</a>	5	2	20	US Credits 4 / ECTS Credits 10
BHRM603	<a href="#">Employee Reward</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BHRM605	<a href="#">Managing Change: A Human Resource Management Approach</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BHRM607	<a href="#">The Reality of Work Cultures in the Modern Economy</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BLDE602	<a href="#">Human Resource Development</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BLDE603	<a href="#">The Psychology of Coaching and Mentoring</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BLDE604	<a href="#">Psychological and Psychoanalytical Aspects of Individual and Group Behaviour</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BLDE606	<a href="#">Cultural Difference and People Management</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
<b>Marketing &amp; Business Strategy</b>					
4ENTP002W	<a href="#">Creating New Business</a>	4	2	20	US Credits 4 / ECTS Credits 10
4MARK001W	<a href="#">Marketing Principles</a>	4	2	20	US Credits 4 / ECTS Credits 10
4MARK006W	<a href="#">The Power of Brands</a>	4	2	20	US Credits 4 / ECTS Credits 10
5ENTP005W	<a href="#">Entrepreneurial Practice</a>	5	2	20	US Credits 4 / ECTS Credits 10
5MARK006W	<a href="#">Distribution and Retail</a>	5	2	20	US Credits 4 / ECTS Credits 10
5MARK010W	<a href="#">Sports Marketing</a>	5	2	20	US Credits 4 / ECTS Credits 10
BMKT602	<a href="#">Marketing Planning and Strategy</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BMKT603	<a href="#">Marketing Communications</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BMKT604	<a href="#">Cross Cultural Studies for Marketing</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BMKT606	<a href="#">PR &amp; Sales Promotions</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BMKT609	<a href="#">Personal Selling and Sales Management</a>	6	2	15	US Credits 4 / ECTS Credits 7.5

BMKT613	<a href="#">Ethics in Marketing</a>	6	2	15	US Credits 4 / ECTS Credits 7.5
BMKT617	<a href="#">International Business</a>	6	2	15	US Credits 4 / ECTS Credits 7.5

\*All transcripts are issued in UK credits.

# ACCOUNTING, FINANCE AND GOVERNANCE

## Accounting and Finance Fundamentals

**Module Code 4ACCN001W**

**Level 4**

**Semester 2**

**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.

## Legal Aspects of Employment

**Module Code 5ACCN001W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The module aims to introduce the major areas of employment regulation including those relating to recruitment, the contract of employment through to redundancy and dismissal. The module is intended to provide an overview of the employment relationship, rather than to focus in detail on the operation of specific employment laws. It will be extremely valuable both to employees and potential managers in understanding the importance of the legal context of the employment relationship and its contribution to a successful business both in local and international jurisdictions.

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

\*All transcripts are issued in UK credits.

## Alternatives to Litigation

**Module Code 5BUCL002W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The module will examine how various forms of alternative dispute resolution (ADR) allow parties to resolve conflicts separate from litigation proceedings within state run court systems, as well as provide students first-hand knowledge of the key issues, principles, rules, procedures and parties involved in ADR. In both the national and international business context, parties seek ADR as a preferable because of the speedier, more predictable and less costly results compared to litigation. ADR aspects will include inclusion of mediation, conciliation, expert determination and arbitration both within the International community and in the UK.

**Assessment:** Essay (1000 words) (25%) ; Exam (75%).

\*All transcripts are issued in UK credits.

## Law and the Business

**Module Code 5BUCL003W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

This module focusses on those aspects of business law that are relevant to business operations, including contract, tort, company and employment law.

**Assessment:** Exam (100%).

\*All transcripts are issued in UK credits.

## Corporate Governance

**Module Code 5FNCE005W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines and regulations which corporation have to follow in relation to corporate governance.

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

\*All transcripts are issued in UK credits.

## Corporate Governance and Regulation

**Module Code BFBL604**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

The module is divided into two main themes: 1. Corporate Governance 2. Regulation The aim of this module is to develop students' analytical skills and understanding of corporate governance, integrating theoretical approach in comparative corporate governance and providing the opportunity to develop a comprehensive knowledge of the UK system of corporate governance, its development and international influence. In addition, this will provide opportunities for exploring the regulation of corporate operating and financial activities on an international level.

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

\*All transcripts are issued in UK credits.

