# Module Catalogue

Westminster Business School

English as a Foreign Language + Undergraduate Study Abroad Programme 2021/2

Semester 2

At the end of the English section of the programme you must take a test which will determine your progress on the module part of the programme. Depending on your score you will be able to follow one of the following study pathways:

If you achieve a test result of 'B2 Low' you will follow this course of study

1. Academic Language for Disciplinary Study.
2. Academic Spoken Communication Skills for International Students
3. Interpersonal Global Communication

If you achieve a test result of 'B2 Intermediate' you will follow this course of study Choose 2 modules from the following options:

1. Academic Language for Disciplinary Study.
2. Academic Spoken Communication Skills for International Students
3. Interpersonal Global Communication

Plus one free choice of module at either level 4 or 5

If you achieve a test result of 'B2 High' you will follow this course of study You can choose 3 modules from Level 4, Level 5, or Level 6

Please note that all students are restricted to a maximum of 1 London Studies module, and 1 Practical MAD module upon submission of a portfolio that is then accepted as being of the required standard.

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| --- | --- | --- | --- | --- | --- |
| **Module Code** | **Module Name** | **Level** | **Semester** | **UK**  **Credit Value** | **Credit Equivalency** |
| **Business Information Management and Operations** | | | | | |
| 4EBUS001W | [Online Entertainment Management](#_bookmark3) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 4EBUS002W | [Creating and Managing an Online Presence](#_bookmark4) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5DIBU004W | [Digital Business and Operations](#_bookmark0) [Management](#_bookmark0) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5BDIN002W | [Project Management](#_bookmark5) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5BDIN003W | [Web-enabled Business](#_bookmark6) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5MARK021W | [Digital Marketing Technologies](#_bookmark1) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6BDIN003W | [Digital Analytics](#_bookmark7) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6BDIN004W | [Social Media for Business](#_bookmark8) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6BDIN005W | [Project and Programme Management](#_bookmark9) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6DIBU003W | [Enterprise Transformation in Digital Business](#_bookmark2) | 6 | Semester 2 | 20 | US Credits 4  / ECTS |
| **Economics and Quantitative Methods** | | | | | |
| 4BUSS002W | [Entertaining London](#_bookmark11) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 4BUSS003W | [The Business of Sport](#_bookmark12) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ECON004W | [Analysis of Economic and Business Data](#_bookmark13) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ECON005W | [Money Banking and Financial Markets](#_bookmark14) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ECON006W | [Global Economic Issues](#_bookmark15) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ECON007W | [Information and Digital Economics](#_bookmark16) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5MNST006W | [Management Decision Making for Business](#_bookmark10) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ECON004W | [Development Economics](#_bookmark17) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ECON005W | [International Economics](#_bookmark18) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ECON006W | [Forecasting for Managers](#_bookmark19) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| **Entrepreneurship** | | | | | |
| 4ENTP002W | [Creating New Business](#_bookmark22) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ENTP005W | [Entrepreneurial Practice](#_bookmark23) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |

