

**BA ENTREPRENEURSHIP**

**Module Choice Guide for Level 6**

**2019/20**

**This should be read in conjunction with information on the Campus Registry Blackboard site, on your Course Blackboard site and SRSWeb Module Search.**

**We try to ensure all details are correct at the time of publishing, module details and availability may be subject to change.**

**Westminster Business School**  
**(March 2019)**

## ACTION POINTS:

1. Read this Module Choice Guide.
2. Attend the **Module Fair** on **Wednesday 13 March 2019, 2-4 pm, MG14 and MG28**.
3. Think about the long term career you want to have in addition to the job you want to do immediately after graduating, you also need to think about your academic strengths. Your Personal Tutor and the Career Development Team can help with your decisions.
4. You are required to pass all 120 credits at Level 4, 5 and 6. Please bear this in mind when selecting your options. Decide on your Level 6 option choices and plan your programme to completion of your degree. You need to seek advice if you do not achieve this.
5. Please be aware there are limited spaces on modules, and students are registered on a first come first served basis, therefore it is advisable to register your option choices online as soon as possible. It is also advisable to have a second choice in mind in case your first choice module is not available to you.
6. Check you are absolutely sure you have identified the options you really do want to be studying in 2019/20.
7. **Please Note** - once you hit the 'submit' button **you cannot change your selection** at a later date.
8. Register your modules online from **Wednesday 3 April** and before **Thursday 18 April 2019**. You will receive further details of how to make module choices via email prior to 3 April. Please ensure you check your University email regularly.

## Your Course

You must attempt and pass **6 modules** (total of 120 credits) at Level 6 in order to graduate. These are:

**Course core modules**  
**Course option modules**  
**Elective**

4 compulsory modules  
you must choose 1 and may choose 2  
you may choose 1

## Elective option

Your elective option may be selected from:

- your course options; or
- the WBS Level 6 College Electives; or
- from the Westminster Electives.

**You are strongly advised to select your elective module from those on offer in your degree or in the WBS Level 6 Electives** as this allows you to either:

- increase your depth of knowledge in your specialism; or
- widen the scope of your specialist degree.

Polylang: The University provides a programme of graded modules in 8 different languages designed for non-language degree students. There are various Levels of each language so, **in theory**, you may start a language from scratch or continue with an existing language. Most students taking a language take one module in that language in each year of the degree. If you have taken a language module in the first and second year, there is no problem in continuing or dropping it.

## Course Structure

### Year 3 (Credit Level 6):

<b>Sem 1</b>	<b>Core:</b> 6ENTP001W Contemporary Issues in Entrepreneurship 20 credits	<b>Core:</b> 6ENTP003W Entrepreneurial Leadership 20 credits	<b>Core:</b> 6ENTP004W Strategic Entrepreneurship Perspective 20 credits
<b>Sem 2</b>	<b>Core:</b> 6ENTP002W Entrepreneurship & Enterprise 20 credits	<b>Course Option:</b> Select one  6BDIN003W Digital Analytics  6BDIN004W Social Media for Business  6BDIN005W Project and Programme Management  6MARK015W Interactive & Digital Marketing  6BUCL004W Consumer Protection 20 credits	<b>Elective</b> Select one  Course option; or  6BUSS005W Professional Experience; or  WBS Level 6 College Elective; or  Westminster Level 6 Elective 20 credits

## WBS Level 6 College Electives

Module Code	Module Name	Prior module required
6ACCN001W	Global Accounting and Multinational Enterprises	Not available to BSc Accounting students
6BDIN003W	Digital Analytics	
6BDIN004W	Social Media for Business	
6BDIN005W	Project and Programme Management	
6BUCL003W	European Union Law	
6BUCL004W	Consumer Protection	
6BUCL005W	Company Law	
6BUSS005W	Professional Experience Project	
6ECON004W	Development Economics	
6ECON005W	International Economics	
6ECON006W	Forecasting for Managers	
6ENTP005W	Creating Entrepreneurial Leadership	
6FNCE001W	Banking Theory & Practice	
6FNCE005W	International Financial Management	
6FNCE006W	Personal Finance	
6HURM004W	Assessing and Developing Talent	
6HURM005W	Cultural Differences and People Management	
6HURM006W	Coaching and Mentoring in the Workplace	
6HURM009W	Comparative International Management	
6MARK013W	Destination Cultural and Heritage Marketing	
6MARK015W	Interactive and Digital Marketing	No open to BA Marketing Communication students

## Westminster Level 6 Electives

Details of the Westminster Level 6 Electives can be found here:

<https://www.westminster.ac.uk/courses/undergraduate/westminster-elective-modules>

