## Module CatalogueWestminster Business SchoolUndergraduate Exchange 2024/5Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Business Information Management and Operations** |
| 5DIBU002W | [Supply Chain, Operations Management and Digital Business](#5DIBU002W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6BDIN005W | [Project and Programme Management](#6BDIN005W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6DIBU001W | [Digital Business Innovations](#6DIBU001W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Economics and Quantitative Methods** |
| 4BUSS008W | [Global Business Environment](#4BUSS008W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5ECON002W | [Microeconomics 2](#5ECON002W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5ECON003W | [Macroeconomics 2](#5ECON003W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MNST008W | [Management Decision Making](#5MNST008W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ECON001W | [Economics of Public Policy](#6ECON001W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ECON003W | [Applied Econometrics](#6ECON003W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ECON007W | [Applications of Economics](#6ECON007W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ECON009W | [International Political Economy](#6ECON009W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Finance and Accounting** |
| 4ACCN012W | [Accounting and Finance Fundamentals](#4ACCN012W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5FNCE003W | [Corporate Finance](#5FNCE003W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ACCN007W | [Accounting Theory and Practice](#6ACCN007W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6ACCN008W | [Financial Management and Strategy](#6ACCN008W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6FNCE009W | [International Investments](#6FNCE009W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Human Resource Management + Leadership and Professional Development** |
| 4HURM007W | [The Role of the Manager](#4HURM007W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 4HURM010W | [Behaviour in Organisations](#4HURM010W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Management and Marketing** |
| 4BUIS016W | [Analytics for Decision Making](#4BUIS016W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 4MARK005W | [Understanding Consumers](#4MARK005W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 4MARK011W | [Innovative Marketing](#4MARK011W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5BUSS015W | [Sustainable City Economies](#5BUSS015W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MARK020W | [Discovering Consumer Insights](#5MARK020W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MARK022W | [Sports Marketing and the Media](#5MARK022W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MARK001W | [Applied Marketing Management](#6MARK001W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MARK003W | [International Market Planning and Strategy](#6MARK003W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MARK010W | [Marketing Communications](#6MARK010W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MNST006W | [Strategic Management](#6MNST006W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Property and Construction** |
| 4CNMN001W | [Introduction to the Built Environment (Management 1)](#4CNMN001W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Business Information Management and Operations

### Supply Chain, Operations Management and Digital Business

[**Module Code: 5DIBU002W**](#5DIBU002W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

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; operational strategic alignment; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; sustainability; innovation and design in products and services; and developments in technology and systems.
**Assessment:** Portfolio (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Project and Programme Management

[**Module Code: 6BDIN005W**](#6BDIN005W_return)

**Level 6**

**Semester 1**

**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%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Digital Business Innovations

[**Module Code: 6DIBU001W**](#6DIBU001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The business environment is increasingly characterised by the impact of technology and technology led innovations; however, this has several facets. Leading to innovations in how products and services are consumed, especially by technology enabled customers, consumers; who also present complex and evolving expectations.This is further supported by innovations that appear from what is ‘left field’; not from the industry, sector or geographic region that is the historic expectation. This module endeavours to increase awareness of the opportunity for innovation and the understanding to significantly contribute to digital business innovation either leading or responding to external innovation.
**Assessment:** Coursework (50%), Film/Video (50%)
\*All transcripts are issued in UK credits.

## Economics and Quantitative Methods

### Global Business Environment

[**Module Code: 4BUSS008W**](#4BUSS008W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module offers students the opportunity to learn how the global economies work and the general context in which the business organisations operate. The students will analyse the purpose, structures and ethical and environmental constraints faced by organisations across different industries. At the same time students will study the cultural differences within and between business organisations and as part of learning process will develop research, team work and communication skills.
**Assessment:** Portfolio (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Microeconomics 2

[**Module Code: 5ECON002W**](#5ECON002W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 4ECON001W Exploring Microeconomics or equivalent***
This module applies microeconomic tools and techniques to business and management decision making. It starts by presenting the microeconomic behaviour of firms under different market structures (monopoly, monopolistic competition, duopoly and oligopoly) and demonstrates how economic forces affect organisations. It describes the economic and social consequences of managerial behaviour, relating this to the ownership and governance of organisations. It introduces instruments to analyse strategic behaviour in markets, including pricing practices, and analyses the consequences of market failure, specifically in terms of public intervention.
**Assessment:** In-Class Test/Assignment non exam conditions (25%), Portfolio (75%)
\*All transcripts are issued in UK credits.

