

**A-Z Directory of Undergraduate Modules for
Exchange and Study Abroad Students
Semester A, B and AB 2017/18**

Academic Year 2017/18

INTRODUCTION

This module directory is specifically designed for exchange students to select modules at Hertfordshire Business School. Before you start browsing, please read the following instructions to help you choose the right modules.

1. Please see the box below explaining the module codes:

4	BUS	1234
Module level	School of study	Module code

2. As an exchange student you are allowed to choose modules from **levels 5, 6** and exceptionally at level 4.

Level 4 - First year module

Level 5 - Second year module

Level 6 - Third/ final year module

3. Co-requisites, pre-requisites and prohibited combinations.

Some of the modules may have **co-requisites or pre-requisites** which you will find indicated in each module. Please note for you, as an exchange student, ***if a module has co-requisites or pre-requisites you must have previously studied the subject and have completed the relevant module(s) at your home institution.*** When sending your application, please include a copy of your transcript to show that you have taken the minimum required co-requisites or pre-requisites module(s) at your home institution. Additionally, we may require you to provide a module description in order to evidence prior study.

If you are in the process of completing the required module(s) at the time of the application and you do not have the final copy of the transcript, please include a letter from your home institution clearly listing the modules that you are registered on.

Prohibited combinations- please note if there are modules listed under prohibited combinations you can only study one of the modules.

For examples, the module below 'Global Finance and Markets' requires you to have completed two modules at your home institution and you will be asked to provide evidence (a copy of your transcript):

1. A first module on Financial Management OR Principles of Corporate Finance 1 and,
2. A second module on Principles of Corporate Finance 2

This module has a prohibited combination, therefore you will only be able to register on 'Global Finance and Markets' or 'International Financial Management'

Global Finance and Markets

Module Code: 6BUS1043 **Assessment:** 40% coursework / 60% exam

Credit Points: 15 **Level:** 6 **Semester:** B

Pre-requisites: Financial Management OR Principles of Corporate Finance

Co-requisites: None

Prohibited Combinations: International Financial Management

3. There may be modules which are offered both semesters: semester A and B these will be indicated like this:

Semester: A/B

You can choose to study module during the semester A or B. Then choosing the module, you must indicate in which semester you wish to study it.

4. If the module is yearlong it will be indicated like this:

Semester: AB

This mean you need to be an exchange student who is studying with us for a whole academic year starting in September and finishing in May.

5. The table below indicates the correspondence of ECTS credits to Hertfordshire credits:

Hertfordshire credits	ECTS
15	7.5
30	15

Module Information							For more information see page number:
Module	Module Title	Semester	Credit	Coursework	Exam	Practical	
4BUS1043-0206	Accounting for Business	B	15	100	0	0	
4BUS1043-0901	Accounting for Business	A	15	100	0	0	
4BUS1096-0901	Accounting for Managers	A	15	100	0	0	
4BUS1098-0906	Accounting Principles	AB	30	50	50	0	
4BUS1101-0206	Analytical Techniques for Accountants	B	15	0	100	0	
4BUS1105-0206	Analytical Techniques for Finance	B	15	30	70	0	
4BUS0075-0901	Basic Statistics	A	15	40	60	0	
4BUS1013-0206	Creativity, Technology and Innovation	B	15	100	0	0	
4BUS1119-0206	Data Analysis for Tourism & Event Management	B	15	100	0	0	
4BUS1086-0901	Digital Marketing Essentials	A	15	100	0	0	
4BUS1109-0901	Economics for Accountants	B	15	100	0	0	
4BUS1037-0206	Economics for Business	B	15	100	0	0	
4BUS1037-0901	Economics for Business	A	15	100	0	0	
4BUS1116-0901	Economics for the Tourism & Event Industry	A	15	100	0	0	
4BUS1107-0906	Economics Tools and Techniques	AB	30	100	0	0	
4BUS1108-0206	Economy and Society	B	15	50	50	0	
4BUS1084-0901	Ethics, Governance and Law	A	15	40	60	0	
4BUS1097-0901	Financial Analysis Techniques	A	15	100	0	0	
4BUS1060-0206	Global Perspectives in Business	B	15	100	0	0	
4BUS1060-0901	Global Perspectives in Business	A	15	100	0	0	
4BUS1117-0206	Global Tourism Geography	B	15	70	0	30	
4BUS1115-0901	Hospitality Operations Management	A	15	60	40	0	
4BUS1120-0206	HR Management for the Tourism & Event Industry	B	15	70	0	30	
4BUS1123-0901	HRM Practice and Society	A	15	100	0	0	
4COM1036-0901	Human Dimensions in Computing	A	15	100	0	0	
4BUS1120-0206	Human Resource Management for the Tourism & Event Industry	B	15	70	0	30	
4BUS1038-0206	Information Systems for Business	B	15	50	50	0	
4BUS1014-0206	Information Technology for Business and Management	B	15	100	0	0	
4BUS1067-0906	Information Technology Management for Business	AB	30	75	0	25	
4BUS1065-0206	International Environment if Business 2: Law, Ethics and Culture	B	15	100	0	0	
4BUS1062-0901	International Environment of Business 1: Economics	A	15	100	0	0	
4BUS1031-0901	Introduction to microeconomics	A	15	100	0	0	
4BUS1040-0906	Introduction to Business and Management	AB	15	65	0	35	
4BUS1020-0901	Introduction to Business Operations	A	15	100	0	0	
4BUS1023-0906	Introduction to Human Resource Management	AB	30	100	0	0	
4BUS1033-0206	Introduction to Macroeconomics	B	15	0	100	0	
4BUS1027-0906	Introduction to Management	AB	30	65	0	35	
4BUS1011-0206	Introduction to Marketing Communications	B	15	70	0	30	
4BUS1067-0906	IT Management for Business	AB	30	75	0	25	