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| 6ENTP005W | [Creating Entrepreneurial Leadership](#_bookmark24) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ENTP010W | [Innovative Consultancy Solutions](#_bookmark20) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ENTP011W | [Intrapreneurship and Business Development](#_bookmark21) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| **Finance and Accounting** | | | | | |
| 4ACCN009W | [Accounting and Finance for Business](#_bookmark25) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5ACCN001W | [Legal Aspects of Employment](#_bookmark26) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5BUCL003W | [Law and the Business](#_bookmark27) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5FNCE005W | [Corporate Governance](#_bookmark28) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ACCN001W | [Global Accounting and Multinational](#_bookmark29) [Enterprises](#_bookmark29) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6ACCN008W | [Financial Management and Strategy](#_bookmark30) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6BUCL004W | [Consumer Protection](#_bookmark31) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6BUCL005W | [Company Law](#_bookmark32) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6FNCE001W | [Banking Theory and Practice](#_bookmark33) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6FNCE003W | [Global Financial Markets and Institutions](#_bookmark34) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6FNCE005W | [International Financial Management](#_bookmark35) | 6 | Semester | 20 | US Credits 4  / ECTS |
|  |  |  | 2 |  | credits 10\* |
| 6FNCE006W | [Personal Finance](#_bookmark36) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| **Human Resource Management + Leadership and Professional Development** | | | | | |
| 4HURM007W | [The Role of the Manager](#_bookmark37) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5HURM005W | [Work and Organisational Psychology within](#_bookmark38) [the HR Context](#_bookmark38) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5HURM006W | [Leadership and Management](#_bookmark39) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5HURM007W | [Sociology of Work and Industry](#_bookmark40) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5HURM009W | [Business Ethics and Corporate Social](#_bookmark41) [Responsibility](#_bookmark41) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6HURM004W | [Assessing and Developing Talent](#_bookmark42) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6HURM005W | [Cultural Differences and People](#_bookmark43) [Management](#_bookmark43) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6HURM006W | [Coaching and Mentoring in the Workplace](#_bookmark44) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6HURM009W | [Comparative International Management](#_bookmark45) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| **Management and Marketing** | | | | | |
| 4MARK006W | [The Power of Brands](#_bookmark53) | 4 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
|  |  |  | Semester |  | US Credits 4 |
| 4MARK012W | [Marketing for Business Managers](#_bookmark46) | 4 | 2 | 20 | / ECTS  credits 10\* |
| 5MARK006W | [Retail Marketing](#_bookmark50) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 5MARK010W | [Sports Marketing](#_bookmark51) | 5 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6MARK003W | [International Market Planning and Strategy](#_bookmark52) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6MARK015W | [Interactive and Digital Marketing](#_bookmark49) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6SUEV002W | [Social and Green Innovation](#_bookmark47) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| 6SUEV003W | [Sustainable Supply Chain Management](#_bookmark48) | 6 | Semester 2 | 20 | US Credits 4  / ECTS  credits 10\* |
| **Westminster Plus Elective** | | | | | |
| 5WSEL020W | [Applying the Tools of Positive Psychology for](#_bookmark59) [Personal and Professional Development](#_bookmark59) | 5 | Semester 2 | 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

## Online Entertainment Management

### Module Code: 4EBUS001W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Online technology has altered how many industries operate in the modern business environment. One of the industries that has changed most is the entertainment industry, this module will explore how online technologies have effected this industry and what lessons can be learnt for other industries.

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

\*All transcripts are issued in UK credits.

## Creating and Managing an Online Presence

### Module Code: 4EBUS002W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module provides an introduction to a range of topics associated with creating and managing the online presence of an organisation. By the end of this module students will be able to make multifaceted digital presence as well as designing, implementing and managing a website that is high quality, usable & accessible.

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

\*All transcripts are issued in UK credits.

## Digital Business and Operations Management

### Module Code: 5DIBU004W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; operational strategic alignment; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; sustainability; innovation and design in products and services; and developments in technology and systems.

**Assessment:** Portfolio (50%), Examination - closed book (50%), Portfolio (50%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Project Management

### Module Code: 5BDIN002W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Project Management plays an ever more important role in the competitive world of modern businesses and organisations. Increasingly projects are being instigated across a wide range of initiatives to stay competitive and maintain standards. Innovation, development and design and marketing of new products and services all involve project management. Second year students interested in applying the theoretical, practical and technical skills of project management in a variety of business contexts are encouraged to apply and develop these important attributes through a mixture of hands on classroom based learning and self-directed study.

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

\*All transcripts are issued in UK credits.

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| Web-enabled Business |  | |
| **Module Code: 5BDIN003W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

This module develops an in-depth understanding of all aspects relating to the creation, maintenance and success of web-enabled businesses. It also helps students gain a practical insight into key strategic considerations when developing or working within a web-enabled business. In addition, the module provides insights into identifying, modelling, analysing and enhancing online customer journeys. Finally, students will gain the knowledge of the inner workings of an e-commerce organisation, including aligning web presence with business objectives and strategy.