**MODULE SUMMARIES**

**FOR COURSE OPTIONS**

**AND**

**COLLEGE ELECTIVES**

Full module title <b>Global Accounting and Multinational Enterprises (Not available to BSc Accounting students)</b>		
Module code: 6ACCN001W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance and Governance		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Business Management – Phillip Sainter		
Status: Course Option, BA Business Management & BA Global Business WBS L6 UG Programme Option		
Subject Board: Accounting Finance and Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students. Alternative Assessment – Closed Book Exam		
Special features: None		
<b>Access restrictions: Not available to BSc Accounting students.</b>		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
<p>This module provides a systematic understanding and appreciation of the principles and practices underlying global financial accounting and the key accounting issues faced by multinational companies. The diversity in global financial accounting will be discussed and the arguments for the international accounting standards convergence project critically evaluated. Accounting issues related to foreign currency transactions and translation, business combinations, segment reporting, transfer pricing and wider corporate governance, faced by multinational companies will be discussed. In addition, current developments in international accounting will be examined.</p> <p>An appreciation of the practical application of the theory, knowledge and understanding gained, will be made through reference to industry cases. Learning activities include directed lectures, seminars and workshops. The workshops and seminars will be used to engage students in debate and use of sources from real-life companies and contemporary events to illustrate international financial accounting in practice.</p>		

### Learning outcomes

1. Critically evaluate accounting issues that are related to multinational companies and discuss the arguments for and against global accounting standards.
2. Critique theoretical frameworks and relate the international accounting standards to the categories of assets, liabilities, recognition, measurement, and needs of user groups.
3. Engage in debate in a professional manner, using communication to persuade and convince the global convergence of accounting standards.
4. Challenge received opinion and use own criteria and judgement in areas of global financial reporting standards.
5. Critically evaluate current research using own judgment of ethical, political and legal values.
6. Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make own judgements in areas related to the accounting for foreign currency and other financial reporting issues.
7. Formulate a complex argument within a theoretical and contextual framework.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b><i>In-Class Test</i></b>	25	30	<i>n/a</i>	1-5	<i>Closed Book In-class Test (1 hour)</i>
<b><i>Final Examination</i></b>	75	30	<i>n/a</i>	1-7	<i>Closed Book Exam (2 ¼ hours)</i>

Full module title: <b>Digital Analytics</b>		
Module code: 6BDIN003W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Business Information Management and Operations.		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BA Business Management – Phillip Sainter		
Status: Course Option, Business Management (General) WBS L6 UG Programme Option		
Subject Board: Business Information Management and Operations		
Pre-requisites: None	Co-requisites: None	
Study abroad: Suitable for Study Abroad students.		
Special features: n/a		
Access restrictions: No restrictions		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: Digital Analytics is a developing area within many organisations, where there is a need to understand and analyse the online/offline behaviour of consumers and data generated from different business processes. This module will explore both Business Intelligence (BI) and web analytics (WA).		

### Learning outcomes

On successful completion of this module, the student will be able to:

1. Formulate and develop a digital analytic strategy.
2. Test, select and evaluate digital analytic concepts.
3. Critically evaluate digital analytics reports.
4. Critically examine, formulate and evaluate a business response to the information obtained from digital analytics and other business intelligence sources.
5. Understand how digital analytics can be deployed to test and measure online innovation.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b><i>In-Module Assessment</i></b>	50	30	n/a	2, 3, 4	<i>Practical analytics experiment and a 1,000 word Reflective Report</i>
<b><i>End of Module Assessment</i></b>	50	30	n/a	1, 4, 5	<i>Case Study based Report (2,000 words).</i>



Full module title: <b>Social Media for Business</b>		
Module code: 6BDIN004W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Business Information Management and Operations		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BA Business Management - Phillip Sainter		
Status: Course Option, BA Business Management & BA Global Business WBS L6 UG Programme Option		
Subject Board: Business Information Management and Operations		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad. Assessment strategy does not include exam.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: The purpose of the module is to investigate the role of social media platforms in an organisational context and explore how their adoption fits into operations and supports business objectives. The module will enable students to tailor social media to given business needs and develop strategies for successfully using social platforms in proactive and reactive environments.		

### Learning outcomes

By the end of the module the successful student will be able to:

1. Analyse and differentiate between the range of social media platforms, applications and tools, and their appropriate deployment.
2. Evaluate organisational cultures and characteristics and the potential impact of the implementation of enterprise social media.
3. Critically evaluate the most effective social media solutions to improve business performance.
4. Appraise the social and ethical relationship between social media as it pertains to traditional mass media and public relations practice.
5. Identify the opportunity to apply enterprise class social media to innovate within organisational processes, products and services.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Phase One: Research Poster</b>	0	n/a	n/a	n/a	Poster (Formative)
<b>Phase Two: Academic Consultancy Report</b>	100	30	n/a	1-5	Report (Summative) 4,000 words

Full module title: <b>Project and Programme Management</b>		
Module code: 6BDIN005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Business Information Management and Operations.		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BA Business Management – Phillip Sainter		
Status: Course Option, Business Management (General Pathway) WBS L6 UG Programme Option		
Subject Board: Business Information Management and Operations		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad Students		
Special features: Project Management Simulation		
Access restrictions: Available for Study Abroad students will undertake a 1 ½ hour in class test		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: The module is aimed at students interested in developing their project and programme management skills and knowledge. This module will provide an overview of the fundamentals of project management and will then explore challenges of strategic and international project/programme management.		