4BUS1021-0901	Marketing Data Analysis	A	15	100	0	0	
4CTA1204-0206	Media Design for Event Management	B	15	100	0	0	
4BUS1019-0206	Methods and Systems for Business Decisions	B	15	50	50	0	
4COM1041-0206	Models and Methods in Computing	B	15	100	0	0	
4BUS1124-0901	People and Organisations	A	15	100	0	0	
4COM1043-0206	Platforms for Computing	B	15	100	0	0	
4BUS1110-0906	Principles of Finance	AB	15	100	0	0	
4BUS1010-0206	Principles of Marketing	B	15	100	0	0	
4BUS1010-0901	Principles of Marketing	A	15	100	0	0	
4BUS1082-0901	Principles of Marketing (CIM)	A	15	100	0	0	
4BUS1118-0206	Principles of Tourism & Event Marketing	B	15	50	50	0	
4BUS1045-0906	Professional Development for Marketers	AB	30	70	0	30	
4BUS1095-0906	Professional Development in Advertising	AB	30	70	0	30	
4COM1038-0901	Programming A	A	15	100	0	0	
4COM1039-0206	Programming B	B	15	50	40	10	
4BUS1069-0206	Quantitative Methods for Business	B	15	50	50	0	
4BUS1071-0206	Quantitative Methods for Management	B	15	50	50	0	
4BUS1122-0901	Study & Research Skills for the Event Industry	A	15	100	0	0	
4BUS1114-0901	Study & Research Skills for the Tourism Industry	A	15	100	0	0	
4BUS1102-0906	The Accounting Professional	AB	30	60	0	40	
4BUS1061-0906	The Business Professional	AB	30	65	0	35	
4BUS1106-0901	The Economics Professional	A	15	100	0	0	
4BUS1104-0906	The Finance Professional	AB	30	60	0	40	
4BUS1121-0901	The Global Event Industry	A	15	100	0	0	
4BUS1113-0901	The Tourism Industry Framework	A	15	70	0	30	
4BUS1024-0206	Work and Organisations	B	15	50	50	0	
5BUS1063-0901	Advertising Concepts and Campaigns	A	15	40	60	0	
5BUS1002-0206	Analysing Financial Information	B	15	50	50	0	
5BUS1163-0901	Analysing Financial Statements	A	15	50	50	0	
5LAW0043-0206	Aspects of European Law	B	15	30	70	0	
5BUS1185-0901	Business Analysis Tools	A	15	50	50	0	
5BUS1180-0206	Business and Enterprise Contexts	B	15	75	0	25	
5BUS1164-0206	Business Economics Techniques	B	15	50	50	0	
5BUS1149-0901	Business Finance	A	15	40	60	0	
5BUS1156-0206	Business Life Cycle	B	15	100	0	0	
5BUS1173-0901	Career Planning in the Event Industry	A	15	100	0	0	
5BUS1178-0901	Career Planning in the Tourism Industry	A	15	100	0	0	
5BUS1118-0206	Consumer Behaviour	B	15	40	60	0	
5BUS1086-0901	Consumers Firms and Markets	A	15	50	50	0	
5COM1051-0901	Contemporary Issues	A	15	100	0	0	
5BUS1157-0906	Corporate Finance	AB	30	40	60	0	
5BUS1117-0901	Creativity in Advertising	A	15	70	30	0	
5BUS1054-0206	Cross-Cultural Management	B	15	100	0	0	

5BUS1170-0206	Destination Marketing Research	B	15	60	40	0	
5BUS1016-0901	Digital Marketing in Practice	A	15	100	0	0	
5BUS1059-0206	Econometrics	B	15	25	50	25	
5BUS1061-0901	Economics of European Integration	A	15	30	70	0	
5LAW1041-0206	Employment Law	B	15	50	50	0	
5BUS1085-0901	Enhancing Employability	A	15	100	0	0	
5BUS1151-0901	Enhancing Employability in Accounting	A	15	100	0	0	
5BUS1146-0901	Enhancing Employability in Advertising	A	15	100	0	0	
5BUS1150-0901	Enhancing Employability in Finance	A	15	100	0	0	
5BUS1183-0901	Enhancing Employability in HRM	A	15	70	0	30	
5BUS1081-0901	Enhancing Employability in Human Resource Management	A	15	100	0	0	
5BUS1082-0901	Enhancing Employability in Marketing	A	15	100	0	0	
5BUS1080-0206	Enterprise	B	15	100	0	0	
5BUS1168-0901	Enterprise & Technology for Tourism & Events	A	15	70	0	30	
5COM1064-0901	Enterprise Databases	A	15	50	50	0	
5BUS1065-0901	European Consumer Markets: Issues and Trends	A	15	100	0	0	
5BUS1055-0206	European Employment Relations	B	15	40	60	0	
5BUS1177-0206	Event Marketing, Sponsorship & PR	B	15	100	0	0	
5BUS1175-0206	Event Planning & Community Engagement	A	15	100	0	0	
5BUS1049-0206	Exploring Business Ethics	B	15	40	60	0	
5BUS1049-0901	Exploring Business Ethics	A	15	40	60	0	
5BUS1158-0206	Financial Management	B	15	40	60	0	
5BUS1148-0206	Financial Markets and Instruments	B	15	0	100	0	
5BUS1154-0906	Financial Reporting	AB	30	40	60	0	
5BUS1089-0901	Geopolitics	A	15	100	0	0	
5BUS1115-0206	Health Economics	B	15	50	50	0	
5BUS1161-0206	History of Economic Thought	B	15	50	50	0	
5BUS1007-0901	Human Computer Interaction for Commercial Applications	A	15	100	0	0	
5BUS0268-0901	Human Resource Management in Europe	A	15	30	70	0	
5BUS1174-0206	Impacts of Events & Festivals	B	15	20	50	30	
5BUS1179-0206	Impacts of Events & Festivals	B	15	60	40	0	
5LAW1003-0206	Individual Employment Law	B	15	30	70	0	
5BUS1181-0901	Information Systems in HRM	A	15	50	50	0	
5BUS1172-0206	International Field Trip	B	15	100	0	0	
5BUS1090-0206	International Supply Chain Management in Europe	B	15	40	60	0	
5BUS1040-0206	International Trade and the Open Economy	B	15	50	50	0	
5COM1065-0906	IT Development Exercise	AB	30	100	0	0	
5BUS1116-0206	Labour Economics	B	15	50	50	0	
5LAW1019-0901	Law for the Tourism & Event Industry	A	15	50	50	0	
5LAW1002-0901	Legal Issues for Managers	A	15	50	50	0	
5BUS1039-0206	Macro Foundations for Finance	B	15	50	50	0	
5BUS1162-0901	Macroeconomics	A	15	50	50	0	

