

Module Catalogue

Westminster Business School

Postgraduate Study Abroad 2018/9

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Accounting, Finance and Governance					
7ACCN012W	Managerial Accounting	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE004W	Behavioural Finance	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE009W	Financial Derivatives	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE015W	Global Banking	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE018W	Insurance Markets and Operations	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE019W	International Risk Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE020W	Modern Finance	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE021W	Modern Portfolio Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
Business Information Management and Operations					
7BDIN002W	Sustainable Supply and Procurement	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7BDIN004W	Purchasing Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7BUSS010W	Managing Operations, Information	7	Semester	20	US Credits 4 /

	and Knowledge		1		ECTS credits 10*
7PJMN005W	Project Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
Economics and Quantitative Methods					
7BUSS001W	Economics for Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7DVST002W	International Development Finance	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7DVST004W	Managing Development Interventions	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON001W	Data Analysis	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON006W	International Economics	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON008W	Macroeconomic Analysis and Policy	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON009W	Managing Data	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON010W	Microeconomic Analysis and Policy	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7ECON013W	Strategy and Policy: Energy and Sustainability	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7FNCE016W	Global Financial Markets	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7HURM006W	Human Resource Management in a Business Context	7	Semester 1	20	US Credits 4 / ECTS credits 10*
Human Resources and Management					
7HURM003W	Employee Relations	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7HURM005W	Human Resource Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*

7HURM012W	Managing Human Resources	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7HURM013W	Organisational Analysis, Design and Development	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7HURM015W	People Resourcing	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7HURM018W	Reward Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
Leadership and Professional Development					
7LEAD008W	Learning and Development	7	Semester 1	20	US Credits 4 / ECTS credits 10*
Marketing and Business Strategy					
7BUSS016W	Strategic Management	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MARK001W	Aspects of International Marketing	7	Semester 1	20	US Credits 4 / ECTS credits 10*
7MARK009W	Marketing and Media Research Management	7	Semester 1	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.

Accounting, Finance and Governance

Managerial Accounting

Module Code: 7ACCN012W

Location: Marylebone

Level 7

UK Credit Value: 20

Semester 1

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 (30%), Examination - closed book (70%)

*All transcripts are issued in UK credits.

Behavioural Finance

Module Code: 7FNCE004W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This relatively new and increasingly popular field which provides explanations for people's economic decisions by combining behavioural and cognitive psychology theory with conventional economics and finance. Traditional economics and finance assumes rationality as a basic assumption however vast empirical research shows that markets almost always have anomalies indicating that people do not behave or act rationally when investing. Behavioural finance explains how people make financial decisions and also enriches existing models and theories by offering new insights. Students will be exposed to new ideas and theory in this emergent field.

Assessment: Group Coursework (20%), Presentation (10%), Examination - closed book (70%)

*All transcripts are issued in UK credits.

Financial Derivatives

Module Code: 7FNCE009W

Level 7

Semester 1

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 drawn from the Bloomberg system in our purpose built Financial Markets Suite. 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: Group Coursework (40%), Examination - closed book (60%)

*All transcripts are issued in UK credits.

Global Banking

Module Code: 7FNCE015W

Level 7

Semester 1

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 banks are exposed to, and the various ways to manage them.

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

*All transcripts are issued in UK credits.

Insurance Markets and Operations

Module Code: 7FNCE018W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module examines the principles and practice of insurance and the operation of insurance companies in the life and non-life markets. It provides a solid understanding of all aspects of the nature and role of insurance, from basic principles through to industry practice.

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

*All transcripts are issued in UK credits.

International Risk Management

Module Code: 7FNCE019W

Level 7

Semester 1

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%), Examination - closed book (70%)

*All transcripts are issued in UK credits.

Modern Finance

Module Code: 7FNCE020W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module provides an overview of fundamental topics in the field of finance, including investment, cost of capital, dividend policy, capital structure, corporate value, modern portfolio theory and financial instruments.

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

*All transcripts are issued in UK credits.

Modern Portfolio Management

Module Code: 7FNCE021W

Level 7

Semester 1

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: Group Coursework (40%), Examination - closed book (60%)

*All transcripts are issued in UK credits.

Business Information Management and Operations

Sustainable Supply and Procurement

Module Code: 7BDIN002W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module is focused on the study of sustainability and green logistics with a particular emphasis on procurement and supply chain management. The first part of the module provides the context for sustainable supply chains, examining the business and public policy reasons for attempting to address sustainability issues, and examining how sustainability impacts are measured, monitored and reported. The second part of the module focuses on the

procurement element of supply chain management covering green public procurement, environmental and socially responsible purchasing policies and organisational issues associated with implementation of these.