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

\*All transcripts are issued in UK credits.

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| Digital Analytics |  | |
| **Module Code: 6BDIN003W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

Digital Analytics is a fast developing area within many organisations, where there is a great need to understand and analyse the online/offline behaviour of consumers, markets and competitors and data generated from different business processes. This module will explore both web analytics (WA) and business intelligence (BI).

**Assessment:** Coursework (100%)

\*All transcripts are issued in UK credits.

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| Social Media for Business |  | |
| **Module Code: 6BDIN004W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The purpose of the module is to investigate the role of social media platforms inan organisational context and explore how their adoptionfits intooperations and supports business objectives. The module willenable students to tailor social media to given business needs and develop strategies for successfully using social platforms in proactive and reactive environments.

**Assessment:** Coursework (100%)

\*All transcripts are issued in UK credits.

Project and Programme Management

### Module Code: 6BDIN005W Level 6 Semester 2

**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 - open book (50%)

\*All transcripts are issued in UK credits.

## Enterprise Transformation in Digital Business

### Module Code: 6DIBU003W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

The module builds on student learning at Level 5 and prepares students for participation in the digital economy which is redefining the market. Students will cover Disruptive Digital business models and their impact, the increased emphasis on customer expectations of experience and how these are met through digital transformation of the business organisation.The paradigm shift where Services are seen as the new consumption mode and implications of this for the developing and leading strategies for digital business transformation

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

\*All transcripts are issued in UK credits.

# Economics and Quantitative Methods

## Management Decision Making for Business

### Module Code: 5MNST006W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

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

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

\*All transcripts are issued in UK credits.

## Entertaining London

### Module Code: 4BUSS002W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

London is one of the entertainment centres of the world. It is home to world-class theatres, music venues, museums, galleries, festivals and much else. A varied ‘cultural’ sector is essential for a world city; it generates income, builds creativity and attracts tourists and other visitors. This module covers the business of entertainment – its funding, management and marketing, and the role played by private, non-profit organisations and government in its provision.

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

\*All transcripts are issued in UK credits.

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| The Business of Sport |  | |
| **Module Code: 4BUSS003W** | **Level 4** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

Sport is a high profile global business, which excites and entertains, builds allegiances and generates intense rivalries. As such it provides the perfect medium to explore important business concepts of relevance for private, public and not-for-profit organisations. The module looks at concepts such as of value and price in sport, the market for (and marketing of) sports products and services, issues of CSR and ethics in sport and the role of government regulations.

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

\*All transcripts are issued in UK credits.

## Analysis of Economic and Business Data

### Module Code: 5ECON004W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

#### Pre-requisite: 4ECON003W Quantitative Economic Analysis or equivalent

The module will provide an overview of probability theory and the theory of statistical inference, and will develop a range of applications derived from this theoretical framework. A particular emphasis will be placed on the development of the single equation regression model, emphasising the applications of the model within a causal modelling context and the manner in which the model can be used for prediction/forecasting purposes.

**Assessment:** Project (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

## Money Banking and Financial Markets

### Module Code: 5ECON005W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module is designed to provide an introduction to the flow of funds in the economy, the banking sector and to financial markets and systems, all of which are essential to the functioning of modern economies. Although the module is about financial systems in general, there will be frequent reference to contemporary issues and problems, and to their historical antecedents. The approach will incorporate a blend of published economic and financial data, and as far as possible, international comparisons.

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

\*All transcripts are issued in UK credits.

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| Global Economic Issues |  | |
| **Module Code: 5ECON006W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

Globalisation has created a constantly changing and interconnected international economic environment. This module draws on economic analysis to provide critical insights and analysis of the causes, consequences and solutions to a diverse range of topical global economic issues. These might include: managing international labour migration, tackling poverty and global inequality, mitigating against climate change, international trade disputes, global economic crises and the challenges of sustainable energy and development.