5BUS1153-0906	Management Accounting	AB	30	40	60	0	
5BUS1038-0206	Management Accounting for Business Decisions	B	15	20	80	0	
5BUS1038-0901	Management Accounting for Business Decisions	A	15	20	80	0	
5BUS1171-0206	Management Accounting for Tourism & Events	B	15	100	0	0	
5BUS1037-0206	Managing People	B	15	100	0	0	
5BUS1037-0901	Managing People	A	15	100	0	0	
5BUS1033-0206	Marketing for the Creative Cultural Industries	B	15	100	0	0	
5BUS1031-0206	Marketing for the Small Enterprise	B	15	0	70	30	
5BUS1032-0901	Marketing Planning	B	15	30	70	0	
5BUS1066-0206	Mobile Business Technologies	B	15	100	0	0	
5BUS1098-0901	Modelling Business Problems	A	15	100	0	0	
5COM1055-0206	Operating Systems and Networks	B	15	0	90	10	
5BUS1030-0901	Organisational Psychology	A	15	50	50	0	
5BUS1020-0206	Performance Management and Reward	B	15	50	50	0	
5BUS1184-0906	Preparation for Placement and Employment	AB	15	100	0	0	
5BUS1023-0206	Principles of Operations Management	B	15	40	60	0	
5BUS1106-0206	Product Innovation International	B	15	70	0	30	
5BUS1022-0206	Product Innovation	B	15	80	0	20	
5BUS1152-0901	Professionalism in Accounting for Direct Entry Students	A	15	80	0	20	
5BUS1008-0206	Project Planning and Control	B	15	100	0	0	
5BUS1018-0206	Public Relations Concepts and Campaigns	B	15	70	0	30	
5BUS1155-0206	Quantitative Analysis for Finance	B	15	100	0	0	
5BUS1176-0206	Risk Management & Security for Events	B	15	100	0	0	
5BUS1111-0206	Service Marketing	B	15	70	0	30	
5BUS1160-0901	Skills for Economists	A	15	100	0	0	
5BUS1179-0901	Social & Cultural Impacts of Tourism	A	15	60	40	0	
5BUS0256-0206	Statistical Modelling	B	15	40	60	0	
5BUS1099-0901	Strategic Marketing Planning	A	15	50	50	0	
5COM1062-0901	System Requirements	A	15	0	0	0	
5BUS1015-0901	Techniques of Economic Analysis	A	15	100	0	0	
5BUS1169-0206	Tourism Passenger Transport	B	15	70	0	30	
5BUS1010-0901	Trends in Technology	A	15	100	0	0	
5BUS1165-0901	Understanding Customers	A	15	50	50	0	
5COM1063-0206	Web Scripting	B	15	100	0	50	
6BUS1190-0206	Accounting in the voluntary sector	B	15	100	0	0	
6COM1048-0901	Advanced Database Topics	A	15	30	70	0	
6BUS1196-0901	Advanced Financial Decisions	A	15	40	60	0	
6BUS1185-0901	Advanced Financial Reporting	A	15	0	100	0	
6BUS1158-0906	Advanced Integrated Marketing Internship	AB	30	60	0	40	
6BUS1184-0206	Advanced Management Accounting	B	15	40	60	0	
6BUS1012-0206	Advanced Project and Risk Management	B	15	40	60	0	
6COM1051-0901	Advanced Web Scripting	A	15	0	60	40	

