## Module Catalogue Westminster Business School Postgraduate Study Abroad with Internship 2024/5 Semester 2

## Please note, postgraduate students can take modules relating to their degree course only

As part of the Internship programme all students must take three modules per semester, including the following module in either Semester 1 or 2:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 5BUSS005X | [Professional and Personal Skills Development](#5BUSS005X) | Level 5 | Semester 1 or 2 | 20 | US Credits 4 / ECTS credits 10\* |

If you choose to take the Internship option this semester, then you are able to take two free-choice modules in addition to the above module. Please note that the above module carries Undergraduate credit.

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Economics and Quantitative Methods** | | | | | |
| 7ECON001W | [Data Analysis](#7ECON001W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON006W | [International Economics](#7ECON006W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON013W | [Sustainable Energy Policy](#7ECON013W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE016W | [Global Financial Markets](#7FNCE016W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Finance and Accounting** | | | | | |
| 7ACCN012W | [Managerial Accounting](#7ACCN012W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE009W | [Financial Derivatives](#7FNCE009W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE015W | [Global Banking](#7FNCE015W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE019W | [International Risk Management](#7FNCE019W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE020W | [Contemporary Finance](#7FNCE020W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE021W | [Modern Portfolio Management](#7FNCE021W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE032W | [Compliance and Banking Law](#7FNCE032W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE049W | [RegTech and Financial Crime](#7FNCE049W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Human Resource Management + Leadership and Professional Development** | | | | | |
| 7DIBU009W | [Digital Disruption and Sustainable Innovative Business Models](#7DIBU009W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM021W | [People Practice](#7HURM021W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7SUEV001W | [Innovation and Sustainability Management](#7SUEV001W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM005W | [Human Resource Management](#7HURM005W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM006W | [Human Resource Management and the Business Context](#7HURM006W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM013W | [Organisational Analysis, Design and Development](#7HURM013W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Management and Marketing** | | | | | |
| 7BUSS016W | [Strategic Management](#7BUSS016W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK006W | [Multi-Platform Marketing Communications](#7MARK006W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK017W | [Public Relations and Reputation Management](#7MARK017W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK030W | [Digital Marketing and Innovation](#7MARK030W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK031W | [Digital Customer Experience](#7MARK031W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK033W | [Social Media and Content Marketing](#7MARK033W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK034W | [Web Design and Analytics](#7MARK034W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| **Property and Construction** | | | | | |
| 7CNMN001W | [Design and Construction: Principles, Application and Management](#7CNMN001W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7CNMN003W | [Commercial Management](#7CNMN003W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7CNMN008W | [Developing Effective Project Teams](#7CNMN008W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |
| 7CNMN013W | [Managing Uncertainty in Projects](#7CNMN013W) | 7 | Semester 2 | 20 | US Credits 4 / ECTS credits 10\* |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Internship Module

#### Professional and Personal Skills Development

**Module Code: 5BUSS005X**

**Level 5**

**Semester 1 or 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Internship Programme Information: You can apply for a study abroad internship as part of a single semester or year-long study abroad programme at the University of Westminster, but the maximum duration of the internship is one semester. Alongside your academic studies, you will be expected to work 14 hours over two to three days per week in your internship. Internships are part-time and run for 12 weeks, until the end of the teaching period.   
  
Module Description: The module is designed to allow you to draw upon your experience in the workplace in order to reflect on (and to challenge) your behaviours, attitudes and assumptions at work. This greater self-awareness will help you to appreciate differences in cultural and ethical working practices. The module uses coaching tools to help you to discover your own solutions to issues, thus developing you as an ‘independent’ self-reliant learner and increasing your resilience. The module also fosters the development of your analytical thinking skills by applying relevant theory and concept to your work experiences. Your learning and practical experience is designed to enable you to reflect on both your work and learning so that you can articulate your global skills set to future employers.   
  
A reminder that that this module carries Undergraduate credit.   
**Assessment:** Individual Oral Presentation (25%), Individual Reflective Learning Log (25%), Essay (50%)   
\*All transcripts are issued in UK credits.