### Macroeconomics 2

[**Module Code: 5ECON003W**](#5ECON003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 4ECON002W The Macroeconomic Framework or equivalent***
This module aims to provide students with a deeper understanding of how macroeconomic policy can be used to critically evaluate recent developments in the international macroeconomic environment. This module seeks to build on and extend the theoretical foundations introduced in first year macroeconomics and use them to explore a range of real-world macroeconomic experiences.
**Assessment:** Coursework (50%), Essay (50%)
\*All transcripts are issued in UK credits.

### Management Decision Making

[**Module Code: 5MNST008W**](#5MNST008W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

Decision making is about making choices, often with incomplete or uncertain information and with competing goals. The ability to make effective decisions is a key management requirement which comprises a range of different skills. These skills are highly valued by employers because they are required across many business areas – from everyday tasks through to more complex projects or unforeseen situations. This module offers a practical introduction to decision-making concepts and techniques that are commonly used in organisations to make business decisions. It looks at the ‘psychology’ of choice – how intuition, analysis and judgement affect both individual and group decisions – and how to use a range of models and ‘hard’ and ‘soft’ decision making skills to choose between different courses of action.
**Assessment:** Presentation - submissions only (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### Economics of Public Policy

[**Module Code: 6ECON001W**](#6ECON001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides students with the opportunity to apply the core principles and theories of microeconomics to different public policy issues. The module has a focus on applying and communicating economic analysis in both technical and non-technical terms, in writing and in face-to-face discussions. The intention is to show how economic techniques of investigation can support the development of effective policy in government and the relevance of this for business and management more broadly.
**Assessment:** Essay (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Applied Econometrics

[**Module Code: 6ECON003W**](#6ECON003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite 1: 5ECON004W Analysing Economic and Business Data or equivalent***
***Pre-requisite 2: Significant Mathematical Competence***
This module will cover a range of different methods, techniques and applications of econometric analysis. It has a strong applied emphasis. The E-views software is used for data analysis. The module provides students with the opportunity to improve their ability to make inferences from data. By the end of the module, students will be able to set up an econometric model, estimate it, and interpret the results.
**Assessment:** Coursework Practical (40%), Set exercises and test (not exam conditions) (60%)
\*All transcripts are issued in UK credits.

### Applications of Economics

[**Module Code: 6ECON007W**](#6ECON007W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Pre-requisite: 5ECON008W Essentials of Economics or equivalent***

The aim of this module is to develop an understanding of the present state of microeconomic and macroeconomic policy and its application to the UK and the global economy. In order to understand the policy framework, the theoretical background and institutional context are covered with reference to contemporary problems faced by the UK and global economy. The microeconomic coverage focuses on the issue of market failure, and the problems created by government intervention in the economy.

**Assessment:** Essay (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### International Political Economy

[**Module Code: 6ECON009W**](#6ECON009W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module explores the shifts and patterns within the global economy, analyzing the impact on global businesses. Various theories of globalization will be analysed along with the role of transnational corporations, the institutions of the global economy and the problems of global governance in the context of global economic crisis and the role of corporate social responsibility. The environmental impact and ethical considerations of big business is also evaluated. Students will learn about the role and impact of external global forces on businesses and some of the strategies used to minimize risk within a changing external global environment.
**Assessment:** Coursework Practical (25%), Flexible Individual Coursework (75%)
\*All transcripts are issued in UK credits.

## Finance and Accounting

### Accounting and Finance Fundamentals

[**Module Code: 4ACCN012W**](#4ACCN012W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

In this module, you will gain a fundamental grounding in a wide range of accounting and financial issues. You will also have the opportunity to develop decision-making skills that are essential for managers through the analysis and interpretation of financial information. You will appreciate this module because you will gain a desirable skill set recognised by employers including analytical skills using a variety of techniques that will keep you interested and engaged throughout the module.

