Module Catalogue
Architecture and Built Environment
Undergraduate Study Abroad 2019/0
Semester 2

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
5WSEL009W	LGBTQ Studies	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL010W	Designing Narrative Experiences	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL019W	Pop Goes the Now: Deconstructing Popular Culture	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5WSEL020W	Applying the Tools of Positive Psychology for Personal and Professional Development	5	Semester 2	20	US Credits 4 / ECTS credits 10*

Subject Area Modules

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Interior Architecture					
5ARCH007W	Time-based Media: Film	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5ARCH008W	Exhibition and Spatial Design	5	Semester 2	20	US Credits 4 / ECTS credits 10*
Planning					

5PLAN002W	Urban Regeneration and Development	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5URDE001W	Development Process and Property Markets	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6PLAN002W	Neighbourhood and Community Planning	6	Semester 2	20	US Credits 4 / ECTS credits 10*
Tourism					
4TOUR003W	Strategic Planning for Tourism	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4TOUR004W	Current Debates in Tourism	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4TOUR005W	Strategic Planning for Tourism and Events	4	Semester 2	20	US Credits 4 / ECTS credits 10*
4TOUR006W	Hospitality in Tourism and Events	4	Semester 2	20	US Credits 4 / ECTS credits 10*
5EVMN001W	Marketing Tourism and Events	5	Semester 2	20	US Credits 4 / ECTS credits 10*
5TOUR005W	The Airline Industry	5	Semester 2	20	US Credits 4 / ECTS credits 10*
6TOUR002W	Responsible Tourism in the Developing World	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6TOUR007W	City Tourism and Urban Change	6	Semester 2	20	US Credits 4 / ECTS credits 10*
6TOUR009W	Tourism and Society	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.

Westminster Electives

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LGBTQ Studies

Module Code: 5WSEL009W   **Level 5**   **Semester 2**
Location: Regent   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

LGBTQ Studies offers an introduction to studying LGBTQ (lesbian, gay, bisexual, transgender and queer) lives from a range of academic disciplines and perspectives. The topic offers a rich entry point into explorations of identity, history, politics, and art/literature as well as addressing questions around equality and diversity at local and global levels, in the family, the workplace, in the media and online and in international society.
Assessment: Portfolio (50%), Group Project (50%)
*All transcripts are issued in UK credits.

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.

Interior Architecture

Time-based Media: Film

Module Code: 5ARCH007W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

Students should should have some kind of design background - the module uses Premiere Pro.
In this module students are required to study a specified interior through the medium of film. Working in 'crews' that include a director, editor and camera operator you will develop a film proposal through storyboard, text and drawing. This proposal will then be shot on location in your selected interior and edited into a short film that will be presented to the group. You are also required to produce a working journal.

Assessment: Film/Video (70%), Coursework (30%)

*All transcripts are issued in UK credits.

Exhibition and Spatial Design

Module Code: 5ARCH008W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

Students should should have some kind of design background.
This module offers students the opportunity to study in detail how temporary and permanent exhibitions are designed and curated.It primarily covers the re-evaluation of existing interior spaces, space planning and the analysis and thematic organisation of collections, together with the process of researching and editing content.Specialist workshops deal with the creative interpretation of specific design briefs and the articulation of creative design responses. The Module also considers the inter-relatedness of exhibition design, graphics and other promotional material.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Planning

Urban Regeneration and Development

Module Code: 5PLAN002W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

The module outlines the development process and theories of urban regeneration in differing contexts and the role of the city and urban fringe as transition zones in urban development. It considers the relationships between property-led and mixed communities in regeneration and the changing nature of urban regeneration in London and the debates surrounding best practice in the city using case studies and site visits.
Assessment: Coursework (50%), Presentation (50%)
*All transcripts are issued in UK credits.

Development Process and Property Markets

Module Code: 5URDE001W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

This module examines the key stages in the development process and considers the role of different stakeholders. It investigates the operation of property markets and the interaction of the public and private sectors in shaping development in different contexts. It also introduces the techniques used for the financial appraisal of development projects.
Assessment: Presentation (10%), Coursework (50%), Coursework (40%)
*All transcripts are issued in UK credits.

Neighbourhood and Community Planning

Module Code: 6PLAN002W   **Level 6**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

This module explores the theory and practice relating to public involvement in policy-making and implementation. It discusses the democratic and political principles underpinning community engagement. It investigates the diverse needs of communities and the ways in which decisions concerning the built environment affect and address those needs. The module introduces students to the principles and practice of sustainability and spatial planning and its implementation in the local context.
Assessment: Coursework (50%), Coursework (50%)
*All transcripts are issued in UK credits.

Tourism

Strategic Planning for Tourism

Module Code: 4TOUR003W   **Level 4**   **Semester 2**

| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 / ECTS credits 10*** |

This module investigates the context for tourism planning exploring its place in wider planning and policy processes.It examines different approaches to planning for tourism and considers stakeholders in the planning process, investigating their role and influence.Students develop anin-depth study and evaluate the potential of an area of London as a visitor destination.They research and develop an understanding of the plans and policies that shape development and change in the area,identify its characteristics, evaluate its tourism resources and make realistic recommendations to enhance its potential as a visitor destination.