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

\*All transcripts are issued in UK credits.

## Information and Digital Economics

### Module Code: 5ECON007W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module explores the impact of the digital economy. Digital products are intensive in terms of their information content, profoundly affecting their production and consumption. The growing availability of ‘Big Data’ creates scope for new competitive insights for companies. At a macroeconomic level, too, the growth of the internet and digital technology offers major opportunities for governments seeking to harness the potential of the ‘new economy’.

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

\*All transcripts are issued in UK credits.

## Digital Marketing Technologies

### Module Code: 5MARK021W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

In a fast-paced online world environment, it is also imperative to use new media and digital technologies to achieve marketing goals. The growth of digital marketing is the most important yet unpredictable trend currently in marketing, so organisations need to harness the appropriate digital technologies to grow their marketing impact. This module endeavours to introduce students to the fast-moving world of digital marketing technologies and their applications, alongside theoretical frameworks and models which are relevant to digital marketing practice.

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

\*All transcripts are issued in UK credits.

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| Development Economics |  | |
| **Module Code: 6ECON004W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

This module focuses on the economic and social challenges and opportunities facing low and middle income countries as they strive to achieve sustained economic growth and development. It explores a range of contemporary development issues including the role of human capital, international trade, development finance, governance and political systems in facilitating economic development. Students will gain a thorough insight into a range of contemporary development challenges and an understanding of the theoretical debates and policy options open to development managers and other policy makers.

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

\*All transcripts are issued in UK credits.

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| International Economics |  | |
| **Module Code: 6ECON005W** | **Level 6** | **Semester 2** |
| **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.

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| Forecasting for Managers |  | |
| **Module Code: 6ECON006W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The recent crisis in financial markets has exposed serious flaws in management forecasting methods, most notably

the failure to anticipate and deal with the consequences of economic collapse. This quantitative module provides an insight into to the major methods of forecasting.In addition to considering the theoretical aspects of the methods, students will gain practical experience of applying some of the most commonly used procedures to real life data.

This will be achieved by using on line data such as that offered by the Bloomberg Financial Markets Suite. Software will be used for data analysis.

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

\*All transcripts are issued in UK credits.

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| Entrepreneurship  Creating New Business |  | |
| **Module Code: 4ENTP002W** | **Level 4** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

This module will engage students in the more practical elements of innovation and enterprise activity, not just in terms of creating new businesses, but also in terms of entrepreneurship within the corporate environment. This module will prepare students for enterprise activity across a variety of contexts.

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

\*All transcripts are issued in UK credits.

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| Entrepreneurial Practice |  | |
| **Module Code: 5ENTP005W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

This module is an action based entrepreneurial practice in generating revenue for a chosen organisation. The student is expected to fulfil the modules learning outcomes through the entrepreneurial project and written assessment. The student is expected to organise a revenue generation project with a team of students which has to be approved by the module leader. This module provides a way for students to pursue enterprise and entrepreneurial skills through the process of entrepreneurial learning.

**Assessment:** Group Coursework (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Creating Entrepreneurial Leadership

### Module Code: 6ENTP005W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

To empower learners with the competencies (knowledge, values and skills) necessary to optimally utilise Entrepreneurship as a way to economic wealth and growth. Learners will be empowered with the necessary competencies such as knowledge, values and skills to be entrepreneurial at different of management in a corporate environment. Successful learners will be able to act as change agents, ensuring that business entities not only have the competitive edge through new products, service and processes, but are also more effective and efficient.

Entrepreneurial companies will contribute to employee satisfaction and retention. Learners credited with this module will have the ability to develop their entrepreneurial skills, so that they have the potential to become efficient and effective employees and managers in a business environment.

