

# Module Catalogue

## Westminster Business School

### Undergraduate Study Abroad with Internship 2018/9

#### Semester 2

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

5BUSS005X	<a href="#">Professional and Personal Skills Development</a>	Level 5	Semester 1 or 2	20	US Credits 4 / ECTS credits 10*
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If you choose to take the Internship option this semester, then you are able to take two free-choice modules in addition to the above module.

## Westminster Electives

These modules are cross-disciplinary in nature and have been co-created with students in order to provide a unique learning experience.

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
5WSEL001W	<a href="#">Art/Science Collaboration</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL010W	<a href="#">Designing Narrative Experiences</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL019W	<a href="#">Pop Goes the Now: Deconstructing Popular Culture</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL020W	<a href="#">Applying the Tools of Positive Psychology for Personal and Professional Development</a>	5	Semester 2	20	US Credits 4 / ECTS credits 10*

## Faculty Modules

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
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<b>Accounting, Finance and Governance</b>					
4ACCN001W	Accounting and Finance Fundamentals	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ACCN001W	Legal Aspects of Employment	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5BUCL003W	Law and the Business	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5FNCE005W	Corporate Governance	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6ACCN001W	Global Accounting and Multinational Enterprises	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6ACCN008W	Financial Management and Strategy	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BUCL003W	European Union Law	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BUCL004W	Consumer Protection	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BUCL005W	Company Law	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FNCE001W	Banking Theory and Practice	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6FNCE003W	Global Financial Markets and Institutions	6	Semester 2	20	US Credits 4 / ECTS credits 10*
					US Credits 4 /

6FNCE005W	International Financial Management	6	Semester 2	20	ECTS credits 10*
6FNCE006W	Personal Finance	6	Semester 2	20	US Credits 4 / ECTS credits 10*
<b>Business Information Management and Operations</b>					
4BDIN001W	Analysing and Managing Information	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4EBUS001W	Online Entertainment Management	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4EBUS002W	Creating and Managing an Online Presence	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5BDIN001W	Operations and Digital Business	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5BDIN002W	Project Management	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5BDIN003W	Web-enabled Business	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6BDIN001W	Sustainable Business	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BDIN003W	Digital Analytics	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BDIN004W	Social Media for Business	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6BDIN005W	Project and Programme Management	6	Semester 2	20	US Credits 4 / ECTS credits

					10*
<b>Economics and Quantitative Methods</b>					
4BUSS001W	Global Business Environment	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4BUSS002W	Entertaining London	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4BUSS003W	The Business of Sport	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5BUSS001W	Business Decision Making	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ECON004W	Analysis of Economic and Business Data	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ECON005W	Money Banking and Financial Markets	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ECON006W	Global Economic Issues	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ECON007W	Information and Digital Economics	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6ECON004W	Development Economics	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6ECON005W	International Economics	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6ECON006W	Forecasting for Managers	6	Semester 2	20	US Credits 4 / ECTS credits 10*

**Human Resources and Management**

4HURM005W	People and Organisations	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4HURM007W	The Role of the Manager	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5HURM005W	Work and Organisational Psychology within the HR Context	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5HURM006W	Leadership and Management	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5HURM007W	Sociology of Work and Industry	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5HURM008W	Managing People	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5HURM009W	Business Ethics and Corporate Social Responsibility	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6HURM009W	Comparative International Management	6	Semester 2	20	US Credits 4 / ECTS credits 10*

**Leadership and Professional Development**

6HURM004W	Assessing and Developing Talent	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6HURM005W	Cultural Differences and People Management	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6HURM006W	Coaching and Mentoring in the Workplace	6	Semester 2	20	US Credits 4 / ECTS credits 10*

Marketing and Business Strategy					
4ENTP002W	Creating New Business	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MARK001W	Marketing Principles	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4MARK006W	The Power of Brands	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5ENTP005W	Entrepreneurial Practice	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5MARK006W	Distribution and Retail	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5MARK010W	Sports Marketing	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5MARK012W	Marketing Research	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6ENTP005W	Creating Entrepreneurial Leadership	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6MARK003W	International Market Planning and Strategy	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6MARK015W	Interactive and Digital Marketing	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6MNST001W	Global Strategic Management	6	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.