### Learning outcomes

1. Evaluate the rise of global and virtual projects.
2. Evaluate project alignment strategies.
3. Critically analyse project and programme issues.
4. Discuss the application of project and programme management in a modern business environment.
5. Develop a suitable risk management strategy for international project success.
6. Critically evaluate commercial and behavioural issues in the management of projects.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Individual Report</b>	50	30	n/a	1,3,4,6	Report (2,000 words)
<b>Examination</b>	50	30	n/a	2,4,5,6	Closed Book Exam (1 ½ hours)

Full module title: <b>European Union Law</b>		
Module code: 6BUCL003W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance & Governance		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Business Management - Phillip Sainter		
Status: Pathway Option, BA Business Management (Legal Regulation) WBS L6 UG Programme Option		
Subject Board: Accounting Finance and Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students – Alternative assessment not required		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No		
Summary of module content: 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		

### Learning outcomes

On successful completion of this module, the student will be able to:

1. Critically assess the reasons for the creation of EU law.
2. Research and apply EU legislation and case law to business scenarios.
3. Design appropriate solutions to typical business problems in areas affected by EU law
4. Critically evaluate the effect of EU law decisions on the legal systems of member states.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Course work 1</b>	25	30	<i>In module</i>	1,2,3,4	<i>Essay (1000 words)</i>
<b>Course work 2</b>	75	30	<i>End of module</i>	1,2,3,4	<i>Essay (3000 words)</i>

Full module title: <b>Consumer Protection</b>		
Module code: 6BUCL004W	Credit level: 6	Length: One Semester
UK credit value: 15	ECTS value: 10	
College and Department: Westminster Business School, Accounting, Finance and Governance		
Module Leader:		
Extension:	Email:	
Host course: BA Business Management		
Status: Pathway Option, BA Business Management (Legal Regulation) & BA Business Management (General) Course Option, BA Entrepreneurship WBS L6 UG Programme Option		
Subject Board: Accounting Finance and Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students; in Semester 1 the alternative assessment will be a 3,000 word Report		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: 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. The module seeks to build on the students' knowledge of contract and tort law and consider current legislation including the Consumer Protection Act 1987, Consumer Rights Bill 2014 and cases dealing with consumer protection issues such as product liability, misrepresentation and unfair trading regulations. 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.		

### Learning Outcomes

On successful completion of this module, the student will be able to:

1. Describe and evaluate the law relating to the marketing and sale of consumer goods and services.
2. Explain and evaluate the remedies available to consumers in contract and tort, reflecting the differing approaches between common law and statute.
3. Describe and evaluate the main state and self-regulatory institutions at both local, regional, national and European level relating to the area of consumer protection.
4. Use research skills to evaluate the body of consumer protection available to consumers and traders in a critical manner.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Coursework Assignment</b>	25	30	n/a	1	Essay (1,000 words)
<b>Exam</b>	75	30	n/a	2,3,4	Closed Book Exam (2 ¼ hours)

Full module title: <b>Company Law</b>		
Module code: 6BUCL005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance & Governance		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BSc Accounting - Dr. Petar Sudar		
Status: Course Option, BSc Accounting WBS L6 UG Programme Option		
Subject Board: Accounting Finance and Governance		
Pre-requisites: None.	Co-requisites: None.	
Study abroad: Available for Study Abroad. Alternative assessment for Semester 1 is a 3,000 word essay		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module is especially useful for those students who intend to study 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.		

### Learning outcomes

On successful completion of this module, the student will be able to:

1. Critically analyse the issues arising in the formation and operation of registered companies.
2. Evaluate critically the nature, function and role of company law in the administration and regulation of companies.
3. Utilise company law resources to research, with minimum guidance, areas of company law and apply this to corporate scenarios or problems, designing valid solutions and relevant supporting arguments.
4. Analyse and assess company law decisions to demonstrate a critical awareness and knowledge of corporate law and regulation.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Coursework</b>	25	30	n/a	1, 3, 4	Essay (1,000 words)
<b>Exam</b>	75	30	n/a	1,2,3, 4	Closed Book Exam (2 ¼ hours)