Assessment: Coursework (40%), End of Module Assessment (60%)

*All transcripts are issued in UK credits.

Purchasing Management

Module Code: 7BDIN004W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module purpose is for students to gain knowledge of the topic, including the purchasing management process, negotiation techniques, supplier appraisal and the buyer's role, purchasing in the supply chain, technology in e-procurement and collaborative relationships in the international supply system. The emphasis will be on the supply chain, both internationally and in e-business.

Assessment: Coursework (70%), Presentation (30%)

*All transcripts are issued in UK credits.

Managing Operations, Information and Knowledge

Module Code: 7BUSS010W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module is about running the organisation better, by exploiting internal and external information. Operations management is concerned with using human, material and financial resources, in order to deliver required products and services efficiently and effectively. The manager needs sound information to know about performance across the whole organisation; and needs facts and figures about suppliers, customers and the rest of the organisation's environment. This is needed in order to plan, control, manage operations and make decisions, based on facts, figures and knowledge. This module develops a critical understanding of the sources and application of such information from a managerial (not a technical) viewpoint, and examines specific issues of managing operations. Clearly sound information management is needed within every department of the organisation, and at board level; therefore this module relates to all other course modules in terms of the information that they apply. Keywords: Information, Operations, Management, Planning, Control

Assessment: Presentation Group (35%), Coursework (65%)

*All transcripts are issued in UK credits.

Project Management

Module Code: 7PJMN005W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module will examine the importance of the project in the modern organisation with particular reference to managing projects. The key role of the project manager in orchestrating the project to successful completion will be emphasised, including the management of the following: planning, people, resources, delivery of the project, documentation, quality and change. Students will get a solid grounding in the theory and practice of project management using best practice methodologies (e.g. PRINCE2), based on the prevailing project management bodies of knowledge and will work on realistic case studies using a range of tools and project management computer software.

Assessment: Coursework (50%), Presentation (20%), Group Coursework (30%)

*All transcripts are issued in UK credits.

Economics and Quantitative Methods

Economics for Management

Module Code: 7BUSS001W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module uses economic and quantitative analysis to understand the external influences on business on both a micro and macro economic level. The module explores the working of markets at various levels and how this affects business operations.

Assessment: Coursework (30%), End of Module Assessment (70%)

*All transcripts are issued in UK credits.

International Development Finance

Module Code: 7DVST002W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module covers the problems of international development finance, which include growth disparities, PPP adjustment, stabilisation policies, financial crisis and policy implications, domestic financial system and domestic financial development, rural and micro finance, international agencies' approaches to development finance, aid, debt and other forms of finance, and the debt crisis in the developing and the developed countries.

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

*All transcripts are issued in UK credits.

Managing Development Interventions

Module Code: 7DVST004W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module provides both the practical skills and conceptual knowledge to enable students to evaluate the design and management of a range of development interventions framed in terms of projects, programmes, policy initiatives or other forms of development assistance. In line with emerging development policy initiatives and imperatives, the module looks at both donor-funded interventions and those that are market or private sector driven. Within the module students are encouraged to develop their own areas of interest and to explore the implications of policy and practice for particular agencies or constituencies and within specific countries or sectors.

Assessment: Presentation (50%), Coursework (50%)

*All transcripts are issued in UK credits.

Data Analysis

Module Code: 7ECON001W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

As a core module, this subject develops an in-depth and systematic understanding of the key areas of fundamental quantitative and econometric techniques that are relevant for economic and financial applications namely, the Classical Linear Regression Model; Ordinary Least Squares and introduction to maximum likelihood estimation; hypothesis testing; violations of the Classical Linear Regression Model; Chow test; dummy variables; simultaneous equations models; time series analysis; non-stationarity; unit root tests; co-integration; error correction model; leptokurtic and asymmetric distributions; volatility modelling and forecasting; value-at-risk forecasting and models evaluation; economic case studies in finance.

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

*All transcripts are issued in UK credits.

International Economics

Module Code: 7ECON006W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module is concerned with both 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, balance of payments, exchange rate regimes and their implications. It is designed to provide an in-depth understanding of the underlying reasons for trade, shortcomings of the classical trade theories and some of the more modern trade theories. The module provides an in-depth analysis of technical progress and its impact on countries and their trade partners. The module comprehensively addresses the range of trade barriers and trade policies that have been in place since the second world war. Students will learn different degrees of economic integration and the way they can contribute to an overall change in trade pattern and 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 three decades and explores the factors that contributed to the evolution of the European Union and international debt crises of the 1980s.