## Economics and Quantitative Methods

### Data Analysis

[**Module Code: 7ECON001W**](#7ECON001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module develops the student’s understanding and use of fundamental statisticaland econometric techniques used in economics, namely, the Classical Linear Regression Model, Ordinary Least Squares and introduction to maximum likelihood estimation; testing linear restrictions; Chow test; problems of multicollinearity and misspecification; dummy variables; simultaneous estimation and the identification problem; autocorrelation; heteroscedasticity; time series analysis; stationarity; unit root tests; cointegration; error correction model; volatility modelling and forecasting; value-at-risk forecasting and model evaluation. Computing and econometrics software has seen substantial development during the last decades and students will learn to use these necessary tools.   
**Assessment:** Coursework Practical (40%), Set exercises and test (not exam conditions) (60%)  
\*All transcripts are issued in UK credits.

### International Economics

[**Module Code: 7ECON006W**](#7ECON006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is concerned with both the practice and theories of international trade and finance. It is related to issues such as classical and neo-classical trade theories, Intra industry trade, factor input mobility, trade policies, infant industry protection, economic integration, foreign investments, the balance of payments, exchange rate regimes, and their implications. It is designed to provide an in-depth understanding of the underlying reasons for the trade, shortcomings of the classical trade theories, and some of the more modern trade theories.

It covers different degrees of economic integration and the way they can contribute to an overall change in trade patterns and the welfare of nations. It will also examine the theories that explain the reasons for capital movement and foreign direct investment. The module covers some of the international developments of the last two to three decades and explores the factors that contributed to the evolution of the European Union and the international debt crises of the 1980s.

**Assessment:** Essay (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Sustainable Energy Policy

[**Module Code: 7ECON013W**](#7ECON013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The focus of this module is on energy economics and, in particular, on the role of markets in driving energy policy and strategy in both the short and long term. It covers a variety of theoretical and empirical topics related to energy demand, energy supply and energy prices, the influence of fiscal instruments on market operation and the importance of banks and financial institutions for the funding of energy projects.The first half of the module will explore a number of key themes and conceptual issues. These will include: an analysis of the structure and operation of oil, gas, coal, electricity and renewables markets and issues of price discovery, carbon trading, green taxes and subsidies; the role of banks and alternative sources of financing for oil and gas projects; an exploration of approaches to modelling and forecasting the supply, demand and price of energy and energy derivatives. The second half of the module will have a practical focus, with sessions led by guest speakers drawn from a range of energy companies, renewables firms or from policy ‘think-tanks’. These will take the form of short participative workshops exploring case studies on energy strategy and sustainability.  
**Assessment:** Coursework (40%), Coursework (60%)  
\*All transcripts are issued in UK credits.

### Global Financial Markets

[**Module Code: 7FNCE016W**](#7FNCE016W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is concerned with both practical and theoretical issues related to international financial markets. It is designed to provide an in-depth understanding of the structure and operation of foreign exchange markets, financial instruments used in global financial markets; and the operation of financial institutions such as banks and insurance companies whose operations expand across a number of financial markets and financial centres. The module comprehensively addresses the nature of economic exposure and foreign exchange risks that agents might face when operating across various countries. Students will learn how agents might try to avoid or take foreign exchange risk through hedging or speculation in the spot market or various derivative markets such as forward, futures and option markets. The module provides an in-depth analysis of the interest rate arbitrage and the range of activities that hedge funds and private equity funds are involved, and the way they operate in the international markets. It will also examine the theories that explain the reasons for capital movement and foreign direct investment, as well as international diversification in the form of International portfolio investments. The module covers some of the international developments in the last two three decades and explores the role of commercial banks in growth of international debt and the eventual debt crises, and sovereign default of the 1980s. It also provides a thorough analysis of the policies that contributed to the growth of emerging markets and implication of policies such as capital controls and stock market development for their economies, as well as an examination of factors that led to financial crisis in some of the emerging markets. Finally the module provides a discussion of microfinance and some of the factors that have contributed to the development of microfinance institutions and policies that countries need to adopt in relation to those institutions.  
**Assessment:** Presentation (40%), Essay (60%)  
\*All transcripts are issued in UK credits.

## Finance and Accounting

### Managerial Accounting

[**Module Code: 7ACCN012W**](#7ACCN012W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module explores the role of accounting in the management of organisations and the development and application of managerial accounting concepts and techniques with emphasis on practical applications, critical appraisal, contemporary approaches and international perspectives.  
**Assessment:** Coursework Group (30%), Examination - closed book (70%)  
\*All transcripts are issued in UK credits.