Full module title: <b>Professional Experience Project</b>		
Module code: 6BUSS005W	Credit level: 6	Length: Professional experience year + 1 semester
UK credit value: 20 credits	ECTS: 10 credits	
College and Department: Westminster Business School, Leadership and Professional Development		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Business Management; Phillip Sainter		
Status: WBS Option which must be taken by a student whose degree includes a professional experience year		
Subject Board: UG HRM/Leadership & Development		
Pre-requisites: Degree modules at level 4 (mean mark $\geq$ 55%)	Co-requisites: none	
Study abroad: None		
Special features: None		
Access restrictions: Not available to Study Abroad students. Students taking this module may not use their research as a basis for completion of any other module.		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No		
Summary of module content: This module is tied to a one year period of professional work experience within an organisation in an area of your choosing. On this module you will form a deeper understanding of a particular business area by combining practical work experience with precise and relevant theoretical study and reflection on their learning throughout the placement. This is augmented by feedback from your employer about your work and completion of a project for the employing organisation. This will lead you to a more informed and profound understanding of the particular business sector and related topic and of some of the issues related to managing people.		

### Learning outcomes

On successful completion of the module, a student will be able to:

1. Critically evaluate processes, practices and relationships in the employing organisation
2. Identify issues of key significance to the organization
3. Execute a suitable work-based project based on the goals of their organization and their work placement. This will involve comparing and contrasting the needs of the employing organization in line with the student's own degree studies and career plans.
4. Demonstrate analytical, problem solving, and decision making skills
5. Produce a clear, logical and coherent report linked to appropriate business models and underpinned by academic literature.
6. Reflect on the learning and development that has arisen from undertaking the project, and the placement, including their role as an employee and their response to feedback.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Individual learning plan &amp; learning log</b>	0	Formative			Planned grid with Justification
<b>Presentation</b>	0	Formative	n/a		Individual presentation
<b>Individual Professional Experience Project Report</b>	50	30	n/a	1,3,4,5	Report (2,000 words) Links to the Presentation
<b>Individual Professional CIT Reflection</b>	50	30	n/a	2,6	Essay (2,000 words) Links to the Individual Learning Plan and Log

Full module title: <b>Development Economics</b>		
Module code: 6ECON004W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Economics and Quantitative Methods		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BSc Business Economics – Karen Kufuor		
Status: Course Option, BSc Business Economics - WBS L6 UG Programme Option		
Subject Board: Economics and Quantitative Methods		
Pre-requisites: None	Co-requisites: None.	
Study abroad: Available to Study Abroad Students.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module focuses on the economic and social challenges and opportunities facing low and middle income countries as they strive to achieve sustained economic growth and development. It explores a range of contemporary development issues including the role of human capital, international trade, development finance, governance and political systems in facilitating economic development. Students will gain a thorough insight into a range of contemporary development challenges and an understanding of the theoretical debates and policy options open to development managers and other policy makers.		

### Learning outcomes

By the end of the module the successful student will be able to:

1. Access, manipulate and interpret economic indicators in order to explain and evaluate the economic characteristics and performance of a range of developing countries
2. Critique theoretical development frameworks and apply to practice
3. Compare and contrast different perspectives on how to achieve sustainable development and the causes and consequences of underdevelopment.
4. Evaluate how the insights from economic research, theory and data can be used to interpret the contribution of different factors to the process of economic development.
5. Critically examine a range of contemporary issues & challenges impacting on the development of a low or middle income country
6. Critically evaluate the impact of government policy on the development process in low and middle income countries.
7. Adopt and appreciate multiple perspectives on development problems with sensitivity to cultural differences in attitudes and viewpoints.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b><i>In-class Test</i></b>	25	30	<i>n/a</i>	1, 2	<i>In-class Test (1 hour)</i>
<b><i>Assignment 2: Development profile</i></b>	25	30	<i>n/a</i>	2,3, 4,5, 7	<i>Report (1,000 words)</i>
<b><i>Policy briefing Report</i></b>	50	30	<i>n/a</i>	2,3,5, 6, 7	<i>Report (2,000 words)</i>

Full module title: <b>International Economics</b>		
Module code: 6ECON005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Economics and Quantitative Methods		
Module Leader(s)		
Extension:	Email:	
Host course and Course leader: BSc Business Economics , Karen Kufuor		
Status: Course Option, BSc Business Economics & BA Global Business; Pathway Option, BA Business Management (Economics) WBS L6 UG Programme Option		
Subject Board: Economics and Quantitative Methods		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad Students: Alternative Assessment is a 1.5 hour in-class test, with essay questions.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: A knowledge of international economics is key to an understanding of the rapidly changing global economy. This module provides the analytical framework through which to explore the economics of international trade, investment and finance. Students will gain understanding of international specialisation, the role of key global institutions, the implications of protection for economic welfare, and the effect of various macroeconomic policies on international markets.		