### **Risk Management and International Finance**

**Module Code BFB606**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module provides the fundamental ideas and tools for thinking about risk management and international finance. Emphasis is given to options in risk management, foreign exchange risk, interest rate risk, value at risk and topics in international finance.

**Assessment:** Report (30%) and Examination (70%)

\*All transcripts are issued in UK credits.

### **Investment Analysis and Strategy**

**Module Code BFB607**

**Level 6**

**Semester 2**

**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 investment management, with a thorough grounding in issues facing investment managers and professionals involved with investment decisions.

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

\*All transcripts are issued in UK credits.

### **Corporate Finance**

**Module Code BFB611**

**Level 6**

**Semester 2**

**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 (70%)

\*All transcripts are issued in UK credits.

### **Company Law**

**Module Code BFB615**

**Level 6**

**Semester 2**

**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 (70%)

\*All transcripts are issued in UK credits.

### **International Banking**

**Module Code BFB620**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

The module will provide students with a broad knowledge of the structures and the different functions of banking institutions in both the home and international markets. The module gives emphasise to the role of banks in the economy, banking regulation, bank performance, management of bank portfolio and interest rate risk.

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

\*All transcripts are issued in UK credits.

### **International Capital Markets Law and Financial Services**

**Module Code BFB621**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This course will critically examine the international capital markets and the way they function. Specifically, the course will critically evaluate various means of raising capital, with an emphasis on international debt and equity markets. In addition, the course will address the financial regulatory regimes in key markets around the world, paying particular attention to the U.S., the U.K., and the European Union. Further, the course will consider the future of the international capital markets in light of the current global financial crisis and efforts to restore confidence in the markets. The module will examine the various institutional, national, international, and supranational rules and regulations governing the international capital markets.

**Assessment:** 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 2**

**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.

## Online Entertainment Management

**Module Code 4EBUS001W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

Online technology has altered how many industries operate in the modern business environment. One of the industries that has changed most is the entertainment industry, this module will explore how online technologies have effected this industry and what lessons can be learnt for other industries.

**Assessment:** Portfolio (50%) ; Report (2000 words) (50%).

\*All transcripts are issued in UK credits.

## Creating and Managing an Online Presence

**Module Code 4EBUS002W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

This module provides an introduction to a range of topics associated with creating and managing the online presence of an organisation. By the end of this module students will be able to make multifaceted digital presence as well as designing, implementing and managing a website that is high quality, usable & accessible.

**Assessment:** Report (2000 words) (50%) ; Project (50%).

\*All transcripts are issued in UK credits.

## Operations and Digital Business

**Module Code 5BDIN001W**

**Level 5**

**Semester 2**

**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.

## Project Management

**Module Code 5BDIN002W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

Increasingly projects are being instigated by businesses and organisations in order to stay competitive and maintain standards. Innovation, development and marketing of new products and services involve project management. The module is intended for second year students interested in applying the theoretical, practical and technical skills of project management in a variety of business contexts

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

\*All transcripts are issued in UK credits.

## Web-enabled Business

**Module Code 5BDIN003W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The purpose of the module is to provide students with a clear understanding of all aspects involved in designing, developing and maintaining a web-enabled business. The module builds a comprehensive insight of key strategic considerations in web design and the necessity of aligning web presence with business objectives and organisational strategy.

**Assessment:** Coursework (25%) ; End of Module Assessment (75%).

\*All transcripts are issued in UK credits.

## Enterprise Strategy

**Module Code BBIM602**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module will explore the exciting differences between traditional business strategy and the strategies required to gain the most from new technologies, enterprise management and eBusiness/eCommerce solutions. The module will

explore and integrate the traditional and enterprise strategies together, enabling students to evaluate and make better use of strategies within a modern organization. This module will explore models for eMarketing Strategy, eProcurement strategies, Customer relationship management, Information strategies and ecommerce strategies.

**Assessment:** Coursework (60%) and Examination (40%)

\*All transcripts are issued in UK credits.

### **Business Process Management**

**Module Code BBIM603**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module builds on core concepts covered in the Level 5 modules on Information and Operations Management. Business Process Management underpins enterprise efforts to achieve operational and strategic excellence. The module covers theory, methods and approaches to business process improvement and integration. Students will learn how to identify, model, evaluate and redesign business processes. The role of information technology in the management and transformation of business processes is central to the module and technologies supporting Enterprise wide systems, such as ERP and SCM will be covered and students will be introduced to SAP software.