### Financial Derivatives

[**Module Code: 7FNCE009W**](#7FNCE009W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides both theoretical and practical foundations for learning about financial derivatives markets. The characteristics, valuations and applications of derivatives are explored in risk and investment management contexts.  Instruction is based on a research- informed learning process. On the practical side, learning is underpinned with the latest market information and analytics. Focus is on the following derivatives markets: Futures and Forwards; Asset and Credit Derivative Swaps and Options. Examples and case studies will focus on applications in investment and risk management.

**Assessment:** In-Class Test/Assignment exam conditions (40%), Coursework Group (60%)  
\*All transcripts are issued in UK credits.

### Global Banking

[**Module Code: 7FNCE015W**](#7FNCE015W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module evaluates the role and function of domestic and global banks; their structure and operations, together with a thorough examination of the risks that they are exposed to; and the various ways to manage them.

**Assessment:** Coursework (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### International Risk Management

[**Module Code: 7FNCE019W**](#7FNCE019W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module offers a detailed coverage of the fundamental ideas and tools for thinking about international risk management. Emphasis is given on foreign exchange risk, interest rate risk and value at risk. This module studies measurement methods and hedging approaches to financial risk. Finally recent developments in risk management and advanced topics are examined.

**Assessment:** Coursework (30%), Coursework (70%)  
\*All transcripts are issued in UK credits.

### Contemporary Finance

[**Module Code: 7FNCE020W**](#7FNCE020W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module aims to provide a detailed understanding of the main theoretical and empirical principles of financial decision-making in modern business enterprises. Financial theory is combined with practice to understand the following: sources of finance, capital investment strategies, weighted average cost of capital, capital structure, dividend policy, corporate value, modern portfolio theory and valuation of financial securities  
**Assessment:** Coursework (30%), Coursework Group (70%)  
\*All transcripts are issued in UK credits.

### Modern Portfolio Management

[**Module Code: 7FNCE021W**](#7FNCE021W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Develop a systematic understanding of portfolio theory, fund management principles, practice and ethics. Focus is on a range of contemporary analytical techniques used in the construction, management and protection of financial portfolios.

Investment theory is complemented with practice in our purpose built Financial Markets Suite. Academic content is aligned to the Candidate Bodies of Knowledge from the following Professional Institutes:  the Chartered Financial Analysts Institute and the UK Chartered Institute of Securities and Investments (CISI).

**Assessment:** In-Class Test/Assignment exam conditions (40%), Coursework Group (60%)  
\*All transcripts are issued in UK credits.

### Compliance and Banking Law

[**Module Code: 7FNCE032W**](#7FNCE032W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module offers a detailed examination of the legal principles, regulation, compliance and supervision that applies to domestic and international banks. The module focuses on relevant reforms to the banking sector, such as Basel III and Mifid ii, and provides students with an understanding of the importance of these.

**Assessment:** Coursework (30%), Presentation Group (70%)  
\*All transcripts are issued in UK credits.

### RegTech and Financial Crime

[**Module Code: 7FNCE049W**](#7FNCE049W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The purpose of this module is to familiarise students with contemporary issues relating to financial crime across the UK, EU and Internationally. It also aims to provide students with an in-depth insight into the practical reality of policy, regulation and technological responses to the management of this risk in a professional context. The learning process uses a mixture of fictional and real-life case studies to contextualise learning.   
**Assessment:** Coursework Group (100%)  
\*All transcripts are issued in UK credits.

## Human Resource Management + Leadership and Professional Development

### Digital Disruption and Sustainable Innovative Business Models

[**Module Code: 7DIBU009W**](#7DIBU009W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module aims to develop students’ understanding of how new opportunities are offered for business innovation and sustainability in emerging and existing sectors and the strategic challenges in exploiting these emerging opportunities in order to transform them into sustainable economic strategies. How can digital start-ups build strategies to win against traditional bricks-and-mortar incumbents?  
**Assessment:** Presentation Group (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### People Practice