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# Internship Module

## Professional and Personal Skills Development

**Module Code: 5BUSS005X**

**Level 5**

**Semester 1 or 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Internship Programme Information: You can apply for a study abroad internship as part of a single semester or year-long study abroad programme at the University of Westminster, but the maximum duration of the internship is one semester. Alongside your academic studies, you will be expected to work 14 hours over two to three days per week in your internship. Internships are part-time and run for 12 weeks, until the end of the teaching period.

Module Description: The module is designed to allow you to draw upon your experience in the workplace in order to reflect on (and to challenge) your behaviours, attitudes and assumptions at work. This greater self-awareness will help you to appreciate differences in cultural and ethical working practices. The module uses coaching tools to help you to discover your own solutions to issues, thus developing you as an 'independent' self-reliant learner and increasing your resilience. The module also fosters the development of your analytical thinking skills by applying relevant theory and concept to your work experiences. Your learning and practical experience is designed to enable you to reflect on both your work and learning so that you can articulate your global skills set to future employers.

**Assessment:** Individual Oral Presentation (25%), Individual Reflective Learning Log (25%), Essay (50%)

\*All transcripts are issued in UK credits.

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# Westminster Electives

These modules are cross-disciplinary in nature and have been co-created with students in order to provide a unique learning experience.

## Art/Science Collaboration

**Module Code: 5WSEL001W**

**Level 5**

**Semester 2**

**Location: Regent**

**UK Credit Value: 20**

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

This module focuses on the research and the development of interdisciplinary project work, for students from both art and science disciplines. Students undertaking this module learn by engaging others with their own expertise and collaborating with others outside of their discipline, in a process of research and experimentation. The results of these explorations will be shared with the group through visual, textual and/or oral presentation. Collaborative project work develops from a central theme, which changes each year.

**Assessment:** Research and Production Journal (70%), Critical Evaluation (30%)

\*All transcripts are issued in UK credits.

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## Designing Narrative Experiences

**Module Code: 5WSEL010W**

**Level 5**

**Semester 2**

**Location: Regent**

**UK Credit Value: 20**

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

Narratives are critical for understanding the world in which we live. This module focuses on how we can use narrative to achieve the impact that will make a difference to a range of professional and organisational settings. The module encourages students to develop an interdisciplinary project which showcases how narrative (and the careful construction of stories) helps to convey meaning around a given topic. Collaborating with your fellow students you will research, explore and experiment with possibilities for developing narratives that communicate that strategic objectives of a topic. You will develop your narrative through a range of perspectives (including visual, textual or spoken presentation). This module allows you to apply narrative (and story-telling) to a range of different contexts.

**Assessment:** Group Proposal (50%), Individual Reflective Journal (50%)

\*All transcripts are issued in UK credits.

### Pop Goes the Now: Deconstructing Popular Culture

**Module Code: 5WSEL019W**

**Level 5**

**Semester 2**

**Location: Regent**

**UK Credit Value: 20**

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

'Pop Goes the Now' takes the student on a cross-disciplinary exploration of contemporary popular cultural expression and modes of practice, taking in philosophy, fashion, film, TV, music, comic books and graphic novels, technology, architecture, politics and history, critical thinking, business and psychology, while also aiming to explode conceptions of 'Pop' as a superficial means of expression. The module is important and relevant to students who will learn to appreciate their place in the context of contemporary culture, taking ownership as agents of change to speculate on and to create cultural futures. The module is predominantly delivered across inner London interpreting key sites as cultural texts.

**Assessment:** Group Practical (50%), Portfolio (50%)

\*All transcripts are issued in UK credits.

### Applying the Tools of Positive Psychology for Personal and Professional Development

**Module Code: 5WSEL020W**

**Level 5**

**Semester 2**

**Location: Regent**

**UK Credit Value: 20**

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

This module will demonstrate how utilising the transformative and empowering tools of positive psychology can enhance professional well-being and contribute to personal and professional success. The identification and assessment of strengths, perceived as the foundation for personal development and performance management will be explored, as well as a successful alignment of strengths with personal goals and their attainment. This will be complemented by an investigation of happiness (or positive well-being) in all areas of life. Theoretical perspectives on 'flow' and 'engagement' will also be examined and techniques of coaching psychology for enhancing positivity will be practice. This module is ideal for those students who wants to develop positive strategies of resilience, innovation and creativity to achieve success. Students will engage with different perspectives of positive organisational behaviour, especially as they relate to developing strategies for success within a workplace environment.

