

Module Catalogue

Westminster Business School

Postgraduate Study Abroad 2018/9

Semester 2

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Accounting, Finance and Governance					
7ACCN012W	Managerial Accounting	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FNCE009W	Financial Derivatives	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FNCE019W	International Risk Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FNCE020W	Modern Finance	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FNCE021W	Modern Portfolio Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Economics and Quantitative Methods					
7BUSS001W	Economics for Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7DVST002W	International Development Finance	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7ECON001W	Data Analysis	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7ECON006W	International Economics	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7ECON009W	Managing Data	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7FNCE016W	Global Financial Markets	7	Semester	20	US Credits 4 /

			2		ECTS credits 10*
7HURM006W	Human Resource Management in a Business Context	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Human Resources and Management					
7HURM005W	Human Resource Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7HURM012W	Managing Human Resources	7	Semester 2	20	US Credits 4 / ECTS credits 10*
Marketing and Business Strategy					
7BUSS016W	Strategic Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7MARK009W	Marketing and Media Research Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7MARK017W	Public Relations and Reputation Management	7	Semester 2	20	US Credits 4 / ECTS credits 10*
7PROM005W	Advertising Management and Brand Delivery	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.

Accounting, Finance and Governance

Managerial Accounting

Module Code: 7ACCN012W

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

*All transcripts are issued in UK credits.

Financial Derivatives

Module Code: 7FNCE009W

Location: Marylebone

Level 7

UK Credit Value: 20

Semester 2

**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.

International Risk Management

Module Code: 7FNCE019W

Location: Marylebone

Level 7

UK Credit Value: 20

Semester 2

**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

Location: Marylebone

Level 7

UK Credit Value: 20

Semester 2

**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

Location: Marylebone

Level 7

UK Credit Value: 20

Semester 2

**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.

Economics and Quantitative Methods

Economics for Management

Module Code: 7BUSS001W

Level 7

Semester 2

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 2

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.

Data Analysis

Module Code: 7ECON001W

Level 7

Semester 2

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 2

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.

Managing Data

Module Code: 7ECON009W

Level 7

Semester 2

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.

Global Financial Markets

Module Code: 7FNCE016W

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 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 2

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

Human Resource Management

Module Code: 7HURM005W

Level 7

Semester 2

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 2

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.

Marketing and Business Strategy

Strategic Management

Module Code: 7BUSS016W

Level 7

Semester 2

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.

Marketing and Media Research Management

Module Code: 7MARK009W

Level 7

Semester 2

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.

Public Relations and Reputation Management

Module Code: 7MARK017W

Level 7

Semester 2

Location: Marylebone

UK Credit Value: 20

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

Module concentrates on giving current and future managers an understanding of the role of Public Relations within an organisation with special reference to marketing communication. Special attention is paid to the complexities of communication with multiple audiences in a global information environment, including issues raised by the web. The module includes an exploration of theoretical and critical ideas.

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

*All transcripts are issued in UK credits.

Advertising Management and Brand Delivery

Module Code: 7PROM005W

Level 7

Semester 2

Location: Marylebone

UK Credit Value: 20

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

An assessment of advertising management by: - Models of integration - Role of communications in marketing planning and decision making - Contribution of communications to branding - Ethics and controls - Organisation - Communication processes - Campaign planning - Research - Global communications - Electronic, digital and interactive

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

*All transcripts are issued in UK credits.