**Assessment:** Presentation (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

## Innovative Consultancy Solutions

### Module Code: 6ENTP010W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Innovative Consultancy Solutions is designed to provide students with the opportunity to work on a live business project in an inter-disciplinary team made up of 5-7 students from different pathways.It will help students develop the skills necessary to become agile professionals in a practical and challenging learning environment.The projects are pre-determined by faculty and will require self-managed team working over one semester with the support of a coach. Each member of the team will be responsible for viewing the project using the lens their discipline provides so that the solution presented to the project sponsor is clearly enriched by a variety of perspectives. The module will provide students with an opportunity to assume the role of consultants; they will need to be proactive, professional and enterprising in working together and applying themselves to projects.Students will need to be inquisitive, industrious, curious, creative and innovative as they collaborate with each other and project sponsors.

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

\*All transcripts are issued in UK credits.

## Intrapreneurship and Business Development

### Module Code: 6ENTP011W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

The face of work is drastically changing. Organisations are seeking innovative minds in the form of intrapreneurs who can help them achieve their organisational goals and meet key performance indicators.Business Development is key if firms are to sustain competitive advantage. Intrapreneurship is the bedrock of any successful organisation. These sought after intrapreneurs are change agents working within organisations who have an eye for innovation, efficiency and the ability to envisage new business opportunities. This can come in the form of new product development resulting in competitive advantage or the development of new services that foster organisational excellence.Key concepts within intrapreneurship will be comprehensively examined from the outset so that students from non-business programmes can fully engage in this deeply experiential and exciting module. To support the translation of theory into practice, students will have the opportunity to consult for a live client.

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

\*All transcripts are issued in UK credits.

# Finance and Accounting

## Accounting and Finance for Business

### Module Code: 4ACCN009W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

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

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

\*All transcripts are issued in UK credits.

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| Legal Aspects of Employment |  | |
| **Module Code: 5ACCN001W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The module aims to introduce the major areas of employment regulation including those relating to recruitment, the contract of employment through to redundancy and dismissal. The module is intended to provide an overview of the employment relationship, rather than to focus in detail on the operation of specific employment laws. It will be extremely valuable both to employees and potential managers in understanding the importance of the legal context of the employment relationship and its contribution to a successful business both in local and international jurisdictions.

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

\*All transcripts are issued in UK credits.

|  |  |  |
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| Law and the Business |  | |
| **Module Code: 5BUCL003W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

This module focusses on those aspects of business law that are relevant to business operations, including contract, tort, company and employment law.

**Assessment:** Examination - closed book (100%)

\*All transcripts are issued in UK credits.

|  |  |  |
| --- | --- | --- |
| Corporate Governance |  | |
| **Module Code: 5FNCE005W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines and regulations which corporation have to follow in relation to corporate governance.

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

\*All transcripts are issued in UK credits.

## Global Accounting and Multinational Enterprises

### Module Code: 6ACCN001W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module provides a systematic understanding and appreciation of the principles and practices underlying global financial accounting and the key accounting issues faced by multinational companies. The diversity in global financial accounting will be discussed and the arguments for the international accounting standards convergence project critically evaluated. Accounting issues related to foreign currency transactions and translation, business combinations, segment reporting, transfer pricing and wider corporate governance, faced by multinational companies will be discussed. In addition, current developments in international accounting will be examined. An appreciation of the practical application of the theory, knowledge and understanding gained, will be made through reference to industry cases. Learning activities include directed lectures, seminars and workshops. The workshops and seminars will be used to engage students in debate and use of sources from real-life companies and contemporary events to illustrate international financial accounting in practice

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

\*All transcripts are issued in UK credits.

## Financial Management and Strategy

### Module Code: 6ACCN008W Level 6 Semester 2

**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.

|  |  |  |
| --- | --- | --- |
| Consumer Protection |  | |
| **Module Code: 6BUCL004W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The module will examine legal and regulatory controls on the marketing of goods and services. Consideration will be given to issues arising from the application of consumer legislation and policy making as they apply to marketing problems within the organisation. The module seeks to build on the students’ knowledge of contract and tort law and consider current legislation including the Consumer Protection Act 1987, Consumer Rights Bill 2014 and cases dealing with consumer protection issues such as product liability, misrepresentation and unfair trading regulations.