6BUS1021-0206	Advertising Strategy	B	15	30	70	0	
6BUS1163-0901	Agency Relations	A	15	70	0	30	
6BUS1192-0906	Analysis of Current Issues in Finance	AB	30	100	0	0	
6BUS1002-0206	Anatomy of Financial Crisis	B	15	70	0	30	
6BUS1195-0206	Behavioural Finance	B	15	100	0	0	
6BUS0279-0206	Business and Commercial Awareness	B	15	100	0	0	
6BUS0279-0901	Business and Commercial Awareness	A	15	100	0	0	
6BUS1160-0206	Business Events	B	15	70	0	30	
6BUS1143-0206	Business Strategy	B	15	30	70	0	
6BUS1022-0901	Business to Business Marketing	A	15	50	50	0	
6BUS1224-0906	Contemporary Developments in HRD	AB	30	40	40	20	
6BUS1101-0206	Contemporary Issues in Business and Management	B	15	100	0	0	
6BUS1101-0901	Contemporary Issues in Business and Management	A	15	100	0	0	
6BUS1097-0206	Contemporary Issues in Economics	B	15	70	0	30	
6BUS1210-0206	Contemporary Issues in Ethics, Business and Sustainability	B	15	50	50	0	
6BUS1094-0206	Contemporary Issues in Event Management	B	15	70	0	30	
6BUS1095-0206	Contemporary Issues in HRM	B	15	100	0	0	
6BUS1093-0206	Contemporary Issues in Marketing	B	15	100	0	0	
6BUS1091-0206	Contemporary Issues in Tourism Management	B	15	70	0	30	
6BUS1193-0901	Corporate Financial Strategy	A	15	50	50	0	
6BUS1124-0901	Corporate Treasury Management	A	15	40	60	0	
6BUS1047-0206	Creative Problem Solving for Managers	B	15	50	50	0	
6BUS1047-0901	Creative Problem Solving for Managers	A	15	50	50	0	
6BUS1070-0901	Databases for Management Decision Making	A	15	100	0	0	
6BUS1023-0206	Destination Marketing	B	15	50	50	0	
6BUS1016-0906	Dissertation - Management	AB	30	100	0	0	
6BUS1007-0906	Dissertation - Accounting	AB	30	100	0	0	
6BUS1006-0906	Dissertation - Economics	AB	30	100	0	0	
6BUS1144-0906	Dissertation - Event Management	AB	30	100	0	0	
6BUS1008-0906	Dissertation - Finance	AB	30	100	0	0	
6BUS1028-0906	Dissertation - Marketing	AB	30	100	0	0	
6BUS1024-0906	Dissertation - Tourism	AB	30	100	0	0	
6BUS1015-0906	Dissertation for Human Resource Management	AB	30	100	0	0	
6BUS1225-0901	Diversity & Equality at Work	A	30	100	0	0	
6BUS1199-0206	Economics of Strategy	B	15	50	50	0	
6BUS1187-0901	Effective Governance	A	15	100	0	0	
6BUS0184-0901	Electronic Commerce A	A	15	70	0	30	
6BUS1209-0206	Emerging Issues in Accounting and Finance	B	15	70	0	30	
6BUS1017-0901	Employment Relations	A	15	30	60	10	
6COM1052-0206	Enterprise Systems	B	15	50	50	0	
6BUS1027-0906	Event Project	AB	30	100	0	0	
6BUS1161-0901	Events Impacts & Legacies	A	15	50	50	0	

6BUS1029-0901	Events and Politics	A	15	60	40	0	
6BUS1194-0206	Financial Aspects of International Business	B	15	0	100	0	
6BUS1118-0901	Financial Management in the Public Sector	A	15	100	0	0	
6BUS1026-0206	Forecasting Methods for managers	B	15	100	0	0	
6BUS1140-0901	Game Theory and Economic Applications	A	15	50	50	0	
6BUS1025-0206	Global Marketing Ethics and Culture	B	15	40	60	0	
6BUS1025-0901	Global Marketing Ethics and Culture	A	15	40	60	0	
6BUS1227-0906	Governance and Auditing	AB	30	40	60	0	
6BUS1228-0901	HBS Placement	A	0	100	0	0	
6BUS1203-0901	Industrial Organisation	A	15	50	50	0	
6BUS1157-0901	Industry Practice for Economic Professionals	A	15	100	0	0	
6BUS1156-0901	Industry Practice for HR Professionals	A	15	100	0	0	
6BUS1151-0901	Industry Practice in Accounting and Finance	A	15	70	0	30	
6BUS1149-0206	Industry Practice in Business (MLO)	B	15	100	0	0	
6BUS1149-0901	Industry Practice in Business (MLO)	A	15	100	0	0	
6BUS1153-0901	Industry Practice in Event Management	A	15	100	0	0	
6BUS1146-0206	Industry Practice in Management	B	15	100	0	0	
6BUS1152-0901	Industry Practice in Marketing	A	15	100	0	0	
6BUS1154-0901	Industry Practice in Tourism Management	A	15	100	0	0	
6COM1050-0206	Information Security Management	B	15	100	0	0	
6BUS1018-0901	Information Systems and Knowledge Management	A	15	30	70	0	
6BUS1041-0206	International Financial Management	B	15	30	70	0	
6BUS1115-0901	International HRM in Practice	A	15	50	50	0	
6BUS1019-0206	International Human Resource Management	B	15	25	70	5	
6BUS1010-0901	International Production & Governance	A	15	100	0	0	
6BUS1117-0901	International Strategic Management	A	15	100	0	0	
6BUS1040-0206	Islamic Banking and Finance	B	15	100	0	0	
6BUS0300-0901	Issues in International Relations	A	15	30	70	0	
6BUS1011-0206	Issues in the Global Economy	B	15	70	0	30	
6BUS1037-0906	IT Management for Business Project	AB	30	100	0	0	
6BUS1035-0206	Knowledge management and Business intelligence	B	15	40	60	0	
6BUS1141-0206	Leadership and Organisations	B	15	100	0	0	
6BUS1141-0901	Leadership and Organisations	A	15	100	0	0	
6BUS1031-0901	Linear Modelling	A	15	100	0	0	
6BUS1085-0901	Macroeconomic Performance	A	15	50	50	0	
6BUS1084-0901	Management Decision Making	A	15	40	60	0	
6BUS1083-0901	Management Science in Business	A	15	30	70	0	
6BUS1081-0906	Managing Media and Communications	AB	30	30	70	0	
6BUS1082-0906	Market and Social Research	AB	30	30	70	0	
6BUS1076-0906	Marketing Communications	AB	30	30	70	0	
6BUS1080-0206	Markets, Competition & Policy Performance	B	15	50	50	0	
6BUS1079-0906	Modern Econometrics	AB	30	50	50	0	

