## Module Catalogue Westminster Business School Postgraduate Study Abroad 2025/6 Semester 2

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Economics and Quantitative Methods** | | | | |
| 7BUSS027W | [International Trade Policy](#7BUSS027W) | 7 | Semester 2 | 20 |
| 7ECON013W | [Sustainable Energy Policy](#7ECON013W) | 7 | Semester 2 | 20 |
| **Finance and Accounting** | | | | |
| 7ACCN012W | [Managerial Accounting](#7ACCN012W) | 7 | Semester 2 | 20 |
| **Human Resource Management + Leadership and Professional Development** | | | | |
| 7DIBU009W | [Digital Disruption and Sustainable Innovative Business Models](#7DIBU009W) | 7 | Semester 2 | 20 |
| 7HURM006W | [Human Resource Management and the Business Context](#7HURM006W) | 7 | Semester 2 | 20 |
| 7HURM021W | [People Practice](#7HURM021W) | 7 | Semester 2 | 20 |
| 7SUEV001W | [Innovation and Sustainability Management](#7SUEV001W) | 7 | Semester 2 | 20 |
| **Management and Marketing** | | | | |
| 7BUSS016W | [Strategic Management](#7BUSS016W) | 7 | Semester 2 | 20 |
| 7MARK006W | [Multi-Platform Marketing Communications](#7MARK006W) | 7 | Semester 2 | 20 |
| 7MARK017W | [Public Relations and Reputation Management](#7MARK017W) | 7 | Semester 2 | 20 |
| 7MARK030W | [Digital Marketing and Innovation](#7MARK030W) | 7 | Semester 2 | 20 |
| 7MARK033W | [Social Media and Content Marketing](#7MARK033W) | 7 | Semester 2 | 20 |
| 7MARK034W | [Web Design and Analytics](#7MARK034W) | 7 | Semester 2 | 20 |
| 7HURM005W | [Human Resource Management](#7HURM005W) | 7 | Semester 2 | 20 |
| **Property and Construction** | | | | |
| 7CNMN001W | [Design and Construction: Principles, Application and Management](#7CNMN001W) | 7 | Semester 2 | 20 |
| 7CNMN013W | [Managing Uncertainty in Projects](#7CNMN013W) | 7 | Semester 2 | 20 |

## Economics and Quantitative Methods

### International Trade Policy

[**Module Code: 7BUSS027W**](#7BUSS027W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Global supply chains make trade a critical engine for economic growth. With products being assembled in a large number of countries and services delivered digitally, even small changes to trade policies can have a major impact. This module aims to provide students with an in-depth understanding of current issues and theoretical debates in international trade, together with their policy implications. Specific attention will be paid to examining the process of globalisation in trade in goods and services through applying real-world data and considering the extent to which barriers have been eroded through regional and multilateral agreements. On completion of the module students will be able to comprehend the process of international trade policy formulation and critically evaluate trade issues.  
**Assessment:** Portfolio (100%)

### Sustainable Energy Policy

[**Module Code: 7ECON013W**](#7ECON013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The focus of this module is on fundamentals of energy economics, global and national energy issues and energy policies to address energy transition and climate change. This module will explore a number of key themes and conceptual issues. These will include: an analysis of the global energy demand and supply, issues such as energy access, energy poverty, energy efficiency, energy investment, energy security and related challenges, energy policies for renewable energy and Demand-side and Supply-side energy policies. It will also provide you in depth knowledge of the principal drivers of demand and supply for energy and build an awareness of common approaches to demand, supply and their limitations. It will cover energy policies to increase innovation, investment and integration of renewable energy sources in the energy system.   
**Assessment:** Coursework Group (50%), Coursework (50%)

## Finance and Accounting

### Managerial Accounting

[**Module Code: 7ACCN012W**](#7ACCN012W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module explores the role of accounting in the management of organisations and the development and application of managerial accounting concepts and techniques with emphasis on practical applications, critical appraisal, contemporary approaches and international perspectives.  
**Assessment:** Coursework Group (30%), Examination - closed book (70%)

## Human Resource Management + Leadership and Professional Development

### Digital Disruption and Sustainable Innovative Business Models

[**Module Code: 7DIBU009W**](#7DIBU009W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module aims to develop students’ understanding of how new opportunities are offered for business innovation and sustainability in emerging and existing sectors and the strategic challenges in exploiting these emerging opportunities in order to transform them into sustainable economic strategies. How can digital start-ups build strategies to win against incumbents?  
**Assessment:** Presentation Group (50%), Coursework (50%)