### Learning outcomes

By the end of the module the successful student will be able to:

1. Critically evaluate different theoretical approaches in international economics and apply these to real world situations.
2. Analyse international economic issues using relevant theoretical models.
3. Effectively communicate insights into complex international economic issues to non-specialists.
4. Evaluate government policy and business strategy in terms of their impact on global economic welfare.
5. Critically analyse the role of the main international organisations in shaping the world economy.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Group presentation</b>	0%	0%	n/a	2	Formative presentation
<b>Policy report</b>	50	30	n/a	2,3	Report (2000 words)
<b>Exam</b>	50	30	n/a	1,3,4,5	Closed Book Exam (1 ½ hours)



Full module title: <b>Forecasting for Managers</b>		
Module code: 6ECON006W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Economics and Quantitative Methods		
Module Leader(s):		
Extension:	Email:	
Host course and Course leader: BSc Business Economics - Karen Kufuor		
Status: Course Option, BSc Business Economics WBS L6 UG Programme Option		
Subject Board: Economics and Quantitative Methods		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students; Alternative Assessment will be a 1 ½ hour in-class test.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No		
Summary of module content: Summary of module content: The recent crisis in financial markets has exposed serious flaws in management forecasting methods, most notably the failure to anticipate and deal with the consequences of economic collapse. This quantitative module provides an insight into the major methods of forecasting. 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 by using on line data such as that offered by the Bloomberg Financial Markets Suite. Software will be used for data analysis.		

### Learning outcomes

On successful completion of this module students will be able to:

1. Critically evaluate the relative merits of the major forecasting techniques.
2. Critically describe and evaluate in depth, the main aims and properties of the major forecasting procedures.
3. Apply appropriate methods to solve relevant numerical and theoretical problems.
4. Undertake tasks that working economists and business analysts would be expected to perform in the real world, by managing new data and subsequently analysing it without guidance, using an appropriate statistical forecasting technique and relevant computer software (Minitab).
5. Critically appraise the role of forecasting in the planning process and the links to wider decision-making activities in business.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Assignment</b>	50	30	n/a	3,4,5	<i>Individual Report (2,000 words)</i>
<b>Final Examination</b>	50	30	n/a	1,2,3,5	<i>Closed-Book Exam (1 ½ hours)</i>

Full module title: <b>Creating Entrepreneurial Leadership</b>		
Module code: 6ENTP005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Marketing and Business Strategy		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Business Management (Entrepreneurship) – Phillip Sainter		
Status: Pathway Option, BA Business Management (Entrepreneurship) WBS L6 UG Programme Option		
Subject Board: Marketing and Business Strategy		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad students		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No		
Summary of module content: To empower learners with the competencies (knowledge, values and skills) necessary to optimally utilise Entrepreneurship as a way to economic wealth and growth. Learners will be empowered with the necessary competencies such as knowledge, values and skills to be entrepreneurial at different of management in a corporate environment. Successful learners will be able to act as change agents, ensuring that business entities not only have the competitive edge through new products, service and processes, but are also more effective and efficient. Entrepreneurial companies will contribute to employee satisfaction and retention. Learners credited with this module will have the ability to develop their entrepreneurial skills, so that they have the potential to become efficient and effective employees and managers in a business environment.		

### Learning outcomes

1. Assess the role corporate entrepreneurship; corporate effectuation and corporate bricolage for creating and sustaining competitive advantage.
2. Systematically choose between different routes of action.
3. Prioritise, plan and manage time and work effectively.
4. Critically engage with theories and frameworks by applying them to real company situations.
5. Engage in a process of dialogue and synthesis in gaining understanding of a problem situation.
6. Create an evidence based narrative which explains the situational context and recommended courses of action.
7. Make judgements about the appropriateness of different analytical frameworks to different problem situations.
8. Critically evaluate and reflect on management theory and practice

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>CW1 Entrepreneurial and Innovation Presentation</b>	25%	30	n/a	1,2,3	<i>Seminar led session; developing and critiquing a chosen theme of entrepreneurial and innovation management</i>
<b>CW2 Case Analysis Report</b>	75%	30	n/a	4,5,6,7,8	<i>3,000 word individual report examining an aspect(s) of entrepreneurial and innovation management</i>

Full module title: <b>Banking Theory and Practice</b>		
Module code: 6FNCE001W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance & Governance		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BSc Finance - Dr Abdelhafid Benamraoui		
Status: Course Option, BSc Finance & BA Business Management (Financial Services) WBS L6 UG Programme Option		
Subject Board: Accounting Finance & Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students. Alternative assessment is a closed book exam		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No		
Summary of module content: The module will provide students with a wide-ranging knowledge of modern banking theories and bank functions in practice. It focuses on issues related to banking structure, regulations, lending policies and procedures and risk management. These banking themes are addressed from a global perspective.		