Module content includes civil and criminal law as related to business transactions, an appreciation of the institutional framework, voluntary and pressure groups and their impact on consumer protection and a general examination of proposals for enhancing consumer protection.

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

\*All transcripts are issued in UK credits.

## Company Law

### Module Code: 6BUCL005W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module is especially useful for those students who intend to study Company Law from UK professional bodies, but is also relevant for anyone who wishes to learn about the nature, function and place of company law in business. The module is concerned with the significance of the inter-relationship between shareholders, company directors, creditors, customers and members of the public and the role of the government and other institutions in company law.

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

\*All transcripts are issued in UK credits.

|  |  |  |
| --- | --- | --- |
| Banking Theory and Practice |  | |
| **Module Code: 6FNCE001W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The module will provide students with a wide-ranging knowledge of modern banking theories and bank functions in practice. It focuses on issues related to banking structure, regulations, lending policies and procedures and risk management. These banking themes are addressed from a global perspective.

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

\*All transcripts are issued in UK credits.

## Global Financial Markets and Institutions

### Module Code: 6FNCE003W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module will provide students with a wide-ranging knowledge of financial markets and financial institutions. It focuses on issues related to the role of a financial system, the functions of different types of financial institutions, and the understanding of financial products commonly traded in each financial market (including equity market, money market and bond market). These topics are addressed from a global perspective.

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

\*All transcripts are issued in UK credits.

## International Financial Management

### Module Code: 6FNCE005W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

The module introduces and develops students understanding of key features of international financial management. In markets which operate internationally, students develop an understanding of the choices of raising capital, investment, risk management, acquisition activity, restructuring and other aspects of financial policy. Students learn to analyse exchange rates, differences in tax rules, country risk factors and variations in legal regimes.

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

\*All transcripts are issued in UK credits.

## Personal Finance

### Module Code: 6FNCE006W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Over the past three decades financial markets have undergone significant technological and regulatory changes that have made financial instruments and services more complex and sophisticated. Additionally, changes in demographics, politics and the economy, have shifted towards a consumer society, that places high value on possessions. Further, the moves from the welfare state towards liberalization and financial self-reliance have made the making of prudent personal financial decisions very challenging. It has thus become crucial for individuals to develop greater financial capabilities if they want to ensure a decent standard of living and achieve their life goals.

The prime objective of this module is to equip students with the necessary knowledge and skill required for them to make sound and informed personal financial decisions as well as put them on the first step of developing a career as a personal financial planner.

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

\*All transcripts are issued in UK credits.

# Human Resource Management + Leadership and Professional Development

## The Role of the Manager

### Module Code: 4HURM007W Level 4 Semester 2

**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.

## Work and Organisational Psychology within the HR Context

### Module Code: 5HURM005W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module explores different psychological theories and their application in organisational settings. The module provides the student with an appreciation of the psychological study of work organisations and work behaviour in a contemporary HR business context. The sessions will critically explore the application of contemporary work and organisational psychology to HR business issues and function.

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

\*All transcripts are issued in UK credits.

|  |  |  |
| --- | --- | --- |
| Leadership and Management |  | |
| **Module Code: 5HURM006W** | **Level 5** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

#### Dis-requisite: This module cannot be taken with 5HURM008W Managing People.

The module is proposed to be structured into two parts.Part 1 involves reviewing theories and approaches related to what is the nature of leadership and management, and what are the factors that influence the effectiveness of the leadership and management process. Part 2 involves helping students to develop the core skills and understanding needed to deal with management responsibilities and develop as leaders.This includes how to co-ordinate the activities of people and guiding their efforts towards the goals and objectives of the organisation.

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

\*All transcripts are issued in UK credits.

