

# Module Catalogue

## Westminster Business School

### Undergraduate Study Abroad 2020/1

#### Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
<b>Applied Management</b>					
4BUIL001W	Introduction to Building Technology	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5BDIN001W	Operations and Digital Business	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5EBUS001W	Digital Business	5	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*
6BDIN002W	Innovation & Creativity	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6BDIN005W	Project and Programme Management	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6PJM001W	International Project Management	6	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Finance and Accounting</b>					
4ACCN001W	Accounting and Finance Fundamentals	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5BUCL004W	International Business Law	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5FNCE003W	Corporate Finance	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6ACCN007W	Accounting Theory and Practice	6	Semester 1	20	US Credits 4 / ECTS credits 10*

6FNCE009W	International Investments	6	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Management and Marketing</b>					
4MARK001W	Marketing Principles	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4MARK005W	Buyer Behaviour	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5MARK012W	Marketing Research	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6BDIN001W	Sustainable Business	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6MARK001W	Applying Marketing Concepts	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6MARK010W	Marketing Communications	6	Semester 1	20	US Credits 4 / ECTS credits 10*
<b>Organisations, Economy and Society</b>					
4BUSS001W	Global Business Environment	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4HURM001W	Analysing and Managing Information for HR	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4HURM005W	People and Organisations	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5BUSS001W	Business Decision Making	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5BUSS002W	London Business: Operating as a Global City	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5ECON002W	Managerial Economics: Firms and Markets	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5ECON003W	Macroeconomic Analysis and Policy	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5HURM008W	Managing People	5	Semester 1	20	US Credits 4 / ECTS credits 10*

6ECON001W	<a href="#">Economics of Public Policy</a>	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON003W	<a href="#">Applied Econometrics</a>	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON007W	<a href="#">Applications of Economics</a>	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON009W	<a href="#">International Economy</a>	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.

## Applied Management

### 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.

### Operations and Digital Business

**Module Code: 5BDIN001W**

**Level 5**

**Semester 1**

**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.

### Digital Business

**Module Code: 5EBUS001W**

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

**Dis-requisite: This module cannot be taken with 5BDIN001W Operations and Digital Business.**

The focus is on how businesses can apply digital technology to improve their competitiveness by changing business processes to add value to the business and its customers. Digital business looks at how electronic and mobile communications can enhance all aspects of value added activities that connect the company's supply side with its demand side. The adoption of mobile technology and social media offers new platform for interaction with customers, which need to be evaluated and prioritised.

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

\*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.

## Innovation & Creativity

**Module Code: 6BDIN002W**

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module introduces creativity and innovation studies, and explores conditions that enable these activities in businesses. Through various learning activities, students will develop an understanding of the different strategies for managing creativity and innovation, and study the impact of these strategies. Students will develop creative and innovative skills, which are necessary conditions in the complex world in which business operates.

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

\*All transcripts are issued in UK credits.

## Project and Programme Management

**Module Code: 6BDIN005W**

**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%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## International Project Management

**Module Code: 6PJMN001W**

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module focuses on the issues surrounding the management of international projects. This is achieved by providing a fundamental understanding of project management and how projects are managed in an international

context.

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

\*All transcripts are issued in UK credits.

---

# Finance and Accounting

## Accounting and Finance Fundamentals

**Module Code:** 4ACCN001W

**Level 4**

**Semester 1**

**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.

## International Business Law

**Module Code:** 5BUCL004W

**Level 5**

**Semester 1**

**Location:** Marylebone

**UK Credit Value: 20**

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

The module covers important aspects of the legal framework relevant to the operation of international business. This includes the sources of international law, important aspects of contract law relevant to international transactions including through the internet, legal forms of business organisation, how the law impacts upon the international marketing of goods and services, and business dispute resolution from an international perspective.

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

\*All transcripts are issued in UK credits.

## Corporate Finance

**Module Code:** 5FNCE003W

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

\*All transcripts are issued in UK credits.

## Accounting Theory and Practice

**Module Code:** 6ACCN007W

**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.

## International Investments

**Module Code:** 6FNCE009W

**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%), Examination - closed book (75%)

\*All transcripts are issued in UK credits.

---

# Management and Marketing

## Marketing Principles

**Module Code:** 4MARK001W

**Level 4**

**Semester 1**

**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.

## Buyer Behaviour

**Module Code:** 4MARK005W

**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 (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Marketing Research

**Module Code: 5MARK012W**

**Level 5**

**Semester 1**

**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 (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Sustainable Business

**Module Code: 6BDIN001W**

**Level 6**

**Semester 1**

**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.

## Applying Marketing Concepts

**Module Code: 6MARK001W**

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module builds on the fundamentals of marketing knowledge developed at levels four and five to deepen students' knowledge of marketing, enabling its application to the management and development of the marketing mix. The module focuses on the analyses necessary for making decisions in consumer markets, and the choices marketing managers face when managing each element of the mix.

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

\*All transcripts are issued in UK credits.

## Marketing Communications

**Module Code: 6MARK010W**

**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 (25%), Examination - restricted (75%)

\*All transcripts are issued in UK credits.

---

# Organisations, Economy and Society

## Global Business Environment

**Module Code:** 4BUSS001W

**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 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.

## Analysing and Managing Information for HR

**Module Code:** 4HURM001W

**Level 4**

**Semester 1**

**Location:** Marylebone

**UK Credit Value: 20**

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

**ECTS credits 10\***

This module will introduce the nature and importance of information; its acquisition; presentation and preservation. The module will consider common business computing and software used in the HR environment and its practical application in terms of finding and selecting data and information. It will consider information flows within organisations and how HR fits into the structure of businesses and management and the functions and systems needed to support these.

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

\*All transcripts are issued in UK credits.

## People and Organisations

**Module Code:** 4HURM005W

**Level 4**

**Semester 1**

**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.



## Business Decision Making

**Module Code: 5BUSS001W**

**Level 5**

**Semester 1**

**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.

## London Business: Operating as a Global City

**Module Code: 5BUSS002W**

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

London is a pre-eminent world metropolis. Indeed, based on its location, international reach, dynamism, diversity and openness, it is (together only with New York) accorded 'global city' status. It is a growing city with extensive and expanding opportunities for businesses seeking a base for their operations or for individuals seeking to build their careers in a wide range of sectors and occupations. This module uses London as its 'field of enquiry' for exploring both global issues – involving financial services, high technology industries, international migration and tourism – and local concerns (like transport, employment opportunities and city 'governance') that affect the attractiveness and ease of doing business in London.

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

\*All transcripts are issued in UK credits.

## Managerial Economics: Firms and Markets

**Module Code: 5ECON002W**

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

\*All transcripts are issued in UK credits.

## Macroeconomic Analysis and Policy

**Module Code: 5ECON003W**

**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%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Managing People

**Module Code:** 5HURM008W

**Level 5**

**Semester 1**

**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 - closed book (50%)

\*All transcripts are issued in UK credits.

## Economics of Public Policy

**Module Code:** 6ECON001W

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

\*All transcripts are issued in UK credits.

## Applied Econometrics

**Module Code:** 6ECON003W

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

\*All transcripts are issued in UK credits.

## Applications of Economics

**Module Code:** 6ECON007W

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

\*All transcripts are issued in UK credits.

## International Economy

**Module Code: 6ECON009W**

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

\*All transcripts are issued in UK credits.

---