6BUS1078-0901	Money, Banking and Finance	A	15	50	50	0	
6BUS1033-0206	Multivariate Statistics	B	15	100	0	0	
6BUS1077-0206	Niche Tourism	B	15	60	40	0	
6BUS1142-0901	Organisational Behaviour	A	15	50	50	0	
6BUS1127-0206	Performance Strategy	B	15	40	60	0	
6BUS0299-0901	Project Management	A	15	50	50	0	
6BUS1198-0206	Public Finance	B	15	40	60	0	
6BUS1071-0901	Public Relations Strategy	A	15	100	0	0	
6BUS1189-0901	Public Sector Accounting	A	15	40	60	0	
6BUS1038-0206	Quality and Change Management	B	15	60	40	0	
6BUS1086-0901	Research Methods	A	30	100	0	0	
6BUS1069-0206	Responsible Tourism 2: Environment & Economy	B	15	50	50	0	
6BUS1068-0206	Sales and Key Account Management	B	15	70	0	30	
6BUS1066-0901	Service Operations Management	A	15	40	60	0	
6BUS1064-0906	Small Business and Entrepreneurship	AB	30	25	70	5	
6BUS1065-0901	Small Business Management	A	15	50	50	0	
6BUS1062-0206	Social Networking and Enterprise	B	15	100	0	0	
6BUS1062-0901	Social Networking and Enterprise	A	15	100	0	0	
6COM1042-0206	Software Quality	B	15	100	0	0	
6BUS1063-0206	Sponsorship, Partnership and Finance	B	15	40	60	0	
6BUS1061-0901	Strategic Brand Management	A	15	100	0	0	
6BUS1060-0206	Strategic Cost Management	B	15	40	60	0	
6BUS1056-0901	Strategic HRM Perspectives	A	15	50	50	0	
6BUS1059-0906	Strategic Leadership in a Changing World	AB	30	50	50	0	
6BUS1048-0901	Strategic Tourism Planning	A	15	0	50	50	
6BUS0273-0206	Supply Chain Management	B	15	30	70	0	
6BUS1202-0206	Taxation	B	15	0	100	0	
6BUS1202-0901	Taxation	A	15	0	100	0	
6BUS1051-0206	Understanding Challenges in the Third Sector	B	15	100	0	0	
6COM1032-0901	User Experience	A	15	60	40	0	
6BUS1014-0206	Using IT to Gain Strategic Advantage	B	15	100	0	0	
6BUS1050-0901	Visitor Attraction Management	A	15	60	40	0	
6BUS1162-0901	Web Analytics and Social Media Monitoring	A	15	50	0	50	

LEVEL 4 MODULE INFORMATION

4BUS1043-0206	Accounting for Business	B	15	100	0	0
4BUS1043-0901	Accounting for Business	A	15	100	0	0

Accounting for Business (Sem A Wed 10 – 11; Sem B Mon 3-4)

Module Code: 4BUS1043 **Assessment:** 100% coursework (in class tests)

Credit Points: 15 **Level:** 4 **Semesters:** A/B

Co-requisites: None

Prohibited Combinations: 4BUS1054 Principles of Accounting & Finance, 5BUS1042 Financial Information for Managers, 4BUS1030 Accounting for Business B, 4BUS1096 Accounting for Managers, 4BUS1097 Financial Statement Analysis, 4BUS1099 Accounting Techniques, 4BUS1098 Accounting Principles

Module Contents

The module provides an introduction to accounting from the manager's viewpoint.

Areas covered include the collection and reporting of accounting information to both internal and external users, as well as the use and interpretation of publicly available accounting information. The role of accounting in supporting the management functions of planning, control, and decision-making is also covered. Indicative topics include:

- preparation and presentation of a simple income statement and balance sheet, including the need for adjustments such as depreciation, accruals, prepayments and bad debts
- the difference between profit and cash
- interpretation of an income statement and a balance sheet using ratio analysis
- costing: cost behaviour; marginal costing - methods and uses; absorption costing - methods and uses
- budgeting: nature and purpose of budgeting; its contribution to planning, control and motivation in an organisation; preparation of simple budgets.

4BUS1096-0901	Accounting for Managers	A	15	100	0	0
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Accounting for Managers (Fri 3-4)

Module Code: 4BUS1096 **Assessment:** 100% Coursework (in class tests)

Credit Points: 15 **Level:** 4 **Semesters:** A

Co-requisites: None

Prohibited Combinations: Accounting for Business 4BUS1043, Financial Analysis Techniques 4BUS1097, Accounting Techniques 4BUS1099, Accounting Principles 4BUS1098

Module Contents

The module provides an introduction to accounting from the manager's viewpoint.

Areas covered include the collection and reporting of accounting information to both internal and external users, as well as the use and interpretation of publicly available accounting information. The role of accounting in supporting the management functions of planning, control and decision-making is also covered.

Indicative topics include:

- preparation and presentation of a simple income statement and balance sheet, including the need for adjustments such as depreciation, accruals, prepayments and bad debts;
- the difference between profit and cash
- interpretation of an income statement and a balance sheet using ratio analysis;
- costing: cost behaviour; marginal costing – methods and uses; absorption costing – methods and uses;
- budgeting: nature and purpose of budgeting; its contribution to planning, control and motivation in an organisation; preparation of simple budgets.

4BUS1100-0901	Accounting in Society	A	15	100	0	0
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Accounting in Society NOT RUNNING)

Module Code: 4BUS1100 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 4 **Semesters:** A

Co-requisites: 4BUS1102 The Accounting Professional, 4BUS1054 Principles of Accounting

Prohibited Combinations: None

Module Contents

Business and Public Organisations exist in society to meet a range of different needs such as providing employment, investment opportunities, the production of goods and services including social services and much more. By virtue of having a licence to exist organisations owe society some form of accountability. Accounting occupies a key position in the functioning of our modern industrial society and is relied upon to provide us with the evidence of that accountability. In this module we examine the role of accounting, management information and ethics and see how these interact with the structure of different types of organisations and their leadership & management.

4BUS1098-0906	Accounting Principles	AB	30	50	50	0
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Accounting Principles (Tue 9-10)

Module Code: 4BUS1098 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 30 **Level:** 4 **Semester:** AB

Co-requisites: None

Prohibited Combinations: None

Module Contents

To gain an introduction to financial accounting, management accounting and finance, suitable for those who intend to specialise in these areas subsequently.

Students will gain an introduction to:

- Financial accounting: and will be able to prepare financial statements and know how accounting transactions are processed within the books of account
- Management accounting: and will be able to use accounting information in decision making scenarios.