## Sociology of Work and Industry

### Module Code: 5HURM007W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module seeks to develop students’ understanding of the nature of work in contemporary society and, in particular, how it is experienced from the perspective of the worker or employee. This includes consideration of the divergent interests and power differentials between the employer and the employed and the meaning and value that work has both to individuals, and to society as a whole.

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

\*All transcripts are issued in UK credits.

## Business Ethics and Corporate Social Responsibility

### Module Code: 5HURM009W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Do businesses have any ethical responsibilities – what might these be?This module considers the role of ethics in business in a market economy and marketised society, the implications for types of corporate social responsibility (CSR). Considers the ethical dilemmas thrown up by business operations and implications for suppliers, employees, consumers, wider society and the environment. Looks at corporate governance and role of governments, international & regional institutions. Looks at labour standards, consumer protection, corporate market behaviour, environmental problems.

**Assessment:** Essay (50%), Examination - open book (50%)

\*All transcripts are issued in UK credits.

## Assessing and Developing Talent

### Module Code: 6HURM004W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module will explore the theoretical and conceptual underpinnings of psychological, psychometric and organisation-based assessments, and consider their practical use in employee assessment & selection, and organisation-wide interventions. Students will undergo assessments as a candidate; they will examine the role and

responsibilities of HRM in overseeing the use of assessments; and learn how assessments should be administered and used following legal and ethical good practice guidelines.

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

\*All transcripts are issued in UK credits.

## Cultural Differences and People Management

### Module Code: 6HURM005W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module draws on students’ lived experience of culture and the research on cultural differences.It provides a useful base for those finding themselves working in multicultural settings, and also for those managing in those settings, including in a HRM role.It stimulates reflection and discussions, leading to greater self-understanding of our own preferences and how some of these are in part culturally derived, alongside a greater understanding of other views.

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

\*All transcripts are issued in UK credits.

## Coaching and Mentoring in the Workplace

### Module Code: 6HURM006W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module focuses upon the theory and applied practice of coaching and mentoring. It covers the principles, theories, models and emerging trends from the discipline of psychology that contribute to the mainstream coaching of individuals and teams in a HR context. The content of the module focuses upon the core psychological approaches and their application when coaching individuals and teams within organisations

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

\*All transcripts are issued in UK credits.

## Comparative International Management

### Module Code: 6HURM009W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module is about critically exploring some of the most important similarities and differences in the context of management and organisation across different countries and regions of the world. It seeks to provide a broad conceptual framework to analyse such variety in view of the institutional -as opposed to cultural- context in which management and organisation take place. This comparative framework draws on the distinction between Liberal and Coordinated market economies - or Anglo-Saxon and Rhine models respectively including the US, UK and Canada on the one hand, and Germany, The Netherlands, Scandinavian countries and Japan on the other. The module aims to systematically analyse - and critically evaluate - main similarities and differences across selected countries and regions in terms of the nature of firms, national models of corporate governance; national systems of employment relations; national innovation systems; societal systems of production; and socio-economic outcomes. **Assessment:** Essay (50%), Examination - closed book (50%)

\*All transcripts are issued in UK credits.

# Management and Marketing

## Marketing for Business Managers

### Module Code: 4MARK012W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module aims to provide students with an introduction to the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. It aims to provide students with an understanding of the marketing environment and the importance of gathering appropriate information to inform marketing decision- making. It considers the marketing process; examining consumer behaviour and decision-making and understanding the marketing mix and its application and adaptation within different marketing contexts to be able to satisfy customer needs and business goals in a constantly evolving environment.

**Assessment:** Presentation Group (50%), Portfolio (50%)

\*All transcripts are issued in UK credits.

## Retail Marketing

### Module Code: 5MARK006W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

#### Pre-requisite: 4MARK001W Marketing Principles or equivalent

This module examines the marketing environment facing modern retailers, the drivers behind industry change, the sustainability of retail supply chains and the aspects of marketing which present particular challenges for retailers. The emphasis will be on challenges facing online and store-based retail multiples, and examples will be drawn particularly from the worlds of fashion and food retailing.

