

Module Catalogue

Architecture and Cities

Undergraduate Study Abroad 2021/2

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Planning					
4PLAN001W	Introduction to Planning and Sustainability	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4PLAN002W	Contemporary Issues in Designing Cities	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5PLAN001W	Planning Practice	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5PLAN004W	Strategic Spatial Planning	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6PLAN001W	Sustainability and Environmental Policy	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Property and Construction					
4BUIL001W	Introduction to Building Technology	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5PROP002W	Housing Law Sales and Practice	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Tourism					
4EVMN001W	Understanding Events	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5EVMN001W	Marketing Tourism and Events	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5EVMN004W	Event Production and Technology	5	Semester 1	20	US Credits 4 / ECTS credits 10*

5TOUR003W	Heritage Tourism	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5TOUR005W	The Airline Industry	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5TOUR010W	Tourism and Society	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6TOUR004W	Managing Airports	6	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.

Planning

Introduction to Planning and Sustainability

Module Code: 4PLAN001W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module will introduce the global phenomena of the city. The student will acquire knowledge about urban policy and cities, and the ways that it is understood considering the role of planning and sustainability. The planning law includes an introduction to urban environments, focusing on contemporary urban planning issues, global cities and globalisation, and the concept of sustainable development.

Assessment: Essay (30%), Essay (30%), Examination - closed book (40%)

*All transcripts are issued in UK credits.

Contemporary Issues in Designing Cities

Module Code: 4PLAN002W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module introduces students to the key environmental, social and economic challenges facing the designers of cities around the world. It reflects on the challenges of climate change and of promoting sustainable development and social justice, and investigates urban economies and considers the infrastructure necessary to support urban life.

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

*All transcripts are issued in UK credits.

Planning Practice

Module Code: 5PLAN001W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module provides incorporates planning practice in England, with a focus on urban and city planning. It

examines what planners do in practice and the role of planning in the property development process. It includes an outline of compulsory purchase principles, and how compensation is calculated. It also covers the preparation of local plans and policies, the submission and assessment of planning applications, the types of planning decisions issued, and the process of appealing them.

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

*All transcripts are issued in UK credits.

Strategic Spatial Planning

Module Code: 5PLAN004W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module discusses the key issues which need to be considered in developing spatial planning strategies. It examines the need for policies which are effectively integrated across different geographical scales and different policy fields including economic development, transport, housing and social infrastructure.

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

*All transcripts are issued in UK credits.

Sustainability and Environmental Policy

Module Code: 6PLAN001W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module interrogates the principles and practice of sustainability as applied to spatial planning and environmental design. This module explores the theory and practice relating to environmental policy in policy-making and implementation. It discusses the democratic and political principles underpinning sustainability. It identifies and presents key technical and analytical tools employed to devise creative solutions to the challenges posed by sustainable development. It investigates diverse responses in different international contexts, comparing and contrasting different approaches.

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

*All transcripts are issued in UK credits.

Property and Construction

Introduction to Building Technology

Module Code: 4BUIL001W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module uses domestic and commercial building construction as the context to examine the performance requirements, technology and processes associated with buildings and their environmental services, including sustainability and energy conservation issues

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

*All transcripts are issued in UK credits.

Housing Law Sales and Practice

Module Code: 5PROP002W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module allows the students to understand both the law and practice concerning residential property. It explains the Law on ownership and occupation and covers the main residential tenancy agreements for both Private and Public residences. The module develops a practical and theoretical understanding of the legal framework, techniques and processes involved in the process of residential marketing sales and lettings.

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

*All transcripts are issued in UK credits.

Tourism

Understanding Events

Module Code: 4EVMN001W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

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

This module explores the events industry, examining the historical role played by events in society and the structure of the event industry today. Supply and demand issues are assessed by studying key categories of the event industry: - corporate events, cultural festivals and sporting events. It considers the impacts of the events industry and responses to ameliorate problems caused when hosting events. It also explores the changing market for events and the introduction of technology to enhance their success.

Assessment: Presentation Group (30%), Essay (70%)

*All transcripts are issued in UK credits.

Marketing Tourism and Events

Module Code: 5EVMN001W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

Pre-requisite: Previous tourism studies background required.

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.

Event Production and Technology

Module Code: 5EVMN004W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

The module will provide students with theoretical and practical knowledge in live communication production. Students will be taught about the event conceptualisation process and the implementation of production elements – lighting, sound, audio-visual, props and staging – to deliver successful events. Other types of production and event delivery technology such as Auto CAD and various software types in use by industry will be covered too. There will be opportunities to apply the practical skills learned on the module by producing one complex and four simple

events.

Assessment: Presentation Group (30%), Group Coursework (10%), Coursework (60%)

*All transcripts are issued in UK credits.

Heritage Tourism

Module Code: 5TOUR003W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

Pre-requisite: Previous tourism studies background required.

This module will introduce students to a distinctive and important sector of the tourism industry with the objective of developing an understanding and appreciation of the fundamental role which heritage attractions, and the heritage environment, play in successful destination development and planning. The focus of the module is on the tourist-historic city, and makes full use of London as a unique urban heritage destination. The breadth of the subject means that the module has had to be selective in the areas covered but it provides a pathway to the understanding of other modules such as Cities and Consumption.

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

*All transcripts are issued in UK credits.

The Airline Industry

Module Code: 5TOUR005W

Level 5

Semester 1

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.

Tourism and Society

Module Code: 5TOUR010W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

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

Pre-requisite: Previous tourism studies background required

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%)

*All transcripts are issued in UK credits.

Managing Airports

Module Code: 6TOUR004W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

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

Pre-requisite: Previous tourism studies background required.

The module explains the role of airports and considers the different forms of airport ownership and management by analysing commercialisation, privatisation and globalisation developments. The economic and service characteristics of airports are examined and the role of marketing is assessed. The relationship with airlines, passengers, retailers and other customers is evaluated. The airport's impact on the economy, society and the environment is discussed.

Assessment: Coursework (20%), Coursework (80%)

*All transcripts are issued in UK credits.