4BUS1101-0206	Analytical Techniques for Accountants	B	15	0	100	0
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Analytical Techniques for Accountants

Module Code: 4BUS1101 **Assessment:** 100% Exam

Credit Points: 15 **Level:** 4 **Semester:** B

Co-requisites: None

Prohibited Combinations: 4BUS1052 Quantitative Methods for Business & Management, 4BUS1019 Methods and Systems for Business Decisions, 4BUS1018 Quantitative Methods for Economics, 4BUS1021 Marketing Data Analysis, 4BUS1016 Tourism & Events: Data Analysis in Practice

Module Contents

This module introduces the student to a number of essential mathematical and statistical techniques that are used in business in general, and in accounting and finance in particular. Particular attention will be paid to the circumstances in which the methods considered should be employed. The following quantitative methods will be considered on this module:

- Solving Equations
- Calculating Probability

- Summarising and Analysing Data
- Relationships between Variables
- Forecasting techniques and how to apply them
- Financial Mathematics
- Understanding of Measures of Risk (such as measures of dispersion)

There will be weekly lectures and tutorials. During the lectures, topics will be introduced and developed, and worked examples will be presented. The use of Excel will, where appropriate, be demonstrated. During the tutorials students will be given exercises to work through based on the material presented in the lectures. Some of these exercises may require the use of Excel. There will be a tutor present to provide individual support and guidance.

Students will also be directed to additional quants support provided by the academic advisors of HBS and students will be expected to attend these sessions.

4BUS1105-0206	Analytical Techniques for Finance	B	15	30	70	0
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Analytical Techniques for Finance

Module Code: 4BUS1105 **Assessment:** 30% Coursework / 70% Exam

Credit Points: 15 **Level:** 4 **Semester:** B

Co-requisites:

Prohibited Combinations: None

Module Contents

This module introduces the student to a number of essential mathematical and statistical techniques that are used in business in general, and in finance in particular. Specific attention will be paid to the circumstances in which the methods considered should be employed.

The following quantitative methods will be considered on this module: equations and graphs; measures of location and dispersion; probability; the Normal distribution; confidence intervals; hypothesis testing; correlation and simple linear regression; time value of money; weighted averages and indices.

Appropriate software (e.g. Excel) will be used to support learning.

4BUS0075-0901	Basic Statistics	A	15	40	60	0
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Basic Statistics (Mon 11 – 12)

Module Code: 4BUS0075 **Assessment:** 40% Coursework / 60% exam

Credit Points: 15 **Level:** 4 **Semester:** A

Co-requisites: None

Prohibited Combinations: 4

Module Contents

This is an introductory module in statistics. Basic ideas such as initial data analysis, the mean, standard deviation and variance, probability, statistical distributions, the use of a statistical package, the use of data for inference and decision making are covered. This involves confidence intervals for means and techniques for hypothesis testing for differences between means, differences between proportions and for the size of a correlation. Other topics covered include simple linear regression, and the analysis of category data and contingency tables. A wide variety of situations in which these techniques may be employed will be considered, with examples taken from business, engineering, science, social sciences, etc. The emphasis throughout is on conceptual understanding and the development of practical statistical skills, supported by the use of a statistical computer package.

4BUS1013-0206	Creativity, Technology and Innovation	B	15	70	0	30
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Creativity, Technology and Innovation (Tuesday 9-11, 11-1,3-5 and 5-7)

Module Code: 4BUS1013 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None **Pre-Requisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module covers the main theoretical models of the discipline, and an understanding of the external environmental climate for products and services, and the main business processes and resources affected when businesses react to these new challenges. Appropriate international perspectives will be included.

Creativity, technology and innovation are three important interrelated drivers for internal and external marketing strategy. Marketers are increasingly being challenged to manage these assets, and driver changes in business processes and resource skills. How can marketers utilise these assets to create, develop and deliver customer valued products and services? How will this reconcile with the corporate imperative to make profits? Externally, how does the consumer and customer react to these new technologies? Will patterns of business and markets change as a consequence of these sometimes discontinuous innovations? Creativity in the products and marketplaces produce their own unique challenges, do they represent opportunities or threats to market leadership?

4BUS1119-0206	Data Analysis for Tourism & Event Management	B	15	100	0	0
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Data Analysis for Tourism & Event Management

Module Code: 4BUS1119 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The modules provides an introduction to some basic quantitative techniques used in the tourism and event management sector.

The module is intended to develop analytical skills necessary to understand and interpret data that is used in the travel, tourism and event management industry.

Case examples will be used so as to illustrate to students the value and relevance of quantitative information; drawing from a range of tourism and event management related sectors, e.g. airlines, hotels and tour operators, tourism boards and attractions nationally and internationally.

The following techniques will be introduced and developed throughout the modules: revision of basic numerical techniques including algebra; presentation of data; descriptive statistics; use of excel; correlation and linear regression; forecasting techniques and time series analysis; basic probability theory; project management; basic simulation; weighted averages and indices; investment.

4BUS1086-0901	Digital Marketing Essentials	A	15	100	0	0
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Digital Marketing Essentials (Mon 12-1 & Tue 3-4)

Module Code: 4BUS1086 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module introduces students to digital marketing tools and techniques widely used by marketers across different kinds of organisations. The module is highly interactive and uses current case study material to expose students to digital marketing campaigns - success and failures -, digital marketing evaluation techniques and integration of digital marketing with organisations' overall business strategy and marketing communication.

4BUS1109-0901	Economics for Accountants	B	15	100	0	0
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Economics for Accountants

Module Code: 4BUS1109 **Assessment:** 100% Coursework (in class tests)

Credit Points: 15 **Level:** 4 **Semester:** B

Co-requisites: None

Prohibited Combinations: 4BUS1033 Introduction to Macroeconomics, 4BUS1031 Introduction to Microeconomics, 4BUS1037 Economics for Business

Module Contents

This module aims to enable students to understand the economic context of modern business in which accountants will operate by introducing and developing an appreciation of the utility of economic approaches in studying the business environment. The basic tools and approaches which economists use; demand and supply and industry analysis, among others; will be introduced and applied to help understand the economic issues involved and the public policy which can be derived. Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society such as the financial crisis and recession.