**Assessment:** In-Class Test (25%), Individual Reflective Report (75%)

\*All transcripts are issued in UK credits.

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# Accounting, Finance and Governance

## Accounting and Finance Fundamentals

**Module Code: 4ACCN001W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module provides fundamental accounting and financial knowledge and essential skills for any business manager. It focuses on the purpose and relevance of accounting in business management and the use of accounting and finance techniques, to enable an analysis of business performance in small and large companies. It introduces students to: financial resources management and the role of capital markets.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## Legal Aspects of Employment

**Module Code: 5ACCN001W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

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

\*All transcripts are issued in UK credits.

## Law and the Business

**Module Code: 5BUCL003W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Examination - closed book (100%)

\*All transcripts are issued in UK credits.

## Corporate Governance

**Module Code: 5FNCE005W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines

and regulations which corporation have to follow in relation to corporate governance.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## Global Accounting and Multinational Enterprises

**Module Code: 6ACCN001W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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. 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

**Assessment:** In-Class Test/Assignment exam conditions (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## Financial Management and Strategy

**Module Code: 6ACCN008W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is intended to develop the student's ability to critically appraise corporate treasury management decisions using an appreciation of the relevant theories of financial management and strategy. The module will enable the students to evaluate long-term and short-term financing decisions, with an emphasis on expansion and market maintenance strategies, as well as providing them with an understanding of the importance of working capital management. The module will demonstrate how decisions are made regarding proper pricing of assets in merger and acquisition situations and the appropriateness of the various methods of valuing securities. The module also considers the effects of corporate reorganisation and capital reconstruction schemes.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## European Union Law

**Module Code: 6BUCL003W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** Essay (25%), Essay (75%)

\*All transcripts are issued in UK credits.

## Consumer Protection

**Module Code: 6BUCL004W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Company Law

**Module Code: 6BUCL005W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Banking Theory and Practice

**Module Code: 6FNCE001W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Global Financial Markets and Institutions

**Module Code: 6FNCE003W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module will provide students with a wide-ranging knowledge of financial markets and financial institutions. It focuses on issues related to the role of a financial system, the functions of different types of financial institutions,

and the understanding of financial products commonly traded in each financial market (including equity market, money market and bond market). These topics are addressed from a global perspective.

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

\*All transcripts are issued in UK credits.

## International Financial Management

**Module Code: 6FNCE005W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Personal Finance

**Module Code: 6FNCE006W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

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# Business Information Management and Operations

## Analysing and Managing Information

**Module Code: 4BDIN001W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module introduces the nature and importance of information acquisition, presentation and preservation. Business computing/software and its practical applications in finding and selecting data and information will be explored. Understanding of information flows within organisations and management and operations functions and the systems needed to support these will be developed as will effective, secure and ethical business communications.

**Assessment:** Presentation Group (25%), In-Class Test/Assignment exam conditions (25%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Online Entertainment Management

**Module Code: 4EBUS001W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Portfolio (50%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Creating and Managing an Online Presence

**Module Code: 4EBUS002W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (50%), Project (50%)

\*All transcripts are issued in UK credits.

## Operations and Digital Business

**Module Code: 5BDIN001W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Dis-requisite: This module cannot be taken with 5EBUS001W Digital Business.***

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; innovation and design in products and services; and developments in technology and systems.

**Assessment:** Portfolio (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Project Management

**Module Code: 5BDIN002W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

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

\*All transcripts are issued in UK credits.

## Web-enabled Business

**Module Code:** 5BDIN003W

**Level 5**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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

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

\*All transcripts are issued in UK credits.

## Sustainable Business

**Module Code:** 6BDIN001W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

Sustainable Business addresses environmental, social justice and economic sustainability of organisations, drawing on different disciplinary areas to develop understanding of sustainability in private, public and third sector organisations. The module advances understanding of the range of processes within and between organisations that facilitate sustainable practices and prepares students for professional life as meaningful agents for change, able to identify and implement improvements in sustainability practice in organisations.

**Assessment:** Coursework (25%), In-Class Test/Assignment exam conditions (25%), Portfolio (50%)

\*All transcripts are issued in UK credits.

## Digital Analytics

**Module Code:** 6BDIN003W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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).

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

\*All transcripts are issued in UK credits.

## Social Media for Business

**Module Code:** 6BDIN004W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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.

**Assessment:** End of Module Assessment (100%)

\*All transcripts are issued in UK credits.