Assessment: Presentation (40%), Examination - closed book (60%)

*All transcripts are issued in UK credits.

Macroeconomic Analysis and Policy

Module Code: 7ECON008W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module provides an overview of key concepts, theories and principles of macroeconomics. The general focus of the module is the examination of both macroeconomic theoretical foundations and empirical literature to develop the analytical framework of macroeconomics underpinning contemporary macroeconomic policy.

Assessment: Coursework (30%), Group Coursework (10%), Examination - closed book (60%)

*All transcripts are issued in UK credits.

Managing Data

Module Code: 7ECON009W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module examines the research methodologies and statistical underpinnings of economic analysis and policy. It develops the student's understanding and use of fundamental statistical and econometric techniques useful in accessing and manipulating international economic data. The module deals with sources of information and

techniques available for data analysis using appropriate computer-based packages. The module will build student understanding and use of fundamental statistical and econometric techniques, such as the Classical Linear and Multiple Regression Models. Reliability and validity of the models will be approached by considering problems of multicollinearity and misspecification; dummy variables; autocorrelation; heteroscedasticity; time series analysis; stationarity; unit root tests; cointegration; error correction model; volatility modelling and forecasting; value-at-risk forecasting and model evaluation. In addition inferential statistical techniques will be taught. Students will learn to use necessary statistical packages (SPSS/SAS) to analyse current data accessible via Bloomberg or Data Stream. Knowledge of SPSS or SAS and the advanced application of Excel features will greatly help students to access employment opportunities after graduation.

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Microeconomic Analysis and Policy

Module Code: 7ECON010W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module will use microeconomic theory to analyse public policy issues. Firstly, it will critically analyse how models of individual choice can highlight policy analysis. Secondly, the module will discuss policy aspects of production and supply decisions. Finally, the module will investigate sources of market failure and institutional choices. We will also analyse competition policy in different countries.

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

*All transcripts are issued in UK credits.

Strategy and Policy: Energy and Sustainability

Module Code: 7ECON013W

Level 7

Semester 1

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

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module is concerned with both theoretical and practical issues related to international financial markets. It is designed to provide an in depth understanding of the structure and operation of foreign exchange markets and of financial institutions such as banks and insurance companies whose operations expand across a number of financial centres. The module comprehensively addresses the nature of exposure to risks that agents might face when operating across countries and the use of interest arbitrage and other hedging/speculative instruments in the spot or derivative markets. It will also examine capital movements, foreign direct investment as well as international diversification in the form of International portfolio investments. Finally, the module discusses microfinance institutions and policies towards these.

Assessment: Presentation (40%), Examination - closed book (60%)

*All transcripts are issued in UK credits.

Human Resource Management in a Business Context

Module Code: 7HURM006W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module provides learners with an understanding of the principal environmental contexts of contemporary organisations within which managers, HR professionals and other employees interact in conditions of change and uncertainty. It also examines how organisations respond to these dynamic environmental contexts.

Assessment: In-Class Test/Assignment exam conditions (50%), Examination - closed book (50%)

*All transcripts are issued in UK credits.

Human Resources and Management

Employee Relations

Module Code: 7HURM003W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module aims to encourage students to develop and critically reflect upon their knowledge of UK employee relations from a number of different theoretical, ethical and behavioural perspectives. The holistic importance of ER within an organisation is emphasised so that students are aware of the importance of aligning HR policies with business strategy, change processes, employee involvement and organisational goals. Attention is focused on a wide range of practical influences and examples from the national and international arenas, covering areas such as: the psychological contract employee engagement, flexible working, workforce diversity, discipline, employee voice/involvement, union recognition and partnership agreements. Particular weight is placed on the ability to diagnose the causes of employee relations problems, to make practical suggestions for the resolution of these problems and to analyse the context in which they occur - whether they be in small or large, private or public, union or non-union organisations.

Assessment: Presentation (25%), Examination - closed book (75%)

*All transcripts are issued in UK credits.

Human Resource Management

Module Code: 7HURM005W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module provides the students with opportunities to critically analyse and reflect upon contemporary approaches in human resource management and helps them to understand the strategic contribution of these in determining success of organisations. The module particularly focuses on the critical role line manager plays in enabling people to add value and achieve sustained level of superior performance.

