## Module Catalogue Westminster Business School Postgraduate Exchange 2025/6 Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Business Information Management and Operations** | | | | |
| 7BDIN004W | [Purchasing Management](#7BDIN004W) | 7 | Semester 1 | 20 |
| **Economics and Quantitative Methods** | | | | |
| 7DVST002W | [International Development Finance](#7DVST002W) | 7 | Semester 1 | 20 |
| 7DVST004W | [Managing Development Interventions](#7DVST004W) | 7 | Semester 1 | 20 |
| 7ECON001W | [Data Analysis](#7ECON001W) | 7 | Semester 1 | 20 |
| 7ECON008W | [Macroeconomic Analysis and Policy](#7ECON008W) | 7 | Semester 1 | 20 |
| 7ECON009W | [Managing Data](#7ECON009W) | 7 | Semester 1 | 20 |
| 7ECON010W | [Microeconomic Analysis and Policy](#7ECON010W) | 7 | Semester 1 | 20 |
| **Finance and Accounting** | | | | |
| 7FNCE009W | [Financial Derivatives](#7FNCE009W) | 7 | Semester 1 | 20 |
| 7FNCE020W | [Contemporary Finance](#7FNCE020W) | 7 | Semester 1 | 20 |
| **Human Resource Management + Leadership and Professional Development** | | | | |
| 7HURM003W | [Employee Relations and Employee Engagement](#7HURM003W) | 7 | Semester 1 | 20 |
| 7HURM006W | [Human Resource Management and the Business Context](#7HURM006W) | 7 | Semester 1 | 20 |
| 7HURM013W | [Organisational Analysis, Design and Development](#7HURM013W) | 7 | Semester 1 | 20 |
| 7HURM018W | [Reward Management](#7HURM018W) | 7 | Semester 1 | 20 |
| 7HURM021W | [People Practice](#7HURM021W) | 7 | Semester 1 | 20 |
| 7LEAD008W | [Learning for Career Development](#7LEAD008W) | 7 | Semester 1 | 20 |
| 7SUEV001W | [Innovation and Sustainability Management](#7SUEV001W) | 7 | Semester 1 | 20 |
| **Management and Marketing** | | | | |
| 7MARK001W | [International Marketing and Communications Management](#7MARK001W) | 7 | Semester 1 | 20 |
| 7MARK030W | [Digital Marketing and Innovation](#7MARK030W) | 7 | Semester 1 | 20 |
| 7MARK031W | [Digital Customer Experience](#7MARK031W) | 7 | Semester 1 | 20 |
| **Planning** | | | | |
| 7PLAN010W | [Planning for Urban Risk and Resilience](#7PLAN010W) | 7 | Semester 1 | 20 |
| 7PLAN012W | [Planning Theory and Practice 1](#7PLAN012W) | 7 | Semester 1 | 20 |
| 7PLAN019W | [Sustainable Cities and Neighbourhoods](#7PLAN019W) | 7 | Semester 1 | 20 |
| **Property and Construction- ESPI students only** | | | | |
| 7PROP004W | [Asset Management](#7PROP004W) | 7 | Semester 1 | 20 |
| 7PROP006W | [Law for Property Professionals](#7PROP006W) | 7 | Semester 1 | 20 |
| 7PROP014W | [Property Development](#7PROP014W) | 7 | Semester 1 | 20 |
| 7PROP017W | [Property Valuation](#7PROP017W) | 7 | Semester 1 | 20 |
| **Property and Construction** | | | | |
| 7CNMN006W | [Construction Project Planning](#7CNMN006W) | 7 | Semester 1 | 20 |
| 7CNMN007W | [Corporate Management](#7CNMN007W) | 7 | Semester 1 | 20 |
| 7CNMN011W | [Procurement](#7CNMN011W) | 7 | Semester 1 | 20 |
| **Tourism** | | | | |
| 7TOUR004W | [The Business of Tourism](#7TOUR004W) | 7 | Semester 1 | 20 |
| 7TOUR008W | [Destination Development - Case Study Perspectives](#7TOUR008W) | 7 | Semester 1 | 20 |

