

Module Catalogue

Westminster Business School

Undergraduate Exchange 2021/2

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Business Information Management and Operations					
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*
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*
6PJMNO01W	International Project Management	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Economics and Quantitative Methods					
4BUSS001W	Global Business Environment	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*

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6ECON001W	Economics of Public Policy	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON003W	Applied Econometrics	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON005W	International Economics	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON007W	Applications of Economics	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6ECON009W	International Economy	6	Semester 1	20	US Credits 4 / ECTS credits 10*

Finance and Accounting

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*
6ACCN008W	Financial Management and Strategy	6	Semester 1	20	US Credits 4 / ECTS credits 10*
6FNCE009W	International Investments	6	Semester 1	20	US Credits 4 / ECTS credits 10*

Human Resource Management + Leadership and Professional Development

4HURM001W	Analysing and Managing Information for HR	4	Semester 1	20	US Credits 4 / ECTS credits 10*
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4HURM005W	People and Organisations	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4HURM007W	The Role of the Manager	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5HURM008W	Managing People	5	Semester 1	20	US Credits 4 / ECTS credits 10*
Marketing and Business Strategy					

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*
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*
6MARK015W	Interactive and Digital Marketing	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.

Business Information Management and Operations

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.

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%), Examination - open book (50%)

*All transcripts are issued in UK credits.

Economics and Quantitative Methods

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.

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 (50%), Examination - open book (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.

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.

International Economics

Module Code: 6ECON005W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

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

ECTS credits 10*

A knowledge of international economics is key to an understanding of the rapidly changing global economy. This module provides the analytical framework through which to explore the economics of international trade, investment and finance. Students will gain understanding of international specialisation, the role of key global institutions, the implications of protection for economic welfare, and the effect of various macroeconomic policies on international markets.

Assessment: Coursework (50%), Examination - closed book (50%), Coursework (50%), In-Class Test/Assignment exam conditions (50%)

*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.

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.

Financial Management and Strategy

Module Code: 6ACCN008W

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: In-Class Test/Assignment exam conditions (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.

Human Resource Management + Leadership and Professional Development

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.

The Role of the Manager

Module Code: 4HURM007W

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%), In-Class Test/Assignment exam conditions (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.

Marketing and Business Strategy

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.

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

*All transcripts are issued in UK credits.

Interactive and Digital Marketing

Module Code: 6MARK015W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

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

An excellent module for anyone considering a career in Digital Marketing, the wider marketing communications industry or setting up your own online business. It creates an opportunity for students to participate in appraising the online presence of brands and to identify the underlying campaign strategies. You will carry out your own research, learn to reflect and give feedback to your peers and write and present succinctly - a critical skill required in industry.

Assessment: In-Class Test/Assignment exam conditions (25%), Presentation (25%), Examination - closed book (50%)

*All transcripts are issued in UK credits.