4BUS1037-0206	Economics for Business	B	15	100	0	0
4BUS1037-0901	Economics for Business	A	15	100	0	0

Economics for Business (Tue 12-2)

Module Code: 4BUS1037 **Assessment:** 100% Coursework (in class tests)

Credit Points: 15 **Level:** 4 **Semester:** A/B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module aims to enable students to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment. The basic tools and approaches which economists use; demand and supply and industry analysis, among others; will be introduced and applied to help understand the economic issues involved and the public policy which can be derived. Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society such as the credit crunch and recession.

4BUS1116-0901	Economics for the Tourism & Event Industry	A	15	100	0	0
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Economics for the Tourism & Event Industry

Module Code: 4BUS1116 **Assessment:** 100% coursework

Credit Points: 15 **Level:** 4 **Semesters:** A

Co-requisites: None

Prohibited Combinations: 4BUS1033 Introduction to Macroeconomics, 4BUS1031 Introduction to Microeconomics, 4BUS1037 Economics for Business and related modules.

Module Contents

This module aims to enable students to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment, with reference to the tourism and event industry. The basic tools and approaches which economists use; demand and supply and industry analysis, among others; will be introduced and applied to help understand the economic issues involved and the public policy which can be derived. Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society such as the financial crisis and recession.

4BUS1107-0906	Economics Tools and Techniques	AB	30	100	0	0
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Economics Tools and Techniques

Module Code: 4BUS1107 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is an introduction to important mathematical and statistical techniques that are used in economics. The module covers, among others: basics of algebra, linear relationships in economic analysis, basic graphical analysis, simultaneous equations, differential calculus, optimisation, basics of probability theory, descriptive statistics, simple regression.

4BUS1108-0206	Economy and Society	B	15	50	50	0
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Economy and Society

Module Code: 4BUS1108 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: 4BUS1031 Introduction to Microeconomics or 4BUS1037 Economics for Business
Prohibited Combinations: None

Module Contents

This engaging contextual module showcases the scope and power of economics in understanding many of the key issues which face society. It explores globalisation, economic development and the onward march of the market in societies such as the UK and elsewhere. The module also considers the limits of the market and economic analysis itself, in considering some ethical and moral issues in contemporary business and the economy.

The module will appeal to economics and non-economics students in considering the value of economics in tackling some of the big issues facing modern economies and societies, thus providing valuable context for the theory they will learn elsewhere.

Topics will include:

- A brief economic history of the world economy
- Important economic institutions – e.g. government, the legal system, WTO
- The limits of the market
- Can economics explain everything? Ethical considerations – environment, social responsibility
- Globalisation
- The market in modern society
- Financial crisis

4BUS1084-0901	Ethics, Governance and Law	A	15	40	60	0
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Ethics, Governance and Law

Module Code: 4BUS1084 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module will cover the basics of the English Legal system as they apply to businesses and professionals. Typical content will be the English legal system, company formation, contract law, tort of negligence, ethics and corporate governance.

4ARD0022-0901	Fashion: Introduction to Creative Processes	A	15	100	0	0
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~~Fashion: Introduction to Creative Processes~~

~~Module Code: 4ARD0023 Assessment: 100% Coursework~~

~~Credit Points: 15 Level: 4 Semester: B~~

~~Co-requisites: None~~

~~Prohibited Combinations: None~~

~~Module Contents~~

~~This module is aimed at introducing students to the fundamental skills and technologies underpinning the design and making processes. Both manual skills and the use of basic technologies are employed. The module includes introductions to construction methods, fabric awareness, basic pattern cutting and development techniques. Induction to general health and safety issues, as well as specific inductions to health and safety in relation to specific workshop areas and equipment.~~

~~Students undertake learning in the workshops and studio spaces, working in groups on practical activities. Students are expected to document their work as they progress through the module.~~

4ARD0023-0206	Fashion: Introduction to Technical and IT Skills	B	15	100	0	0
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~~Fashion: Introduction to Technical and IT Skills~~

~~Module Code: 4ARD0023 Assessment: 100% Coursework~~

~~Credit Points: 15 Level: 4 Semester: B~~

~~Co-requisites: None~~

~~Prohibited Combinations: None~~

~~Module Contents~~

~~This module is aimed at introducing students to the fundamental skills and technologies underpinning the design and making processes. Both manual skills and the use of basic technologies are employed. The module includes introductions to construction methods, fabric awareness, basic pattern cutting and development techniques. Induction to general health and safety issues, as well as specific inductions to health and safety in relation to specific workshop areas and equipment.~~

~~Students undertake learning in the workshops and studio spaces, working in groups on practical activities. Students are expected to document their work as they progress through the module.~~

4BUS1097-0901	Financial Analysis Techniques	A	15	100	0	0
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Financial Analysis Techniques (Wed 12 – 1)

Module Code: 4BUS1097 Assessment: 100% Coursework (in class tests)

Credit Points: 15 Level: 4 Semester: A

Co-requisites: None

Prohibited Combinations: Accounting for Business 4BUS1043, Accounting for Managers 4BUS1096, Accounting Techniques 4BUS1099, Accounting Principles 4BUS1098

Module Contents

The module provides an introduction to accounting from the manager's viewpoint.

Areas covered include the collection and reporting of accounting information to both internal and external users, as well as the use and interpretation of publicly available accounting information. The role of accounting in supporting the management functions of planning, control and decision-making is also covered.

Indicative topics include:

- preparation and presentation of a simple income statement and balance sheet, including the need for adjustments such as depreciation, accruals, prepayments and bad debts;
- the difference between profit and cash;
- interpretation of an income statement and a balance sheet using ratio analysis;
- costing: cost behaviour; marginal costing - methods and uses; absorption costing - methods and uses;
- budgeting: nature and purpose of budgeting; its contribution to planning, control and motivation in an organisation; preparation of simple budgets.