**Assessment:** Coursework 1 (50%) and Coursework 2 Case Study (50%)

\*All transcripts are issued in UK credits.

### **Web Analytics**

**Module Code BBIM612**

**Level 15**

**Semester 2**

**UK Credit Value: 15**

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

Web analytics is a new area within many organizations and an area of growth in many online-focused organizations. There is currently great employer demand for students' with web analytics knowledge. Web analytics provides an understanding about how people interact with organizations' online offerings. Web analytics is very useful for students' with an interest in eCommerce/mCommerce/eMarketing. This module provides a foundation of knowledge that could be used to achieve a Web Analytics Association (WAA) professional qualification.

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

\*All transcripts are issued in UK credits.

### **Online Social Entrepreneurship**

**Module Code BBIM613**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module is about using the Internet and associated technologies, as well as e-commerce business models, to deliver social and/or environmental benefits. The module aims to enable students to understand the nature and importance of online social entrepreneurship today and in the foreseeable future; to highlight some of the technologies and applications which underpin online social entrepreneurship; to develop an appreciation of some of the current constraints and limitations of the underlying technology; and to develop an understanding of how to implement a simple online social enterprise.

**Assessment:** Group Coursework (40%) and Coursework (60%)

\*All transcripts are issued in UK credits.

---

## **ECONOMICS AND QUANTITATIVE METHODS**

### **Global Business Environment**

**Module Code 4BUSS001W**

**Level 4**

**Semester 2**

**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.

### **Entertaining London**

**Module Code 4BUSS002W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

London is one of the entertainment centres of the world. It is home to world-class theatres, music venues, museums, galleries, festivals and much else. A varied 'cultural' sector is essential for a world city; it generates income, builds creativity and attracts tourists and other visitors. This module covers the business of entertainment – its funding, management and marketing, and the role played by private, non-profit organisations and government in its provision.

**Assessment:** In-class Test (50%) ; Group Briefing Report (3000 words) (50%).

\*All transcripts are issued in UK credits.

### **The Business of Sport**

**Module Code 4BUSS003W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

Sport is a high profile global business, which excites and entertains, builds allegiances and generates intense rivalries. As such it provides the perfect medium to explore important business concepts of relevance for private, public and not-for-profit organisations. The module looks at concepts such as of value and price in sport, the market for (and marketing of) sports products and services, issues of CSR and ethics in sport and the role of government regulations.

**Assessment:** Group Presentation - Video and Script (50%) ; Exam (50%).

\*All transcripts are issued in UK credits.

### **Business Decision Making**

**Module Code 5BUSS001W**

**Level 5**

**Semester 2**

**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.

### **Analysis of Economic and Business Data**

**Module Code 5ECON004W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The module will provide an overview of probability theory and the theory of statistical inference, and will develop a range of applications derived from this theoretical framework. A particular emphasis will be placed on the development of the single equation regression model, 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:** Project (2000 words) (50%) ; Exam (50%).

\*All transcripts are issued in UK credits.

### **Money Banking and Financial Markets**

**Module Code 5ECON005W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

This module is designed to provide an introduction to the flow of funds in the economy, the banking sector and to financial markets and systems, all of which are essential to the functioning of modern economies. Although the module is about financial systems in general, there will be frequent reference to contemporary issues and problems, and to their historical antecedents. The approach will incorporate a blend of published economic and financial data, and as far as possible, international comparisons.

**Assessment:** In-module Test (50%) ; Group Presentation (25%) ; Group Report (25%).

\*All transcripts are issued in UK credits.

### **Global Economic Issues**

**Module Code 5ECON006W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

Globalisation has created a constantly changing and interconnected international economic environment. This module draws on economic analysis to provide critical insights and analysis of the causes, consequences and solutions to a diverse range of topical global economic issues. These might include: managing international labour migration, tackling poverty and global inequality, mitigating against climate change, international trade disputes, global economic crises and the challenges of sustainable energy and development.

**Assessment:** Group Report (2000 words) (50%) ; Exam (50%).

\*All transcripts are issued in UK credits.