## Business Information Management and Operations

### Purchasing Management

[**Module Code: 7BDIN004W**](#7BDIN004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module purpose is for students to gain knowledge of the topic, including the purchasing management process, negotiation techniques, supplier appraisal and the buyer's role, purchasing in the supply chain, technology in e-procurement and collaborative relationships in the international supply system. The emphasis will be on the supply chain, both internationally and in e-business.  
**Assessment:** Presentation (30%), Coursework (70%)

## Economics and Quantitative Methods

### International Development Finance

[**Module Code: 7DVST002W**](#7DVST002W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module covers the problems of international development finance, which include growth disparities, PPP adjustment, stabilisation policies, financial crisis and policy implications, domestic financial system and domestic financial development, rural and microfinance, international agencies’ approaches to development finance, aid, debt and other forms of finance, and the debt crisis in developing and emerging market economies.

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

### Managing Development Interventions

[**Module Code: 7DVST004W**](#7DVST004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides both the practical skills and conceptual knowledge to enable students to evaluate the design and management of a range of development interventions framed in terms of projects, programmes, policy initiatives or other forms of development assistance. In line with emerging development policy initiatives and imperatives, the module looks at both donor-funded interventions and those that are market or private sector driven. Within the module students are encouraged to develop their own areas of interest and to explore the implications of policy and practice for particular agencies or constituencies and within specific countries or sectors.  
**Assessment:** Presentation Group (50%), Coursework (50%)

### Data Analysis

[**Module Code: 7ECON001W**](#7ECON001W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module develops the student’s understanding and use of fundamental statisticaland econometric techniques used in economics, namely, the Classical Linear Regression Model, Ordinary Least Squares and introduction to maximum likelihood estimation; testing linear restrictions; Chow test; problems of multicollinearity and misspecification; dummy variables; simultaneous estimation and the identification problem; autocorrelation; heteroscedasticity; time series analysis; stationarity; unit root tests; cointegration; error correction model; volatility modelling and forecasting; value-at-risk forecasting and model evaluation. Computing and econometrics software has seen substantial development during the last decades and students will learn to use these necessary tools.   
**Assessment:** Coursework Practical (40%), Set exercises and test (not exam conditions) (60%)

### Macroeconomic Analysis and Policy

[**Module Code: 7ECON008W**](#7ECON008W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides an overview of key concepts, theories and principles of macroeconomics. The general focus of the module is the examination of both macroeconomic theoretical foundations and empirical literature to develop the analytical framework of macroeconomics underpinning contemporary macroeconomic policy.  
**Assessment:** Coursework (30%), Essay (70%)

### Managing Data

[**Module Code: 7ECON009W**](#7ECON009W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module aims to equip students with fundamental statistical and econometric techniques for accessing and analysing data. The module deals with numerical information and techniques available for data analysis using appropriate computer-based packages. The module will build the students’ understanding and use of fundamental statistical and econometric techniques, such as one-sample t tests; two-sample t tests; ANOVA analysis; Chi squared test; linear multiple regression and correlation analysis; diagnostic checking of the regression models; time series forecasting techniques. Students will learn to use a statistical packages (SPSS and Minitab) to analyse data. Knowledge of SPSS and the advanced application of Excel features will greatly help students to access employment opportunities after graduation.   
**Assessment:** Coursework (100%)

### Microeconomic Analysis and Policy

[**Module Code: 7ECON010W**](#7ECON010W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module will use microeconomic theory to analyse public policy issues. Firstly, it will critically analyse how models of individual choice can highlight policy analysis. Secondly, the module will discuss policy aspects of production and supply decisions. Finally, the module will investigate sources of market failure and institutional choices. We will also analyse competition policy in different countries.  
**Assessment:** Coursework (50%), Presentation Group (50%)

## Finance and Accounting

### Financial Derivatives

[**Module Code: 7FNCE009W**](#7FNCE009W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides both theoretical and practical foundations for learning about financial derivatives markets. The characteristics, valuations and applications of derivatives are explored in risk and investment management contexts.  Instruction is based on a research- informed learning process. On the practical side, learning is underpinned with the latest market information and analytics. Focus is on the following derivatives markets: Futures and Forwards; Asset and Credit Derivative Swaps and Options. Examples and case studies will focus on applications in investment and risk management.