[**Module Code: 7HURM021W**](#7HURM021W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module enables students to explore people resourcing and enhance their resourcing skills, which are of value within an HRM career. The module concentrates on organisations’ need to recruit and retain effective people with the necessary skills to achieve organisational objectives. It combines a strategic and practical focus on recruitment, selection, retention and dismissal with the academic rigour necessary to study resourcing and talent management in a global context. This requires an understanding of employment markets, the full range of resourcing options and relevant law.   
**Assessment:** Coursework (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

### Innovation and Sustainability Management

[**Module Code: 7SUEV001W**](#7SUEV001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Sustainability is one of businesses most pressing concerns: it is the key question of our time. Sustainability is a broad concept that goes beyond considering the environmental impact of business to include economic and social issues. The focus of sustainability is the creation of a good quality of life for current and future generations by achieving a balance between economic prosperity, ecosystem viability and social justice. This module explores the challenges and opportunities that societal and environmental issues create for organisations. Students will explore sustainable management in all its dimensions, learning from real life examples, focussing on examining key problems and developing solutions in order to lead their organisations towards sustainable change that aligns businesses long-term goals with the broader expectations of society in a globalised, connected world. To help students understand the systematic and organisational role of sustainability in any organisation the module will give an overview of major sustainability issues, practices according to the following 3 dimensions; environmental, social and financial.   
**Assessment:** Coursework (50%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

### Human Resource Management

[**Module Code: 7HURM005W**](#7HURM005W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides students with opportunities to critically analyse and reflect upon contemporary approaches in human resource management, and helps students to understand the strategic contribution of these in determining the success of organisations. The module in particular focuses on the critical role that contemporary HR practices play for enabling people to add value and achieve a sustained level of superior performance. More specifically, supports students to develop critical thinking and handling of complex people management and business decisions.   
**Assessment:** Coursework Group (50%), Essay (50%)  
\*All transcripts are issued in UK credits.

### Human Resource Management and the Business Context

[**Module Code: 7HURM006W**](#7HURM006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Despite dynamic influences in the business context, all successful organisations need to create and sustain their competitive advantage. This core module will develop the student’s knowledge and understanding of key influences in the business context on organisations, their management and performance including economic, demographic, social, technological and ethical factors. The module will also focus on other influences on organisational strategy including government and regulatory environments, and the financial context.  Students will develop their financial literacy and interpret and use data and information to support strategic decision making. The module will enable the student to appreciate the use of various strategies formulated by organisations to respond to changes in the business context and associated risks and uncertainty which impact upon their performance.   
**Assessment:** Coursework (100%)  
\*All transcripts are issued in UK credits.

### Organisational Analysis, Design and Development

[**Module Code: 7HURM013W**](#7HURM013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module uses concepts and modes of analysis from the social and behavioural sciences to develop a mastery of both practical and theoretical issues in the study of organisations and their development. It examines ways in which employee attitudes, organisational structures, systems, technologies, work processes, cultures and the relations of authority, power and conflict may be linked to wider social factors influencing organisational design and development. It incorporates historical foundations to give context to developments of work practices and  systemic processes in relation to cultural values, relationships and power dynamics as they relate to key changes in social systems.   
**Assessment:** Essay (50%), Coursework (50%)  
\*All transcripts are issued in UK credits.

## Management and Marketing

### Strategic Management

[**Module Code: 7BUSS016W**](#7BUSS016W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module equips students with the knowledge and skill to analyse complex environments, judge resource deployment for whether it creates value for customers. Students then put these skills into action by developing, evaluating and selecting innovative strategies through which firms capture value from their customers in global markets. Students will draw on a range of data types and resources to integrate prior and on-going learning, identify strategic problems, and manipulate complex as well as incomplete information. Doing so, students will be able to integrate learning from other modules on the program of study that enables i) conceptual thinking at a higher level of abstraction; and ii) clear effective communication in oral and written form.   
**Assessment:** Presentation Group (40%), Coursework (60%)  
\*All transcripts are issued in UK credits.

### Multi-Platform Marketing Communications

[**Module Code: 7MARK006W**](#7MARK006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Constantly evolving marketing communications are characterised by increased use of multiple media platforms including a variety of digital and non-digital channels that intersect within ever more complex customer ecosystems, both domestically and internationally. These themes and an exploration of a wide array of marketing communications tools will permeate the module. Teaching will be interactive and will consist of one lecture and one seminar each week. Students are expected to contribute to class discussion.  
**Assessment:** Coursework Group (25%), Film/Video (75%)  
\*All transcripts are issued in UK credits.