### **Information and Digital Economics**

**Module Code 5ECON007W**

**Level 5**

**Semester 2**



**UK Credit Value: 20****Equivalent Credit Value: US Credits 4 / ECTS Credits 10 \***

This module explores the impact of the digital economy. Digital products are intensive in terms of their information content, profoundly affecting their production and consumption. The growing availability of 'Big Data' creates scope for new competitive insights for companies. At a macroeconomic level, too, the growth of the internet and digital technology offers major opportunities for governments seeking to harness the potential of the 'new economy'.

**Assessment:** Online Test (25%) ; Group Presentation (25%) ; Report - 2000 words (50%).

\*All transcripts are issued in UK credits.

**Behavioural Economics****Module Code BEQM606****Level 6****Semester 2****UK Credit Value: 15****Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5*****Pre-requisite: BKEY402 Business Context or equivalent***

The module explores the theory of behavioural economics and its application to public policy. It uses a theoretical framework which combines both social and private perspectives to support decision making and create an understanding of the policy implications of the behavioural aspects of economic choices. The framework includes applications to savings and pensions and the equity premium puzzle.

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

\*All transcripts are issued in UK credits.

**International Economics****Module Code BEQM607****Level 6****Semester 2****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:** Group Coursework (30%) and Examination (70%)

\*All transcripts are issued in UK credits.

**Development Economics****Module Code BEQM608****Level 6****Semester 2****UK Credit Value: 15****Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5*****Pre-requisite: BKEY402 Business Context or equivalent***

This module examines the characteristics of developing countries and the problems facing them in their bid to meet development goals and achieve sustainable development. The course teaches students how to evaluate government and international development policies. The module will explore the analytical approaches utilised by economists for dealing with development issues and will explore how the application of economic theories relates to the problems and prospects of developing countries. The module covers development measures, the contribution of agriculture, industry and trade to development. The module also covers the role of governance, international institutions and foreign resource flows. Gender and environmental issues will also be examined.

**Assessment:** Presentation (10%), Coursework (40%) and Examination (50%)

\*All transcripts are issued in UK credits.

**Labour Economics****Module Code BEQM610****Level 6****Semester 2****UK Credit Value: 15****Equivalent Credit Value: US Credits 4 / ECTS Credits 7.5*****Pre-requisite: BKEY402 Business Context or equivalent***

During the past twenty years the Human Resource Management profession has grown enormously, whilst the study of labour economics has stayed predominantly within academia, international organisations and/or national government departments. This module draws on the most up-to-date thinking within the relatively recent area of Human Resource Economics and the more established fields of Education Economics and Labour Economics. The focus is primarily micro-economic analysis. Within the discipline of economics, the study of labour markets is mainly concerned with the outcomes when individuals (who supply their labour services), firms (who demand these labour services) and governments (who attempt to regulate the labour market) interact. This is a typically 'dry' economic explanation and, whilst it does provide a good overall description, it does not give an idea of just how interesting this area of study can be. Thus, when one considers these 'players' in the labour market, we are faced with issues of discrimination, income inequality, unemployment and inactivity, immigration, ageing populations and a host of other social phenomena that impact upon our everyday lives. As you will see if you attend this module, even down to the issue of why people marry, economists have come up with interesting and insightful theories surrounding these highly divisive issues.

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

\*All transcripts are issued in UK credits.

## **Management Science and Business Logistics**

**Module Code** BEQM612

**Level** 6

**Semester** 2

**UK Credit Value:** 15

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

**Pre-requisite:** *BBUS502 Making Management Decisions or BEQM503 Principles of Statistics*

As organisations become larger and more complex, the decisions required by such organizations become more difficult and costly if an error is made. At the same time globalisation, competition and better communications lead to the need for faster decisions. Therefore we need better and faster logical or scientific methodology for decision making. The purpose of this module is to broaden students' knowledge and extend their understanding of these logical and scientific business models in order to provide optimal solutions for the most common business problems in marketing, finance, human resources, production and operations.

**Assessment:** Coursework 1 (30%), Coursework 2 (30%) and Examination (40%)

\*All transcripts are issued in UK credits.

---

## **HUMAN RESOURCE MANAGEMENT & LEADERSHIP & PROFESSIONAL DEVELOPMENT**

### **People and Organisations**

**Module Code** 4HURM005W

**Level** 4

**Semester** 2

**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** 2

**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.

### **Work and Organisational Psychology within the HR Context**

**Module Code** 5HURM005W

**Level** 5

**Semester** 2

**UK Credit Value:** 20

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

This module explores different psychological theories and their application in organisational settings. The module provides the student with an appreciation of the psychological study of work organisations and work behaviour in a contemporary HR business context. The sessions will critically explore the application of contemporary work and organisational psychology to HR business issues and function.