### Learning outcomes

On successful completion of this module, the student should be able to:

1. Develop a critical understanding of the banking business function
2. Develop a critical understanding of the UK and global banking regulations
3. Critically evaluate the lending policies and procedures followed by banks
4. Critically examine the different risks faced by banks and their hedging techniques

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	LOs	Assessment type
<b>Individual Coursework</b>	25%	30%	1,2	Coursework (1000 words)
<b>Final Exam</b>	75%	30%	1,2,3,4	Closed Book Exam (2¼ Hours)

Full module title: <b>International Financial Management</b>		
Module code: 6FNCE005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance and Governance		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA International Business - Deborah Knowles BA International Business (Language) - Nadia Amin		
Status: Course Option, BA International Business & BA International Business (Language) WBS L6 UG Programme Option		
Subject Board: Westminster Business School, Accounting Finance and Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students; for Semester 1 alternative assessment is 1½ hour exam		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: The module introduces and develops students understanding of key features of international financial management. In markets which operate internationally, students develop an understanding of the choices of raising capital, investment, risk management, acquisition activity, restructuring and other aspects of financial policy. Students learn to analyse exchange rates, differences in tax rules, country risk factors and variations in legal regimes.		

### Learning outcomes

By the end of the module, the successful student will be able to:

1. Critically examine contemporary issues influencing current financial markets in relation to recent financial crises.
2. Evaluate different strategies corporations may adopt relating to an international context.
3. Analyse and critically evaluate alternative exchange rates regimes countries adopt depending on international environment.
4. Carry out independent research using quantitative information on exchange rates topic.
5. Critically evaluate arguments and abstract concepts to make your own judgement.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LO's	Assessment type
<i>Individual coursework</i>	50	30	<i>n/a</i>	1,2,3,4,5	<i>Report (2,000 words)</i>
<i>Final Exam</i>	50	30	<i>n/a</i>	1,2,3,5	<i>Closed Exam (1 ½ hours)</i>

Full module title: <b>Personal Finance</b>		
Module code: 6FNCE006W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Accounting Finance and Governance		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Business Management – Philip Sainter		
Status: Pathway Option, BA Business Management (Finance) WBS L6 UG Programme Option		
Subject Board: Accounting Finance and Governance		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad students – alternative assessment in the form of a closed book exam.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: Over the past three decades financial markets have undergone significant technological and regulatory changes that have made financial instruments and services more complex and sophisticated. Additionally, changes in demographics, politics and the economy, have shifted towards a consumer society, that places high value on possessions. Further, the moves from the welfare state towards liberalization and financial self-reliance have made the making of prudent personal financial decisions very challenging. It has thus become crucial for individuals to develop greater financial capabilities if they want to ensure a decent standard of living and achieve their life goals. The prime objective of this module is to equip students with the necessary knowledge and skill required for them to make sound and informed personal financial decisions as well as put them on the first step of developing a career as a personal financial planner.		

### Learning outcomes

By the end of the module the student will be able to:

1. Develop appropriate criteria to evaluate options within a range of situations in conditions of limited knowledge or uncertainty.
2. Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make own judgements.
3. Challenge received opinion and use own criteria and judgement.
4. Formulate a complex argument within a theoretical and contextual framework.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	Los	Assessment type
<i>In-Class Test</i>	25	30	<i>n/a</i>	1, 2,	<i>In-class test (1 hour)</i>
<i>Final Exam</i>	75	30	<i>n/a</i>	3, 4,	<i>Closed Book Exam (2 ¼ hours)</i>

Full module title: <b>Assessing and Developing Talent</b>		
Module code: 6HURM004W	Credit level: Level 6	Length: One Semester
UK credit value: 20 credits	ECTS value: 10	
College and Department: Westminster Business School, Leadership and Professional Development		
Module Leader(s):		
Extension: tbc	Email: tbc@westminster.ac.uk	
Host course and Course leader: BA Human Resource Management – Caroline Bolam		
Status: Course Option, BA Human Resource Management Pathway Option, BA Business Management (Human Resource Management) WBS L6 UG Programme Option		
Subject Board: Leadership and Professional Development		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad		
Special features: Access to proprietary psychometric materials required		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module will explore the theoretical and conceptual underpinnings of psychological, psychometric and organisation-based assessments, and consider their practical use in employee assessment & selection, and organisation-wide interventions. Students will undergo assessments as a candidate; they will examine the role and responsibilities of HRM in overseeing the use of assessments; and learn how assessments should be administered and used following legal and ethical good practice guidelines.		