**Assessment:** In-Class Test/Assignment exam conditions (40%), Coursework Group (60%)

### Contemporary Finance

[**Module Code: 7FNCE020W**](#7FNCE020W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module aims to provide a detailed understanding of the main theoretical and empirical principles of financial decision-making in modern business enterprises. Financial theory is combined with practice to understand the following: sources of finance, capital investment strategies, weighted average cost of capital, capital structure, dividend policy, corporate value, modern portfolio theory and valuation of financial securities  
**Assessment:** Coursework (30%), Coursework Group (70%)

## Human Resource Management + Leadership and Professional Development

### Employee Relations and Employee Engagement

[**Module Code: 7HURM003W**](#7HURM003W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module aims to encourage students to develop and critically reflect upon the aims and objectives of the employee relations policies of organisations from a number of different theoretical, ethical and behavioural perspectives. The holistic importance of ER within an organisation is emphasised so that students are aware of the importance of aligning ER policies with business strategy, change processes, employee involvement and organisational goals. Attention is focused on a wide range of practical influences and examples from the national and international arenas, covering areas such as: employee engagement, the psychological contract, fairness and trust, flexible working, workforce diversity, employee voice/involvement, union recognition and partnership. Particular weight is placed on the ability to diagnose the causes of employee relations problems, to make practical suggestions for the resolution of these problems and to analyse the context in which they occur - whether they be in small or large, private or public, unionised or non-unionised organisations.   
**Assessment:** Coursework (40%), Coursework (60%)

### Human Resource Management and the Business Context

[**Module Code: 7HURM006W**](#7HURM006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Despite dynamic influences in the business context, all successful organisations need to create and sustain their competitive advantage. This core module will develop the student’s knowledge and understanding of key influences in the business context on organisations, their management and performance including economic, demographic, social, technological and ethical factors. The module will also focus on other influences on organisational strategy including government and regulatory environments, and the financial context.  Students will develop their financial literacy and interpret and use data and information to support strategic decision making. The module will enable the student to appreciate the use of various strategies formulated by organisations to respond to changes in the business context and associated risks and uncertainty which impact upon their performance.   
**Assessment:** Coursework (100%)

### Organisational Analysis, Design and Development

[**Module Code: 7HURM013W**](#7HURM013W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module uses concepts and modes of analysis from the social and behavioural sciences to develop a mastery of both practical and theoretical issues in the study of organisations and their development. It examines ways in which employee attitudes, organisational structures, systems, technologies, work processes, cultures and the relations of authority, power and conflict may be linked to wider social factors influencing organisational design and development. It incorporates historical foundations to give context to developments of work practices and  systemic processes in relation to cultural values, relationships and power dynamics as they relate to key changes in social systems.   
**Assessment:** Essay (50%), Coursework (50%)

### Reward Management

[**Module Code: 7HURM018W**](#7HURM018W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module focusses on the study of reward strategies, policies and practices in the context of UK as well as more globally. It explores key debates surrounding pay inequality issues including pay gap, pay ratios, living wage, as well as the role and structure of monetary and non-monetary reward. In doing so, it draws on theory from economics, psychology, sociology and HRM to encourage students to analyse reward problems and issues. It also aims to develop reward related skills including developing job evaluation and salary benchmarking.The module introduces learners to a wide range of topical issues in Reward in the context of the UK but also globally. It explores key debates surrounding pay inequality such as including pay gap, pay ratios, living wage, sustainable reward, and the role and structure of monetary and non-monetary reward in engaging employees. In doing so, it draws on theory from economics, psychology, sociology and HRM to encourage students to analyse reward problems and issues. It also aims to develop reward related skills including developing job evaluation and salary benchmarking.  
**Assessment:** Presentation Group- submissions only (30%), Coursework (70%)

### People Practice

[**Module Code: 7HURM021W**](#7HURM021W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module enables students to explore people resourcing and enhance their resourcing skills, which are of value within an HRM career. The module concentrates on organisations’ need to recruit and retain effective people with the necessary skills to achieve organisational objectives. It combines a strategic and practical focus on recruitment, selection, retention and dismissal with the academic rigour necessary to study resourcing and talent management in a global context. This requires an understanding of employment markets, the full range of resourcing options and relevant law.   
**Assessment:** Coursework (50%), Coursework (50%)