## Project and Programme Management

**Module Code:** 6BDIN005W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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

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

\*All transcripts are issued in UK credits.

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# Economics and Quantitative Methods

## Global Business Environment

**Module Code:** 4BUSS001W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

The module offers students the opportunity to learn about business organisations, their purposes, structures and governance in a global context. At the same time students will study the cultural differences within and between business organisations and the ethical constraints facing these organisations. As part of the process of learning about business organisations students will learn effective group and leadership skills and develop the skills necessary to structure a coherent report with conclusions linked to evidence.

**Assessment:** Coursework (50%), Presentation Group (25%), Group Coursework (25%)

\*All transcripts are issued in UK credits.

## Entertaining London

**Module Code:** 4BUSS002W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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

**Assessment:** In-Class Test/Assignment exam conditions (50%), Group Coursework (50%)

\*All transcripts are issued in UK credits.

## The Business of Sport

**Module Code:** 4BUSS003W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

## ECTS credits 10\*

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

**Assessment:** Presentation Group (50%), Examination - restricted (50%)

\*All transcripts are issued in UK credits.

## Business Decision Making

**Module Code: 5BUSS001W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module has a practical focus. Students will learn about the nature of business decision making, including the key role of information, risk and complexity, and the internal and the external economic and financial environment within which these decisions are made. Emphasis is placed on the students' ability to identify, select and use appropriate data, in a range of formats, to analyse and solve a range of business problems. Learning activities include directed lecture, seminar and computer-lab sessions and scenario-based enquiry-led workshops, within which students will operate as decision 'teams'.

**Assessment:** Coursework (25%), Group Coursework (25%), Examination - restricted (50%)

\*All transcripts are issued in UK credits.

## Analysis of Economic and Business Data

**Module Code: 5ECON004W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 4ECON003W Quantitative Economic Analysis or equivalent***

The module will provide an overview of probability theory and the theory of statistical inference, and will develop a range of applications derived from this theoretical framework. A particular emphasis will be placed on the development of the single equation regression model, emphasising the applications of the model within a causal modelling context and the manner in which the model can be used for prediction/forecasting purposes.

**Assessment:** Project (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Money Banking and Financial Markets

**Module Code: 5ECON005W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Group Coursework (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## Global Economic Issues

**Module Code: 5ECON006W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Group Coursework (25%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

## Information and Digital Economics

**Module Code: 5ECON007W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** In-Class Test/Assignment exam conditions (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Development Economics

**Module Code: 6ECON004W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Coursework (25%), Coursework (50%)

\*All transcripts are issued in UK credits.

## International Economics

**Module Code: 6ECON005W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Forecasting for Managers

**Module Code:** 6ECON006W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

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# Human Resources and Management

## People and Organisations

**Module Code:** 4HURM005W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

The course is designed as an introduction to the subject of Organisational Behaviour, which helps people in organisations to have a better understanding of factors that influence behaviour. It aims to improve self-understanding and also understanding of the behaviour of other people. The module draws on insights and research from Organisational Behaviour (specifically from the Psychological and Sociological parts of Organisational Behaviour) and more widely from the social sciences to explore a number of topics, enabling us to be more reliable and rigorous than using only "common sense" understandings of behaviour. The module highlights some areas of difference and diversity that we are likely to encounter in many contemporary organisations.

**Assessment:** Coursework (25%), Essay (75%)

\*All transcripts are issued in UK credits.

## The Role of the Manager

**Module Code:** 4HURM007W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

This module is intended to prepare students for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial & leadership styles, motivation; chairing meetings, workplace counselling, staff development, identifying and managing conflict and negotiating skills. The module aims to help students identify how people become managers, what the role of the manager is and how to maximise their effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management and leadership required by different organisations and different cultures taken into consideration.

**Assessment:** Coursework (50%), In-Class Test/Assignment exam conditions (50%)

\*All transcripts are issued in UK credits.

## Work and Organisational Psychology within the HR Context

**Module Code:** 5HURM005W

**Level 5**

**Semester 2**

**Location:** Marylebone

**UK Credit Value:** 20

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

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

**Assessment:** Essay (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Leadership and Management

**Module Code:** 5HURM006W

**Level 5**

**Semester 2**

**Location:** Marylebone

**UK Credit Value:** 20

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

**Dis-requisite:** *This module cannot be taken with 5HURM008W Managing People.*

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

**Assessment:** Coursework (25%), Essay (75%)

\*All transcripts are issued in UK credits.