**Assessment:** Essay (25%) ; Case Study Report - 3000 words (75%).

\*All transcripts are issued in UK credits.

### **Leadership and Management**

**Module Code** 5HURM006W

**Level** 5

**Semester** 2

**UK Credit Value:** 20

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

The module is proposed to be structured into two parts. Part 1 involves reviewing theories and approaches related to what is the nature of leadership and management, and what are the factors that influence the effectiveness of the leadership and management process. Part 2 involves helping students to develop the core skills and understanding needed to deal with management responsibilities and develop as leaders. This includes how to co-ordinate the activities of people and guiding their efforts towards the goals and objectives of the organisation.

**Assessment:** Group Presentation (25%) ; Essay - 3000 words (75%).

\*All transcripts are issued in UK credits.

### **Sociology of Work and Industry**

**Module Code 5HURM007W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

This module seeks to develop students' understanding of the nature of work in contemporary society and, in particular, how it is experienced from the perspective of the worker or employee. This includes consideration of the divergent interests and power differentials between the employer and the employed and the meaning and value that work has both to individuals, and to society as a whole.

**Assessment:** Essay - 3000 words (75%) ; In-class Test (25%).

\*All transcripts are issued in UK credits.

### **Management and Leading People**

**Module Code 5HURM008W**

**Level 5**

**Semester 2**

**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.

### **Business Ethics and Corporate Social Responsibility**

**Module Code 5HURM009W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

Do businesses have any ethical responsibilities – what might these be? This module considers the role of ethics in business in a market economy and marketised society, the implications for types of corporate social responsibility (CSR). Considers the ethical dilemmas thrown up by business operations and implications for suppliers, employees, consumers, wider society and the environment. Looks at corporate governance and role of governments, international & regional institutions. Looks at labour standards, consumer protection, corporate market behaviour, environmental problems.

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

\*All transcripts are issued in UK credits.

### **Employee Reward**

**Module Code BHRM603**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

**Pre-requisite:** *BHRM501 Organisational Behaviour and Analysis*

Reward is at the core of the relationship between employer and employee. Managers need to know the principles underpinning systems of reward and how to effectively implement them in practice. The increasing importance and relevance of the subject area is reflected in both the attention given to rewarding employees in the organisational environment and its key position in professional HRM programmes of study.

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

\*All transcripts are issued in UK credits.

### **Managing Change: A Human Resource Management Approach**

**Module Code BHRM605**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

**Pre-requisite:** *BHRM501 Organisational Behaviour and Analysis*

This module is intended to provide students with an understanding of change management and provide approaches to analysing an organisation's development and implementation of change. It will examine theories and practices of organisational change. It will contrast different models and approaches to understanding change and innovation in organisations and explore the managing of organisational change. In particular it will focus on the human aspects of change.

**Assessment:** Individual Report (40%) and In-Class Test (60%)

\*All transcripts are issued in UK credits.

### **The Reality of Work Cultures in the Modern Economy**

**Module Code BHRM607**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module looks at the realities of the relationship between work and social character in the modern economy. The module will enable students to examine and critically evaluate the reality of modern work and its effect upon working cultures and social character; and to critically examine whether modern work has undermined the implicit relationships between work and career and character.

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

\*All transcripts are issued in UK credits.

### **Human Resource Development**

**Module Code BLDE602**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

***Pre-requisite: BHRM501 Organisational Analysis and Behaviour or equivalent***

The module highlights the critical importance of Human Resource Development (HRD) as a deliberate business process. It is therefore concerned with the management of individual and organisational learning to achieve business goals. The module combines theory, practice and the development of individual skills.

**Assessment:** Group Coursework (20%), Individual Report (30%) and Examination (50%)

\*All transcripts are issued in UK credits.

### **The Psychology of Coaching and Mentoring**

**Module Code BLDE603**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

This module focuses upon the theory and applied practice of coaching and mentoring within an applied learning framework. It covers the principles, theories and models of mainstream coaching and mentoring, along with an understanding of the process issues connected to coaching and mentoring activities. The content of the module focuses upon the implications for coaching and mentoring from the perspectives of psychology and human resource management. This module is highly skills focussed and the content therefore reflects this practical aspect of becoming a skilled coach and mentor. This credit bearing module is suitable for those students who would like to develop practical coaching and mentoring skills and equally share valuable professional experiences with other university students.