### Human Resource Management and the Business Context

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

**Level 7**

**Semester 2**

**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%)

### People Practice

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

**Level 7**

**Semester 2**

**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:** Presentation - submissions only (25%), Coursework (75%)

### Innovation and Sustainability Management

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

**Level 7**

**Semester 2**

**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

### Strategic Management

[**Module Code: 7BUSS016W**](#7BUSS016W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module equips students with the knowledge and skills to analyse complex environments, judge whether resource deployment creates value for customers. Students then put these skills into action by developing, evaluating and selecting innovative strategies through which firms capture value from their customers in global markets. Students will draw on a range of data types and resources to integrate prior and ongoing learning, identify strategic problems. Doing so, students will be able to integrate learning from other modules into the program of study that enables i) conceptual thinking at a higher level of abstraction; and ii) clear, effective communication in oral and written form.  
**Assessment:** Presentation Group (50%), Coursework (50%)

### Multi-Platform Marketing Communications

[**Module Code: 7MARK006W**](#7MARK006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Constantly evolving marketing communications are characterised by increased use of multiple media platforms including a variety of digital and non-digital channels that intersect within ever more complex customer ecosystems, both domestically and internationally. These themes and an exploration of a wide array of marketing communications tools will permeate the module. Teaching will be interactive and will consist of one lecture and one seminar each week. Students are expected to contribute to class discussion.  
**Assessment:** Coursework Group (25%), Film/Video (75%)

### Public Relations and Reputation Management

[**Module Code: 7MARK017W**](#7MARK017W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module considers public relations’ (PR) role in marketing and corporate communications for both short and long-term brand reputation building. It examines PR’s origins, scope, character and applications in creating and defending corporate and brand reputation in today’s business environment. It investigates the use of PR tools and strategies to build and maintain stakeholder relationships, create trust, manage online reputation and its risks and measure and evaluate PR outcomes and value.

**Assessment:** Coursework (60%), Coursework Group (40%)

### Digital Marketing and Innovation

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

**Level 7**

**Semester 2**

**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:** Portfolio (100%)

### Social Media and Content Marketing

[**Module Code: 7MARK033W**](#7MARK033W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module equips students with the strategic and creative skills to design, implement, and evaluate content marketing across social media platforms. Students will explore the integration of paid and organic approaches to build engagement and drive conversion. Through practical activities and critical analysis, the module covers platform selection, campaign planning, content optimisation, audience insights, and performance analytics. Students will be expected to demonstrate awareness of contemporary trends in social media marketing.   
**Assessment:** Coursework (30%), Portfolio (70%)

### Web Design and Analytics

[**Module Code: 7MARK034W**](#7MARK034W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to prepare students for designing user-centred websites and understanding audience behaviour and engagement through web analytics. It introduces agile production methodologies, search marketing, authoring/design tools, optimisation (including mobile marketing) and testing. Students will go on to use web analytics to understand the audience, acquisition, behaviour and conversions to optimise content for a website through web analytics.  
**Assessment:** Presentation Group (30%), Portfolio (70%)

### Human Resource Management

[**Module Code: 7HURM005W**](#7HURM005W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides students with opportunities to critically analyse and reflect upon contemporary approaches in human resource management, and helps students to understand the strategic contribution of these in determining the success of organisations. The module in particular focuses on the critical role that contemporary HR practices play for enabling people to add value and achieve a sustained level of superior performance. More specifically, supports students to develop critical thinking and handling of complex people management and business decisions.   
**Assessment:** Coursework Group (50%), Essay (50%)

## Property and Construction

### Design and Construction: Principles, Application and Management

[**Module Code: 7CNMN001W**](#7CNMN001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Developing critical conceptual knowledge of the design and construction stages and integrated management of both processes. Evaluating, Devising and applying techniques for the design and construction projects, taking into account various factors such as user/client needs, function, structural behaviour, sustainability, buildability and aesthetics of a design and the technical requirements of its construction.  
**Assessment:** Coursework (50%), Presentation Group (50%)

### Managing Uncertainty in Projects

[**Module Code: 7CNMN013W**](#7CNMN013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module will investigate the management of uncertainty and risk in a construction project environment, examining both qualitative and quantitative techniques.  
**Assessment:** Coursework (50%), Coursework Practical (50%)