## Sociology of Work and Industry

**Module Code:** 5HURM007W

**Level 5**

**Semester 2**

**Location:** Marylebone

**UK Credit Value:** 20

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

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

**Assessment:** Essay (75%), In-Class Test/Assignment exam conditions (25%)

\*All transcripts are issued in UK credits.

## Managing People

**Module Code:** 5HURM008W

**Level 5**

**Semester 2**

**Location:** Marylebone

**UK Credit Value:** 20

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

**Dis-requisite:** *This module cannot be taken with 5HURM006W Leadership and Management.*

The aim of this module is twofold: (1) introducing students to the key aspects involved in the management of people

in organisations drawing on critical, applied and theoretical approaches; and (2) helping students to develop the core skills and understanding needed to deal with management responsibilities and to develop their own career.

**Assessment:** Coursework (50%), Examination - Seen (50%)

\*All transcripts are issued in UK credits.

## Business Ethics and Corporate Social Responsibility

**Module Code: 5HURM009W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (50%), Examination - open book (50%)

\*All transcripts are issued in UK credits.

## Comparative International Management

**Module Code: 6HURM009W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** Essay (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

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# Leadership and Professional Development

## Assessing and Developing Talent

**Module Code: 6HURM004W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** Essay (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Cultural Differences and People Management

**Module Code:** 6HURM005W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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.

**Assessment:** Essay (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Coaching and Mentoring in the Workplace

**Module Code:** 6HURM006W

**Level 6**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (50%), Portfolio (50%)

\*All transcripts are issued in UK credits.

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# Marketing and Business Strategy

## Creating New Business

**Module Code:** 4ENTP002W

**Level 4**

**Semester 2**

**Location:** Marylebone

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (25%), Coursework (50%), Presentation Group (25%)

\*All transcripts are issued in UK credits.

## Marketing Principles

**Module Code: 4MARK001W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides students with an introduction to marketing and its role in business and society. It gives students an overview of the principles underpinning marketing activities, and is both an introduction to the subject area. The module aims to introduce the key concepts of marketing, an understanding of consumer behaviour, and an evaluation and application of marketing tools in the context of contemporary major social and environmental issues.

**Assessment:** Presentation Group (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## The Power of Brands

**Module Code: 4MARK006W**

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Presentation Group (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Entrepreneurial Practice

**Module Code: 5ENTP005W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (25%), Coursework (25%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Distribution and Retail

**Module Code: 5MARK006W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 4MARK001W Marketing Principles or equivalent***

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

**Assessment:** Essay (50%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Sports Marketing

**Module Code: 5MARK010W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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

**Assessment:** Coursework (25%), Presentation (25%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Marketing Research

**Module Code: 5MARK012W**

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 4MARK001W Marketing Principles or equivalent***

Marketing research is the use of information to minimise risk in marketing decision making. This module takes students through the steps involved in determining the purpose, the population of interest, the procedures to use and how to present the results of a marketing research project, instructing them in the use of secondary and primary data sets qualitative and quantitative tools to apply them in different contexts. Students practice active learning, problem solving, and autonomy. The module provides marketing knowledge and transferable skills required for professional marketers.

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

\*All transcripts are issued in UK credits.

## Creating Entrepreneurial Leadership

**Module Code: 6ENTP005W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

**Assessment:** Presentation (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## International Market Planning and Strategy

**Module Code: 6MARK003W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

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.

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

\*All transcripts are issued in UK credits.

## Interactive and Digital Marketing

**Module Code: 6MARK015W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

An excellent module for anyone considering a career in Digital Marketing, the wider marketing communications industry or setting up your own online business. It creates an opportunity for students to participate in appraising the online 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 and present succinctly - a critical skill required in industry.

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

\*All transcripts are issued in UK credits.

## Global Strategic Management

**Module Code: 6MNST001W**

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

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

Global Strategic Management integrates all the key concepts covered in previous years of study, drawing on and extending material from a variety of business disciplines. The ultimate aim is to equip students with a range of strategic and organisational skills, building on them to develop the ability of student to manage a business organisation successfully, with a clear view of the broader competitive environment of today's turbulent economy.

**Assessment:** Group Coursework (50%), Coursework (50%)

\*All transcripts are issued in UK credits.