**Assessment:** Case Study (40%) and Portfolio (60%)

\*All transcripts are issued in UK credits.

### **Psychological and Psychoanalytical Aspects of Individual and Group Behaviour**

**Module Code BLDE604**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

***Pre-requisite: BHRM501 Organisational Analysis and Behaviour or equivalent***

This module offers a critical analysis of the psychological and psychoanalytical aspects of behaviour in organisations. The emphasis is on using psychological and psychodynamic literature and research to analyse and understand individual and group behaviour in an organisational setting. The module aims to encourage students to use their own personal experiences to understand the literature and thereby to cultivate reflective practice.

**Assessment:** In Module Essay (40%) and End of Module Diary (60%) \*All transcripts are issued in UK credits.

### **Cultural Difference and People Management**

**Module Code BLDE606**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

***Pre-requisite: BBUS401 Perspectives on Behaviour in Organisations or BBUS404 Behavioural Aspects of International Business or equivalent***

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 & BUSINESS STRATEGY**

### **Creating New Business**

**Module Code 4ENTP002W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

This module will engage students in the more practical elements of innovation and enterprise activity, not just in terms of creating new businesses, but also in terms of entrepreneurship within the corporate environment. This module will prepare students for enterprise activity across a variety of contexts.

**Assessment:** Market Opportunity Report - 1000 words (25%) ; Business Feasibility Report - 2000 words (50%) ; Business Pitch (25%).

\*All transcripts are issued in UK credits.

### **Marketing Principles**

**Module Code 4MARK001W**

**Level 4**

**Semester 2**

**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.

### **The Power of Brands**

**Module Code 4MARK006W**

**Level 4**

**Semester 2**

**UK Credit Value: 20**

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

Creating and managing successful brands is a source of competitive advantage to modern organizations. This module provides students with the fundamental understanding of brands, brand positioning and brand portfolio management. It engages students by practical demonstration of the effective use of marketing and branding tools. At the heart of an effective brand strategy, is its seamless integration with the marketing mix. A successful brand plan does not only address how the brand will be communicated but also how it will be protected.

**Assessment:** Group Report (25%) ; Group Presentation (25%) ; Exam - Closed Book (50%).

\*All transcripts are issued in UK credits.

### **Entrepreneurial Practice**

**Module Code 5ENTP005W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

This module is an action based entrepreneurial practice in generating revenue for a chosen organization. The student is expected to fulfil the modules learning outcomes through the entrepreneurial project and written assessment. The student is expected to organise a revenue generation project with a team of five students which has to be approved by the module leader. This module provides a way for students to pursue enterprise and entrepreneurial skills through the process of entrepreneurial learning.

**Assessment:** Individual Log (25%) ; Project Action Report (25%) ; Individual Report (50%).

\*All transcripts are issued in UK credits.

### **Distribution and Retail**

**Module Code 5MARK006W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

This module covers marketing channels, some major principles of retailing and issues of ethics and sustainability. The module studies the interaction of intermediaries through the channel with emphasis on their interaction and the interdependencies brought about through increasing reliance on technological interaction. Some of the issues driving retailing both in store and on-line are looked at from the retail management perspective examining the principles driving competitiveness in retail organisations in different retail sectors. The module also considers wider social, political, economic and environmental responsibilities of distributors and retailers (if any).

**Assessment:** Group Presentation (25%) ; Essay (25%) ; Report (50%).

\*All transcripts are issued in UK credits.

### **Sports Marketing**

**Module Code 5MARK010W**

**Level 5**

**Semester 2**

**UK Credit Value: 20**

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

The module is designed to build on contemporary marketing theory and to apply it in a sports context. The module examines strategic sports marketing planning within an appropriate framework. Students will look at the application of marketing concepts in sport, and in particular market segmentation and the roles of branding and sponsorship. They will be given the opportunity to reflect on the current and future impact of globalisation and commercialisation on the wider sports industry. The module will encourage students to apply concepts and criteria derived from good practice in other sectors to specific sporting applications and to develop their analytical and critical skills.