### Learning for Career Development

[**Module Code: 7LEAD008W**](#7LEAD008W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores different theories of learning and development relevant to career planning and progression.  It includes how organisations use learning theories for their research and practice and considers the application of learning for individual differences in line with organisational strategy, education, and training.  The module explores key theories relating to organisational culture and learning for leadership and management. Application of learning for stress, well-being, resilience, and work life balance are included, and a critical evaluation of application to understanding generational learning is considered.   
**Assessment:** Coursework (30%), Coursework (70%)

### Innovation and Sustainability Management

[**Module Code: 7SUEV001W**](#7SUEV001W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Sustainability is one of businesses most pressing concerns: it is the key question of our time. Sustainability is a broad concept that goes beyond considering the environmental impact of business to include economic and social issues such as inclusivity and diversity. The focus of sustainability is the creation of a good quality of life for current and future generations by achieving a balance between economic prosperity, ecosystem viability and social justice.This module explores the challenges and opportunities that societal and environmental issues create for organisations. Students will explore sustainable management in all its dimensions, learning from real life examples, focussing on examining key problems and developing solutions in order to lead their organisations towards sustainable change that aligns businesses long-term goals with the broader expectations of society in a globalised, connected world.To help students understand the systematic and organisational role of sustainability in any organisation the module will give an overview of major sustainability issues, practices according to the following 3 dimensions; environmental, social and financial.  
**Assessment:** Coursework (50%), Presentation (50%)

## Management and Marketing

### International Marketing and Communications Management

[**Module Code: 7MARK001W**](#7MARK001W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

More than three decades after the idea of the ‘global village’ was conceptualised, different theories about the ‘globalisation of markets’ have developed and evolved. Where once it was believed that ‘globalisation’ would lead to ‘homogenisation’, contemporary thinking is far more nuanced as emerging economies, social trends and the expansion of networked technologies increasingly challenge ideas from the pre-digital era. This module examines contemporary global marketing issues from an applied and practical perspective. Providing an introduction to essential marketing principles, the module develops a thematic approach to ‘international marketing’ by exploring areas including culture, communication, innovation, distribution and sustainable marketing practices. "Live" case studies (when possible, company visits) will form an integral part of the hands-on approach to teaching and learning where assessment is also largely driven by real-life business scenarios   
**Assessment:** Presentation Group (40%), Coursework (60%)

### Digital Marketing and Innovation

[**Module Code: 7MARK030W**](#7MARK030W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces the contemporary digital marketing environment. A range of innovative and disruptive approaches to digital marketing communications are considered in the contemporary business environment in a sustainable business context. Students will engage with material actively as a community of practice through classroom and online engagement, considering strategic, tactical and ethical perspectives and applying these to a range of contexts.  
**Assessment:** Coursework (30%), Coursework (70%)

### Digital Customer Experience

[**Module Code: 7MARK031W**](#7MARK031W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Customer journeys are characterised by an increased use of a range of digital technologies, across multiple media. Due to the increase in digital technologies, there has been an increased emphasis on multiple touchpoints in customer encounters which can divert attention from the customers end to end journey to a focus on the touchpoints. This module refocuses marketer’s attention to the digital customer experience. The emphasis is on the role of digital components in transforming customer experience.  
**Assessment:** Presentation Group (30%), Coursework (70%)

## Planning

### Planning for Urban Risk and Resilience

[**Module Code: 7PLAN010W**](#7PLAN010W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Cities and their populations everywhere are facing a future of growing uncertainty and vulnerability. Planning frameworks and strategies will need to be adaptable to this growing risk. This module looks at spatial planning and urban design for risk management. It addresses reducing vulnerability and building urban resilience as it relates to longer-term climate change and other environmental threats, associated economic and political risks, public health and development needs. The module integrates sustainable development and climate change mitigation and adaptation concerns with disaster planning and urban risk management.  
**Assessment:** Coursework (50%), Coursework (50%)

### Planning Theory and Practice 1

[**Module Code: 7PLAN012W**](#7PLAN012W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Key historical and contemporary debates in planning theory and practice. Key urban planning paradigms and concepts (e.g. sustainability). Relationships between planning, politics, society, and the economy. Principles of UK planning system & UK planning law. Planning systems/cultures in an international perspective. Basics of plan-making and development management/control. Study skills (e.g. critical reading & thinking; essay writing; use of sources and referencing).   
**Assessment:** Essay (50%), Examination - closed book (50%)

### Sustainable Cities and Neighbourhoods

[**Module Code: 7PLAN019W**](#7PLAN019W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