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

*All transcripts are issued in UK credits.

Current Debates in Tourism

| **Module Code: 4TOUR004W** | **Level 4** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 / ECTS credits 10*** |

This module presents a dynamic overview of current trends and issues in the tourism sector. The programme will be based around current tourism issues and topics and aims to provide students with a deeper understanding of the background, nature and implications of these. Teaching and learning sessions will focus on discrete topics that highlight the changing nature of tourism and its industries such as the emergence of new business models, destinations and markets, and on external factors that influence the tourism industry such as climate change and world or political events. It is a sociological module, which uses examples from around the world.

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

*All transcripts are issued in UK credits.

Strategic Planning for Tourism and Events

| **Module Code: 4TOUR005W** | **Level 4** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 / ECTS credits 10*** |

This module explores the context for strategic tourism and events planning exploring their place in wider planning and policy processes. It examines different approaches to planning for tourism and considers stakeholders in the planning process investigating their role and influence. Students develop two detailed case studies - The first evaluate a place, identifying its potential as a visitor destination and making proposals develop the visitor economy.The second considers an event and its role in destination development.

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

*All transcripts are issued in UK credits.

Hospitality in Tourism and Events

| **Module Code: 4TOUR006W** | **Level 4** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 / ECTS credits 10*** |

Hospitality is integral to the delivery of tourism and event services. Understanding the landscape and operations and related issues of this very large sector is vital. The module will cover the various aspects of the hospitality industry, which includes the accommodation and catering sub-sectors. The module will also explore management issues, price and revenue management as well as the structure of the sector and the regulations pertaining to it.

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

*All transcripts are issued in UK credits.

Marketing Tourism and Events

Module Code: 5EVMN001W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 /
                                                                    ECTS credits 10***

This module considers the principles of marketing in the context of tourism and event services. It considers how the marketing mix is applied in practice to tourism and events, for example the components of the product, traditional and digital marketing communications, and how people and process are used effectively in different tourism and event contexts A range of practical activities are incorporated into teaching and learning sessions to engage students in marketing activities in practice and these will be tailored to the focus of each course
Assessment: Presentation Group (50%), Essay (50%)
*All transcripts are issued in UK credits.

The Airline Industry

Module Code: 5TOUR005W   **Level 5**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 /
                                                                    ECTS credits 10***

The module examines the nature of demand for airline services. It evaluates the traditional role of regulation and the implications of deregulation. Economic, commercial and operational characteristics of the industry are explained and the development of airline alliances/mergers, as well as the low cost and charter sector, is assessed. Current marketing trends are appraised. The broader environmental implications of industry growth are discussed.
Assessment: Coursework (20%), Coursework (80%)
*All transcripts are issued in UK credits.

Responsible Tourism in the Developing World

Module Code: 6TOUR002W   **Level 6**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 /
                                                                    ECTS credits 10***

This module investigates the evolution, growth and future of the concept of responsible, sustainable tourism; exploring the origins, definitions and concepts of sustainable development and examining applications to the tourism industry and tourism destinations. The module introduces tools that have been identified as useful in the quest for more responsible forms of tourism development. Environmental and social issues are addressed in detail and the context of the developing world is emphasized throughout. The module aims to give a genuinely global view of tourism development and uses a variety of perspectives and theories to achieve this.
Assessment: Coursework (100%)
*All transcripts are issued in UK credits.

City Tourism and Urban Change

Module Code: 6TOUR007W   **Level 6**   **Semester 2**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 /
                                                                    ECTS credits 10***

This module focuses on the emerging role of cities as centres for consumption. The city is both the location for different forms of consumption, and is also consumed. Using ideas from urban studies, cultural geography, planning, and tourism, this module accounts for recent trends. It explores different types of consumption and explains how

they influence the design and experience of urban space. The module pays particular attention to the economic, cultural and policy context for urban leisure experiences, including tourism. Field study visits in London will be incorporated into the programme and used to inform the assessment. The module addresses professional practice by analysing relevant city strategies and interventions.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Tourism and Society

Module Code: 6TOUR009W	**Level 6**	**Semester 2**
Location: Marylebone	**UK Credit Value: 20**	**Equivalent Credit Value: US Credits 4 / ECTS credits 10***

This module is aimed at generating an understanding of tourism as a human phenomenon and its socio-cultural dynamics in societies across the globe. It explores sociological and anthropological concepts in a tourism context, such as notions of culture, tradition, empowerment, gender and authenticity. The module discusses the social processes that emerge in host societies as responses to tourism, leading to both beneficial and unfavourable social change. Drawing on case studies from both the developed and developing world, it elaborates how these dynamics can lead to, amongst others, cultural commodification, exploitation, changes in gender relations, social entrepreneurship and social empowerment. This module therefore helps understand these social dynamics in order to explore ways of how to balance the demands of visitors with the needs of wider society, which tourism is an integral part of.

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

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