**Assessment:** Coursework (25%) ; Presentation (25%) ; Exam - Closed Book (50%).

\*All transcripts are issued in UK credits.

### **Marketing Planning and Strategy**

**Module Code BMKT602**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

**Pre-requisite:** *BBUS402 Principles of Marketing or equivalent*

A management consultant called Paul Dunn once famously said “Those that aim at nothing, usually hit it with surprising accuracy”, and so we need a plan! However, it is also said that planning is never straightforward. Whilst we may be able to predict the future to some extent, organisations are complex, meaning that accurate predictions are difficult to make, even after detailed research. The BMKT602 Marketing Planning and Strategic Choice module investigates issues that marketers in the real world have to deal with: identifying and analysing market trends; selecting and understanding target markets and the value required by each of them, creating superior value to competitors, prioritising marketing objectives and strategies, and finally assessing the possible financial consequences of actions taken. It is this planning process which focuses the minds of marketing managers and provides a framework which should be sufficiently flexible to allow for the unforeseen. In the words of General Dwight Eisenhower, supreme commander of the Allied forces at the time of the D-Day invasion in 1944: ‘Plans are nothing - planning is everything’.

**Assessment:** Group Presentation (30%) and Examination (70%)

\*All transcripts are issued in UK credits.

## **Marketing Communications**

**Module Code BMKT603**

**Level 6**

**Semester 2**

**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 (70%)

\*All transcripts are issued in UK credits.

## **Cross Cultural Studies for Marketing**

**Module Code BMKT604**

**Level 6**

**Semester 2**

**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 Presentation (25%), Group Report (25%) and Examination (50%)

\*All transcripts are issued in UK credits.

## **PR & Sales Promotions**

**Module Code BMKT606**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

With media channels becoming more and more fragmented and consumers increasingly able to filter-out unwanted and intrusive advertising, the nature of marketing communications is changing. As we enter an era when manufacturers and consumers will have ‘dialogues’ and brand reputations will be formed on social networks, this module aims to provide students undertaking broad based business degrees or specialist marketing degrees with a detailed understanding of how public relations and promotional marketing (sales promotion) can be applied to communicate marketing messages across multi-channel media - whilst ensuring consistency and engagement with the consumer. This module provides students with an important understanding of how traditional theories of reputation management and models of consumer choice can be applied to aspects of brand management and how the rapidly changing media environment will see them play an increasingly important role.

**Assessment:** Report (25%), Coursework (25%) and Examination (50%)

\*All transcripts are issued in UK credits.

## **Personal Selling and Sales Management**

**Module Code BMKT609**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

***Pre-requisite: BBUS402 Principles of Marketing or equivalent***

The use of sales approaches in marketing management. The skills involved in selling and creating sales operations. The use of organisation, motivation and knowledge in different contexts. Students practice active learning, problem solving, and autonomy. Provides marketing knowledge and transferable skills required for professional marketers.

**Assessment:** Group Coursework (25%), Group Report (25%) and Examination (50%)

\*All transcripts are issued in UK credits.

### **Ethics in Marketing**

**Module Code BMKT613**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

***Pre-requisite: BBUS402 Principles of Marketing or equivalent***

Understanding ethics in marketing is essential for strategic decision making and business success. At the level of the individual there is a need to develop skills in seeking out and evaluating the options available. At the level of the company there is a need to understand the competitive environment, to seize market opportunities where they exist, and to be productive. The module will address marketing thinking and techniques with specific reference to ethics in marketing. It will cover such areas as Cause-Related Marketing (CRM) and Corporate Social Responsibility (CSR).

**Assessment:** Group Report 1 (20%), Group Presentation 1 (10%), Group Report 2 (20%), Group Presentation 2 (10%) and Individual Report (40%)

\*All transcripts are issued in UK credits.

### **International Business**

**Module Code BMKT617**

**Level 6**

**Semester 2**

**UK Credit Value: 15**

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

The Module explores the wider business environment and the significance of major global trends. The impact upon international businesses of the global trade institutions and of governments is studied for companies of various sizes and types. Major topics include, foreign direct investment; culture and management practice, assessing the attractiveness of markets, ethics and the management of risk internationally. The decisions and issues faced by international managers are studied from the perspective of various functions including Finance, HRM, Marketing and Operations.

**Assessment:** Group Coursework (30%) and Report (70%)

\*All transcripts are issued in UK credits.