An introduction to the concepts and ideas of sustainability, resillience, and climate action in urban development. Key debates on planning sustainable cities and neighbourhoods. Contemporary issues surrounding the theory and practice of sustainable development. Interdisciplinary and disciplinary discussions on the practice and implementation of sustainable development in planning and design. Development of key study and professional skills (e.g. critical thinking and analysis, site analysis, sustainability appraisal, teamwork, as well as written and visual presentation skills).   
**Assessment:** Essay (50%), Coursework Practical (50%)

## Property and Construction- ESPI students only

### Asset Management

[**Module Code: 7PROP004W**](#7PROP004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces students to the key aspects of accounting and Financial Statements and their individual components, Asset Management strategies and Portfolio Planning. The module will also include an overview of Facilities Management and Asset Risk from an owner’s perspective.  
**Assessment:** Coursework (50%), Presentation (50%)

### Law for Property Professionals

[**Module Code: 7PROP006W**](#7PROP006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces students to the English legal system and the key principles of the law insofar as it applies to the work of a property professional. The module covers the English legal system, the role of statute and judicial precedent, and the fields of contract, tort, real estate and landlord and tenant law.  
**Assessment:** Presentation (50%), Coursework (50%)

### Property Development

[**Module Code: 7PROP014W**](#7PROP014W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module critically examines the stages involved in developing land and properties, and the roles of key players involved in appraising physical, legal, financial and social aspects required for a successful outcome. The study concentrates on single and multiple use developments (with a focus on commercial and residential). Emphasis is placed on the needs of developers as well as end users as consumers of development projects, whilst also reviewing aims and objectives of other key players in the development process.  
**Assessment:** Presentation (50%), Coursework (50%)

### Property Valuation

[**Module Code: 7PROP017W**](#7PROP017W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to critically evaluate the merits and limitations of the traditional and contemporary approaches to real estate valuation in the broad economic, financial and social context. The module examines the challenges facing the global valuation profession in the valuation process due to technology advancement and social changes, and further explores the modern methods of valuation and the valuation practice that can fit for the future.  
**Assessment:** Coursework Practical (50%), Coursework (50%)

## Property and Construction

### Construction Project Planning

[**Module Code: 7CNMN006W**](#7CNMN006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module considers the key principles of construction project planning from initial briefing to managing the construction process, it analyses management systems in the context of successfully coordinating and delivering a construction project including monitoring and control systems.  
**Assessment:** Presentation (25%), Coursework (75%)

### Corporate Management

[**Module Code: 7CNMN007W**](#7CNMN007W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module will investigate strategic management issues in relation to organisations that commission and deliver construction projects.  
**Assessment:** Coursework (50%), Presentation - submissions only (50%)

### Procurement

[**Module Code: 7CNMN011W**](#7CNMN011W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module addresses various factors that underlie the decision to procure a construction project looking at the various stages in the procurement cycle for construction projects and how these are affected by growing use of digital and modern methods of construction along with critical success factors for construction projects. The statutory and legal framework surrounding procurement is considered, with particular reference to public procurement. Consideration will be given to the critical evaluation of commonly used contract strategies and tendering practices; procurement governance, including risk management and issues related to integrity and probity, and sustainable procurement.  
**Assessment:** Coursework (25%), Presentation (75%)

## Tourism

### The Business of Tourism

[**Module Code: 7TOUR004W**](#7TOUR004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module discusses the theoretical foundations, concepts and principles important for postgraduate studies in tourism. This module assesses the nature and patterns of demand for tourism and the influencing factors. It examines the role and interdependence of the various components of the tourism industry, focusing on the operation of the tourism sector including transport, amenities, and attractions amongst other aspects  
**Assessment:** Essay (60%), Set exercises and test (not exam conditions) (40%)

### Destination Development - Case Study Perspectives

[**Module Code: 7TOUR008W**](#7TOUR008W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module focuses on destinations and will evaluate and debate destination development strategies. It will consider alternative destination management structures and assess the role of destination planning in limiting the negative impacts of tourism and ensuring competitiveness. The module will follow a case study approach with students assessing destination responses to different scenarios and challenges. Both UK and overseas destinations will be studied, ranging across resort, urban and rural settings.  
**Assessment:** Coursework Group (30%), Coursework (70%)