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

\*All transcripts are issued in UK credits.

## Sports Marketing

### Module Code: 5MARK010W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

The module is designed to build on contemporary marketing theory and to apply it in a sports context. The module examines strategic sports marketing planning within an appropriate framework. Students will look at the application of marketing concepts in sport, and in particular market segmentation and the roles of branding and sponsorship. They will be given the opportunity to reflect on the current and future impact of globalisation and commercialisation on the wider sports industry. The module will encourage students to apply concepts and criteria derived from good practice in other sectors to specific sporting applications and to develop their analytical and critical skills.

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

\*All transcripts are issued in UK credits.

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| Social and Green Innovation |  | |
| **Module Code: 6SUEV002W** | **Level 6** | **Semester 2** |
| **Location: Marylebone** | **UK Credit Value: 20** | **Equivalent Credit Value: US Credits 4 /**  **ECTS credits 10\*** |

The Social and Green Innovation module introduces social and green 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 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:** Portfolio (50%), Coursework (50%)

\*All transcripts are issued in UK credits.

## Sustainable Supply Chain Management

### Module Code: 6SUEV003W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module is focused on the study of Sustainable Supply Chains and their contribution to both environmental and social sustainability, an area of increasing importance to employers. The first part of the module provides the context for sustainable supply chains, examining the importance of the organisation’s eco system and the collaboration with partners to achieve sustainability goals. The module examines how sustainability impacts are measured, monitored and improvements planned. The second part of the module focuses first on environmental auditing and the role of technology is facilitating sustainability, and then addresses Human Rights and Due Diligence in the Supply Chain with a focus on understanding Supplier Codes of Conduct and their implementation and monitoring.

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

\*All transcripts are issued in UK credits.

## Interactive and Digital Marketing

### Module Code: 6MARK015W Level 6 Semester 2

**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.

## International Market Planning and Strategy

### Module Code: 6MARK003W Level 6 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

This module explores key theories to ensure success in the international market place. With an awareness of triggers of internationalisation and cultural and social issues, businesses can select the appropriate market strategies in order to achieve sustained growth, and formulate marketing plans accordingly.

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

\*All transcripts are issued in UK credits.

## The Power of Brands

### Module Code: 4MARK006W Level 4 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

**ECTS credits 10\***

Creating and managing successful brands is a source of competitive advantage to modern organizations. This module provides students with the fundamental understanding of brands, brand positioning and brand portfolio management. It engages students by practical demonstration of the effective use of marketing and branding tools. At the heart of an effective brand strategy, is its seamless integration with the marketing mix. A successful brand plan does not only address how the brand will be communicated but also how it will be protected.

**Assessment:** Presentation Group (25%), Coursework (75%)

\*All transcripts are issued in UK credits.

# Westminster Plus Elective

## Applying the Tools of Positive Psychology for Personal and Professional Development

### Module Code: 5WSEL020W Level 5 Semester 2

**Location: Marylebone UK Credit Value: 20 Equivalent Credit Value: US Credits 4 /**

#### ECTS credits 10\* Westminster Plus Elective modules are cross-disciplinary in nature and have been co-created with students in order to provide a unique learning experience.

This distinct Westminster Plus Elective module will demonstrate how utilising the transformative and empowering tools of positive psychology can enhance personal and professional well-being and contribute to success. The identification and assessment of strengths, perceived as the foundation for personal development and performance management will be explored, as well as a successful alignment of strengths with personal goals and their attainment. This will be complemented by an investigation of the importance of happiness (or positive well-being) in all areas of life. Theoretical perspectives on ‘flow’ and ‘engagement’ will also be examined and techniques of coaching psychology for enhancing positivity will be practiced. This module is ideal for those students who want to develop positive strategies of resilience, innovation and creativity to achieve personal and professional growth.

Students will engage with different perspectives of positive organisational behaviour, especially as they relate to developing strategies for success within a workplace environment.

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

\*All transcripts are issued in UK credits.