### Learning outcomes

By the end of the module students will be able to:

1. Critically evaluate theoretical frameworks, current research and contemporary issues underpinning assessments and apply this to practice, including relevant statistical concepts associated with testing, including test reliability and validity.
2. Develop appropriate criteria for choosing assessment measures, e.g. price, validity, generalisability etc. and use these criteria to decide which tests are appropriate for a particular situation; and make informed decisions about candidates and organisations using assessment data.
3. Reflect on assessment outcomes and processes: the experience of others and their own personal experience, to improve performance.
4. Challenge bias and stereotypical thinking in relation to prejudice, discrimination and diversity.
5. Understand the importance of and apply: personal, corporate and professional responsibility in relation to assessment; ethical and legal applications of assessment, selection and development; data laws.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Assessment workshop experience</b>	25	30	n/a	3, 4, 5	<i>Compulsory attendance at assessment centre workshop followed by reflective essay (1,000 words)</i>
<b>Assessment report</b>	75	30	n/a	1, 2, 4, 5,	<i>Report on use of psychometrics for team development in an organisation (3000 words)</i>

Full module title: <b>Cultural Differences and People Management</b>		
Draft module code: 6HURM005W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Leadership and Professional Development		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Human Resource Management – Caroline Bolam		
Status: Course Option, BA Human Resource Management Pathway Option, BA Business Management (Human Resource Management) WBS L6 UG Programme Option		
Subject Board: Leadership & Professional Development		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module draws on students' lived experience of culture and the research on cultural differences. It provides a useful base for those finding themselves working in multicultural settings, and also for those managing in those settings, including in a HRM role. It stimulates reflection and discussions, leading to greater self-understanding of our own preferences and how some of these are in part culturally derived, alongside a greater understanding of other views.		

### Learning outcomes

By the end of the module the successful student will be able to:

1. Articulate the importance of culture and the significance of cultural differences and be able to start to use theoretical models to conceptualise culture;
2. Assess how their own culture may have influenced their values, beliefs and behaviours in organisations;
3. Identify and evaluate some of the major organisational and management models and research findings that have influenced our understanding of cultural differences and start to critically assess these using some social science/humanities models
4. Formulate some of the implications of cultural differences for managing people in organisations, for example, in relation to expectations around structure, management, communication, working in teams.
5. Critique theoretical frameworks and apply to practice;
6. Critically examine contemporary issues influencing business thinking and behaviour;
7. Understand people management approaches and its impact on organisational behaviour;
8. Reflect on outcomes, processes, the experience of others and personal experience to improve performance;

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Essay</b>	25	30	n/a	1,3,4,5,6	Essay (1,000 words)
<b>Reflective Diary</b>	75	30	n/a	2,5,7,8	Reflective diary (3,000 words)

Full module title: <b>Coaching and Mentoring in the Workplace</b>		
Module code: 6HURM006W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Leadership and Professional Development		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA Human Resource Management – Caroline Bolam		
Status: Course Option, BA Human Resource Management Pathway Option, BA Business Management (Human Resource Management) WBS L6 UG Programme Option		
Subject Board: Leadership and Professional Development		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module focuses upon the theory and applied practice of coaching and mentoring. It covers the principles, theories, models and emerging trends from the discipline of psychology that contribute to the mainstream coaching of individuals and teams in a HR context. The content of the module focuses upon the core psychological approaches and their application when coaching individuals and teams within organisations		

### Learning outcomes

On successful completion of this module, students will be able to:

1. Analyse how psychological theories have been applied to the study and practice of coaching and mentoring for individuals and teams.
2. Critically understand the links and tensions between theory and practice regarding the role of the workplace coach or mentor.
3. Critically evaluate psychological research as applied to the psychology of coaching and mentoring in work behaviour and work organisations with regards to strategic planning, OD and leadership development
4. To critically reflect on the moral and ethical dimensions of coaching and mentoring in organisations and appreciate the impact that coaching and mentoring can have on organisations.
5. To demonstrate a mastery of technical skills, coaching and mentoring in relation to future personal/professional development planning.
6. Critically examine learners own orientation on coaching and mentoring through formal face to face feedback and critical reflexivity.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<b>Individual case study report (2000 words)</b>	50%	30	n/a	1,3,5	Individual case study Report (2000 words)
<b>Portfolio</b>	50%	30	n/a	4,5,6	Individual Portfolio of competence (2000 words)



Full module title: <b>Comparative International Management</b>		
Module code: 6HURM009W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Human Resource Management		
Module Leader(s):		
Extension:	Email	
Host course and course leader: BA Business Management – Phillip Sainter		
Status: Course Option, BA Business Management, BA International Business & BA International Business (Language); WBS L6 UG Programme Option		
Subject Board: Human Resource Management		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to study abroad students. For Semester 1, the alternative assessment will be a 2000 word Report.		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content: This module is about critically exploring some of the most important similarities and differences in the context of management and organisation across different countries and regions of the world. It seeks to provide a broad conceptual framework to analyse such variety in view of the institutional -as opposed to cultural- context in which management and organisation take place. This comparative framework draws on the distinction between Liberal and Coordinated market economies - or Anglo-Saxon and Rhine models respectively including the US, UK and Canada on the one hand, and Germany, The Netherlands, Scandinavian countries and Japan on the other. The module aims to systematically analyse - and critically evaluate - main similarities and differences across selected countries and regions in terms of the nature of firms, national models of corporate governance; national systems of employment relations; national innovation systems; societal systems of production; and socio economic outcomes.		