**Assessment:** Multiple-Choice Question Test (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### Corporate Finance

[**Module Code: 5FNCE003W**](#5FNCE003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module aims to develop a thorough understanding of key topics and concepts in corporate finance. Students will develop skills and in-depth understanding of corporate finance themes through the knowledge and practical application of theoretical concepts, while using a variety of learning resources. A major objective of this module is to develop a thorough understanding of corporate finance from the perspectives of financial managers who are responsible for making significant investment and financial decisions.
**Assessment:** Coursework (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### Accounting Theory and Practice

[**Module Code: 6ACCN007W**](#6ACCN007W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module will emphasise why accounting theory can be used to understand issues such as accounting measurement, accounting information, accounting methods and capital markets reaction to accounting information. This module will provide a balanced perspective of financial accounting theory and practice including numerical calculations for group accounts. Students will be expected to critically discuss the theories for and against regulation of financial accounting and others that explain different types of voluntary reporting decisions. Because the module provides a balanced perspective of alternative and conflicting theories of financial accounting, the module can provide basis for students’ contemplating research in different areas of financial accounting.Learning activities include directed lecture, seminar and workshops which will include case study scenarios. The workshops will be used to engage students in debate and use of sources from real-life companies and contemporary events to illustrate financial accounting in practice.
**Assessment:** Essay (25%), Examination - closed book (75%)
\*All transcripts are issued in UK credits.

### Financial Management and Strategy

[**Module Code: 6ACCN008W**](#6ACCN008W_return)

**Level 6**

**Semester 1**

**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:** Presentation (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### International Investments

[**Module Code: 6FNCE009W**](#6FNCE009W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is designed to prepare students with an interest in investment management with a thorough grounding in the issues facing investment managers and professionals involved with investment decisions.
**Assessment:** Coursework (25%), Project (75%)
\*All transcripts are issued in UK credits.

## Human Resource Management + Leadership and Professional Development

### The Role of the Manager

[**Module Code: 4HURM007W**](#4HURM007W_return)

**Level 4**

**Semester 1**

**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%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Behaviour in Organisations

[**Module Code: 4HURM010W**](#4HURM010W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module is designed to facilitate understanding of the behaviour of others in organisations and to improve self-insight.??It draws on the theory and literature of Organisational Behaviour to stimulate awareness of the key challenges and factors that affect behaviour in organisations.??The module promotes a challenging and critical perspective, drawing on organisational examples and personal experiences, to help you to develop essential skills for your future success.
**Assessment:** Coursework (25%), Essay (75%)
\*All transcripts are issued in UK credits.

## Management and Marketing

### Analytics for Decision Making

[**Module Code: 4BUIS016W**](#4BUIS016W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module introduces the important roles of information and analytics in the business decision making context. It takes the student on a journey through responsible acquisition, analysis, presentation and preservation of information. Digital business software and its practical applications in finding, analysing and communicating data and information will be explored. Understanding of information flows within organisations and the management and operations functions and the systems needed to support decision making securely and ethically will be developed by a mix of hands on, classroom based learning and self-directed study.
**Assessment:** Presentation Group- submissions only (25%), Portfolio (75%)
\*All transcripts are issued in UK credits.

### Understanding Consumers

[**Module Code: 4MARK005W**](#4MARK005W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module is rich in theory from consumer studies, psychology and sociology explaining why consumers behave the way they do and how marketers can use this information. Both customer and organisational decision-making processes are explored.
**Assessment:** Presentation Group (25%), Essay (75%)
\*All transcripts are issued in UK credits.

### Innovative Marketing

[**Module Code: 4MARK011W**](#4MARK011W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module aims to provide students with an introduction to the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. It aims to provide students with an understanding of the marketing environment and the importance of gathering appropriate information to inform marketing decision-making. It considers the marketing process; examining consumer behaviour and decision-making and understanding the marketing mix and its application and adaptation within different marketing contexts to be able to satisfy customer needs and business goals in a constantly evolving environment.
**Assessment:** Presentation Group (25%), Portfolio (75%)
\*All transcripts are issued in UK credits.