### Public Relations and Reputation Management

[**Module Code: 7MARK017W**](#7MARK017W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module considers public relations’ (PR) role in marketing and corporate communications for both short and long-term brand reputation building. It examines PR’s origins, scope, character and applications in creating and defending corporate and brand reputation in today’s business environment. It investigates the use of PR tools and strategies to build and maintain stakeholder relationships, create trust, manage online reputation and its risks and measure and evaluate PR outcomes and value.

**Assessment:** Coursework (60%), Coursework Group (40%)  
\*All transcripts are issued in UK credits.

### Digital Marketing and Innovation

[**Module Code: 7MARK030W**](#7MARK030W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module introduces the contemporary digital marketing environment. A range of innovative and disruptive approaches to digital marketing communications are considered in the contemporary business environment in a sustainable business context. Students will engage with material actively as a community of practice through classroom and online engagement, considering strategic, tactical and ethical perspectives and applying these to a range of contexts.  
**Assessment:** Coursework (25%), Essay (75%)  
\*All transcripts are issued in UK credits.

### Digital Customer Experience

[**Module Code: 7MARK031W**](#7MARK031W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Customer journeys are characterised by an increased use of a range of digital technologies, across multiple media. Due to the increase in digital technologies, there has been an increased emphasis on multiple touchpoints in customer encounters which can divert attention from the customers end to end journey to a focus on the touchpoints. This module refocuses marketer’s attention to the digital customer experience. The emphasis is on the role of digital components in transforming customer experience.  
**Assessment:** Essay (100%)  
\*All transcripts are issued in UK credits.

### Social Media and Content Marketing

[**Module Code: 7MARK033W**](#7MARK033W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module focuses on the creation of optimised content for social media and content marketing. This includes engaging audiences and incentivising conversion, taking into account paid or organic search strategies. Students will be expected to demonstrate awareness of contemporary trends in social media marketing.   
**Assessment:** Portfolio (25%), Portfolio (75%)  
\*All transcripts are issued in UK credits.

### Web Design and Analytics

[**Module Code: 7MARK034W**](#7MARK034W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is designed to prepare students for designing user-centred websites and understanding audience behaviour and engagement through web analytics. It introduces agile production methodologies, search marketing, authoring/design tools, optimisation (including mobile marketing) and testing. Students will go on to use web analytics to understand the audience, acquisition, behaviour and conversions to optimise content for a website through web analytics.  
**Assessment:** Portfolio (50%), Portfolio (50%)  
\*All transcripts are issued in UK credits.

## Property and Construction

### Design and Construction: Principles, Application and Management

[**Module Code: 7CNMN001W**](#7CNMN001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Developing critical conceptual knowledge of the design and construction stages and integrated management of both processes. Evaluating, Devising and applying techniques for the design and construction projects, taking into account various factors such as user/client needs, function, structural behaviour, sustainability, buildability and aesthetics of a design and the technical requirements of its construction.  
**Assessment:** Coursework (50%), Presentation Group (50%)  
\*All transcripts are issued in UK credits.

### Commercial Management

[**Module Code: 7CNMN003W**](#7CNMN003W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module will investigate current relevant topics as well as the broad concept of Commercial Management and the role of the Commercial Manager. Commercial considerations for the optimisation of financial performance in an external and internal context including the successful commercial management of construction projects.  
**Assessment:** Coursework Group (30%), Coursework (70%)  
\*All transcripts are issued in UK credits.

### Developing Effective Project Teams

[**Module Code: 7CNMN008W**](#7CNMN008W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The selection, development and maintenance of effective and efficient teams throughout the duration of projects.The principles of team selection, group dynamics and appraisal. The process of identifying client requirements for team deliverables.  
**Assessment:** Coursework (80%), Portfolio (20%)  
\*All transcripts are issued in UK credits.

### Managing Uncertainty in Projects

[**Module Code: 7CNMN013W**](#7CNMN013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module will investigate the management of uncertainty and risk in a construction project environment, examining both qualitative and quantitative techniques.  
**Assessment:** Coursework (50%), Coursework Practical (50%)  
\*All transcripts are issued in UK credits.