### Learning outcomes

By the end of the module, the successful student will be able to:

1. Critically analyse, explain and evaluate different approaches to the study of comparative international management.
2. Analyse similarities and differences in the institutional context (nature of the firm, corporate governance, employment relations, innovation and production systems, socio-economic outcomes) in which management and organisation take place across countries and regions of the world.
3. Explain similarities and differences in the institutional context (nature of the firm, corporate governance, employment relations, innovation and production systems, socio-economic outcomes) in which management and organisation take place across countries and regions of the world.
4. Critically evaluate similarities and differences in the institutional context (nature of the firm, corporate governance, employment relations, innovation and production systems, socio-economic outcomes) in which management and organisation take place across countries and regions of the world.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<i>Essay</i>	50	30	n/a	1, 2, 3, 4	<i>Essay (2,000 words)</i>
<i>Exam</i>	50	30	n/a	1, 2, 3	<i>Exam (1½ hours)</i>

Full module title: <b>Destination, Cultural and Heritage Marketing</b>		
Module code: 6MARK013W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Marketing and Business Strategy		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: <b>BA Marketing Management -</b> BA Business Management –		
Status: Option, BA Marketing Management, BA International Marketing, BA Marketing Communications Pathway Option, BA Business Management (Marketing) WBS L6 UG Programme Option		
Subject Board: Marketing and Business Strategy		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available to Study Abroad/Exchange students		
Special features: None		
Access restrictions: None		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster. No		
Summary of module content: This module explores key theories to ensure success in the international market place. With an awareness of triggers of internationalisation and cultural and social issues, businesses can select the appropriate market strategies in order to achieve sustained growth, and formulate marketing plans accordingly.		

### Learning outcomes:

By the end of the module the successful student will be able to:

1. Debate issues of concern to managers responsible for the marketing of products and services in the international environment.
2. Research, analyse and prioritise marketing opportunities for a given organisation in the international environment
3. Evaluate alternative marketing strategies and tactics for an organisation in the international environment
4. Critically evaluate arguments, assumptions, abstract concepts and often incomplete data to make own judgements and decisions
5. Recommend appropriate monitoring and control mechanisms to evaluate the international marketing effort.

### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
<i>Individual report</i>	50%	30	n/a	2,3	<i>Report (2000 Words)</i>
<i>Exam</i>	50%	30%	n/a	1,2,3,4	<i>Exam (1 ½ Hours)</i>

Full module title: <b>Interactive and Digital Marketing</b>		
Module code: 6MARK015W	Credit level: 6	Length: One Semester
UK credit value: 20	ECTS value: 10	
College and Department: Westminster Business School, Marketing and Business Strategy		
Module Leader(s):		
Extension:	Email:	
Host course and course leader: BA International Marketing & BA Marketing Management –		
Status: Course Option, BA International Marketing & BA Marketing Management Pathway Option, BA Business Management (Marketing) WBS L6 UG Programme Option (not for BA Marketing Communications)		
Subject Board: Marketing and Business Strategy		
Pre-requisites: None	Co-requisites: None	
Study abroad: Available for Study Abroad/Exchange students. Alternative assessment for Semester 1 is a 3,000 word report		
Special features: None		
Access restrictions: Dis- requisites – 6MARK005W Digital and Direct Marketing Not available to students on BA Marketing Communications		
Are the module learning outcomes delivered, assessed or supported through an arrangement with an organisation(s) other than the University of Westminster? No.		
Summary of module content An excellent module for anyone considering a career in Digital Marketing, or the wider marketing communications industry. It creates an opportunity for students to participate in appraising the on line presence of brands and to identify the underlying campaign strategies. You will carry out your own research, learn to reflect and give feedback to your peers and write succinctly - a critical skill required in industry.		

#### Learning outcomes

1. Critically evaluate the role and use of data to create insight and the relevant legal and ethical implications.
2. Critically evaluate the range of digital, interactive and social media in relation to customer acquisition and retention strategies in a range of business contexts.
3. Understand and apply digital marketing theory to solve cases using a range of media in different contexts.
4. Research a range of brands, analyse marketing data, draw conclusions and insights and make recommendations.
5. Critically appraise the online presence of brands and identify underlying marketing theory.
6. Reflect on students own contribution and the contribution of others and be able to communicate ideas and proposals with justification and confidence in written formats.

#### Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LO	Assessment type
<b>Formative assessment</b>	0	n/a	n/a	2-6	Group critique of draft portfolios
<b>Individual mid-term test</b>	25	30	n/a	3,5	Individual mid-term in-class test (1 hour)
<b>Individual Presentation video</b>	25	30	n/a	2-6	Individual Online Presentation Video incorporating a reflective account of brands
<b>Exam</b>	50	30	n/a	1,2,3	Exam (1 ½ hours)