### Sustainable City Economies

[**Module Code: 5BUSS015W**](#5BUSS015W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

Cities of the world with their growing economies and populations are the arena of turbulent and contradictory interplay between drivers influencing profitable business opportunities, social equity and environmental stability. This module uses cities as a ‘field of enquiry’ for exploring both global and local issues of urban development and sustainability in the context of varied socio-economic, political and natural environments. Module introduces both theory and practice of managing ‘profit-people-planet’ conundrum using case studies from different parts of the world.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Discovering Consumer Insights

[**Module Code: 5MARK020W**](#5MARK020W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Student should have familiarity with tools (YouTube Analytics / Google – Analytics,***
***Audience Retention & Trends tools / Social mention / Facebook Audience Insights)***
This integrated module aims to provide students (as customers) with essential tools to understand their actions as consumers and to know how to explore consumer feelings, attitudes and behaviours. Thus, the module will introduce students to some key consumer theories and frameworks as well as research techniques from both client (organisation / brand) and agency perspectives.This knowledge will enable the design, execution and interpretation of basic consumer insights to make valid marketing decisions in a constantly evolving digital environment.
**Assessment:** Presentation Group (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### Sports Marketing and the Media

[**Module Code: 5MARK022W**](#5MARK022W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module analyses the historical development and contemporary role of sport media in the marketing of online and offline sport offerings. Contextually, it critically review the impact of the media upon the growth of sport and evaluates the part played by broadcast and online social media in the evolution of sports marketing. The course examines the subject within a broad framework of sport that covers both commercial and non-commercial sports from the live and non-live offerings that sport media stakeholders provide. As such, the module also explores concepts of gamification, eSports, rule changes and identity/social issues, all influenced by the role sport media has played in the marketing of sport.
**Assessment:** Essay (50%), Portfolio (50%)
\*All transcripts are issued in UK credits.

### Applied Marketing Management

[**Module Code: 6MARK001W**](#6MARK001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module explores the key concepts that underpin the management of a firm's marketing activities in a digital age. It builds on the fundamentals of marketing knowledge developed at levels four and five and will provide students with a deeper and practical understanding of the analytical and strategic approach to marketing decisions. Students will develop advanced proficiency with key marketing tools and employability skills including interpreting market data to identify business threats and opportunities, evaluating marketing performance and designing strategic marketing plans.
**Assessment:** Presentation (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### International Market Planning and Strategy

[**Module Code: 6MARK003W**](#6MARK003W_return)

**Level 6**

**Semester 1**

**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 Group Practical (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

### Marketing Communications

[**Module Code: 6MARK010W**](#6MARK010W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides the theoretical and practical foundations of marketing communications by considering their role and function within business organisations in terms of competitive, customer and internal influencers on communications campaign design. Students consider marketing communications from both the consumer and organisational perspectives gaining insight into the analysis of marketing communications dynamics as a prelude to planning and execution. The module examines the importance and benefits of integrated marketing communications and how organisations interact with media agencies. It highlights the importance of understanding communications from a contextual basis.
**Assessment:** Presentation (50%), Film/Video (50%)
\*All transcripts are issued in UK credits.

### Strategic Management

[**Module Code: 6MNST006W**](#6MNST006W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The Strategic Management module integrates key strategic concepts and enables participants to develop a range of strategic management skills. Learners will be able to practice their ability to design, develop, implement and evaluate effective and sustainable business, corporate and / or international level strategies. Students will be introduced to the strategy process by analysing the internal environment of an organisation and the broader competitive environment of today’s turbulent economy. Moreover, together we will explore the importance of strategic leadership in organisations that aim to be successful in complex and unpredictable environment a long term.
**Assessment:** In-Class Test/Assignment exam conditions (25%), Coursework (75%)
\*All transcripts are issued in UK credits.

## Property and Construction

### Introduction to the Built Environment (Management 1)

[**Module Code: 4CNMN001W**](#4CNMN001W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module provides an introduction to the built environment, considering also impact to the wider environment. In the broader context the module will examine digital construction, health, safety and welfare, law, economics and sustainability within the domestic construction environment. The students will understand issues that impact the built environment to prepare them for their future studies and employment.
**Assessment:** Essay (50%), Coursework (50%)
\*All transcripts are issued in UK credits.