Assessment: Presentation Group (30%), Coursework (20%), Examination - restricted (50%)

*All transcripts are issued in UK credits.

Managing Human Resources

Module Code: 7HURM012W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module explores the research evidence on effective approaches to human resource (HR) practice and the implications for organisational success. It also examines the theory and practice of leadership and management and provides a foundation for specialist modules in human resource management (HRM) and human resource development (HRD).

Assessment: Coursework (50%), Examination - closed book (50%)

*All transcripts are issued in UK credits.

Organisational Analysis, Design and Development

Module Code: 7HURM013W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

Uses concepts and modes of analysis from the social sciences to develop a mastery of both practical and theoretical issues in the study of organisations and their development. Examines ways in which employee attitudes, organisational structures, technologies, work processes, cultures and the relations of authority, power and conflict or co-operation that they engender may be linked to wider social factors influencing organisational processes, design and development.

Assessment: Coursework (50%), End of Module Assessment (50%)

*All transcripts are issued in UK credits.

People Resourcing

Module Code: 7HURM015W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module concentrates on organisations' need to build, develop and retain effective teams of people with the necessary skills, attitudes and experience to achieve organisational objectives. The module combines a practical focus on recruitment, selection, retention and dismissal with an appreciation of the strategic approach to resourcing and talent management in a global context. This requires a thorough understanding of employment markets (global, national and local) and the full range of resourcing options, including permanent employees as well as agency workers, subcontractors, consultants and outsourcing. A special feature of this module is a one day employee selection interviewing skills workshop.

Assessment: Coursework (50%), Examination - restricted (50%)

*All transcripts are issued in UK credits.

Reward Management

Module Code: 7HURM018W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module focuses on the management of reward systems. It explores total rewards in an organisational and international context and provides learners with the knowledge and understanding of environments in which reward professionals plan, implement and evaluate employee reward policies to support strategic organisational goals. The links between reward systems and employee behaviour is critically analysed using theory and case studies to develop understanding and analytical skills. Coverage includes recent developments in pay systems, benefits, job evaluation and contingent reward, as well as the essential skills and techniques of setting pay levels and managing pay; all within a legal, ethical and market context.

Assessment: Coursework (50%), Examination - closed book (50%)

*All transcripts are issued in UK credits.

Leadership and Professional Development

Learning and Development

Module Code: 7LEAD008W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module provides the theoretical underpinning necessary to understand the learning and development (L & D) process within an organisational context. Learners apply this knowledge to organisations to produce an informed, systematic and practical approach. Short tutor inputs will be developed through a variety of learning methods including discussions, case studies, seminars, workshops, exercises, and skill development activities. The programme is essentially learner-centred. The programme team of Course Tutors will seek to model the experiential learning cycle. Learners' personal contributions will therefore be a critical factor in influencing the successful achievement of the learning outcomes. Current experience will be used wherever possible. This will be supported throughout the module by current relevant theoretical underpinning.

Assessment: Coursework (40%), Coursework (60%)

*All transcripts are issued in UK credits.

Marketing and Business Strategy

Strategic Management

Module Code: 7BUSS016W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module introduces students to the principles and practices of strategic management and enables them to develop the skills and knowledge required to contribute to strategic decision making in organisations. By undertaking a group analysis project about a live company, students are provided with an opportunity to integrate their prior and ongoing learning and apply it to a real world situation. This project, which runs throughout the module,

enables student to identify, and use, the appropriate analytical tools to identify strategic problems and to manipulate complex and incomplete information. Keywords: strategic analysis, strategic decision making

Assessment: Presentation Group (30%), Examination - closed book (70%)

*All transcripts are issued in UK credits.

Aspects of International Marketing

Module Code: 7MARK001W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module represents a theoretically-informed study of marketing from a managerial perspective, covering marketing strategy development within a business environment context. The underpinning marketing principles are examined in their practical applications in an international environment. On completion of this unit the student should be able to identify key marketing problems and recommend marketing alternatives which are consistent with the objectives of the firm.

Assessment: Coursework (30%), Examination - open book (70%)

*All transcripts are issued in UK credits.

Marketing and Media Research Management

Module Code: 7MARK009W

Level 7

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module provides an introduction to the theory and application of marketing and media research. Students will be exposed to the practice of marketing research via the use of role play and outside guest speakers on key topics

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

*All transcripts are issued in UK credits.