4BUS1060-0206	Global Perspectives in Business	B	15	100	0	0
4BUS1060-0901	Global Perspectives in Business	A	15	100	0	0

Global Perspectives in Business (Thu 9 – 10)

Module Code: 4BUS1060

Assessment: 100% Coursework

Credit Points: 15

Level: 4

Semester: A/B

Co-requisites: None

Prohibited Combinations: 4BUS1029 Global Perspectives in Economics, 4BUS1046 Global Perspectives in Tourism & Event Management, 4BUS1065 International Environment of Business; Law, Ethics and Culture

Module Contents

Internationalisation of business is creating a substantial increase in intercultural contact, which is reflected in the skills set of managers operating in a globalised world. Managers need to develop sensitivity to and a critical understanding of issues arising out of cultural difference, and be equipped to manage and operate in diversity.

The module explores themes of: a) concepts of culture, b) cultural differences and c) globalisation. It will also explore related ideas such as ethnocentrism and prejudice. It looks at and draws upon the work of leading theorists, such as Hofstede and Trompenaars, in the analysis of cultural difference. It will look at cross-cultural differences in communication and negotiation style. The workshop element of the module will consider the practical consequences of cultural difference for corporations and sojourners.

Types of international corporate culture will be examined. The nature of culture shock will be explored.

4BUS1117-0206	Global Tourism Geography	B	15	70	0	30
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Global Tourism Geography (Mon 3 -4)

Module Code: 4BUS1117

Assessment: 70% Coursework / 30% Practical

Credit Points: 15

Level: 4

Semesters: B

Co-requisites: None

Prohibited Combinations: None

Module Contents

Global Tourism Geography underpins our understanding of Tourism as an industry, and explores tourism demand, supply and resources of destinations worldwide, using a variety of theoretical concepts. It includes a spatial analysis of the supply of tourism resources (attractions, accessibility, facilities and infrastructure) and demand side issues such as travel trends and tourist flows. Students will gain a geographical perspective by comparing factors influencing the nature and spatial distribution of tourism resources globally and an understanding of how the development of tourism impacts various environments. We will examine factors influencing the development of tourism and potential limitations of continued expansion by summarising travel patterns, trends and flows and define the consequences of development for tourism. Students will also identify the issues and consequences of the redevelopment of tourism destinations globally, and present development and management criteria for resource use by tourists in a variety of environments

4BUS1115-0901	Hospitality Operations Management	A	15	60	40	0
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Hospitality Operations Management

Module Code: 4BUS1115 **Assessment:** 60% Coursework / 40% Practical
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to explore the knowledge, understanding and skills required of a hospitality operations manager. It provides an overview of hospitality operation management and examines hospitality operations in different divisions of an organisation e.g. front office, back office, food and beverages, security, finance and marketing. Current trends and issues in the global hospitality industry will be addressed to place the knowledge and skills delivered into context.

4BUS1120-0206	HR Management for the Tourism & Event Industry	B	15	70	0	30
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HR Management for the Tourism & Event Industry (Sem B Thu 12 – 2)

Module Code: 4BUS1120 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: 4

Module Contents

This module aims to identify the knowledge and skills essential in managing and developing people in the labour intensive industry. It is essential for students to possess a holistic view of employees' needs, management's wants and industrial relations in order to create sustainability in the Tourism Hospitality and Event industries. The module covers topics such as current trends and issues in the industries in general, and a range of approaches to manage and develop people in these industries in particular.

4BUS1123-0901	HRM Practice and Society	A	15	100	0	0
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HRM Practice and Society

Module Code: 4BUS1123 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The emphasis of this module is on social awareness and practicing research skills. The module provides an introduction to the role of Human Resource Management in wider society. Students will learn about employment opportunities, equality and diversity and social inclusion and the role of organisations and especially HR practitioners in these areas. What are some of the barriers different groups

face in the labour market? How do employers play a role in creating opportunities for different groups in society? Should they do so? What is the business case for and against? Is there a social justice case? What are some of the challenges and limitations of implementing and managing diversity and equality in the workplace? The module is delivered through a mixture of lectures and workshops in which students are introduced to a range of sources that address these questions.

4COM1036-0901	Human Dimensions in Computing	A	15	100	0	0
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Human Dimensions in Computing

Module Code: 4COM1036 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module introduces the history and major accomplishments of computer science and information technology, and its impact on modern life. Technology is only one part of computer science and information technology, and the human and social dimension of computing, including user experience and interaction design, is just as important and relevant to the professional practitioner.

4BUS1120-0206	Human Resource Management for the Tourism & Event Industry	B	15	70	0	30
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Human Resource Management for Tourism & Event Industry

Module Code: 4BUS1120 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to identify the knowledge and skills essential in managing and developing people in the labour intensive industry. It is essential for students to possess a holistic view of employees' needs, management's wants and industrial relations in order to create sustainability in the Tourism Hospitality and Event industries. The module covers topics such as current trends and issues in the industries in general, and a range of approaches to manage and develop people in these industries in particular.

4BUS1038-0206	Information Systems for Business	B	15	50	50	0
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Information Systems for Business

Module Code: 4BUS1038 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The purpose of this module is to enable students to integrate their understanding of business principles with the IT functions and systems which support the business. On completion of the module, they should have a holistic view of the modern business information system, appreciating the intrinsic value of IS/IT in enabling businesses to achieve their goals. This should provide a solid foundation on which to build progressive study of more specialised topic areas relating to business and/or IS/IT.

4BUS1014-0206	Information Technology for Business and Management	B	15	100	0	0
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Information Technology for Business & Management

Module Code: 4BUS1014 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module explores the evolving world of information technology (IT), and why and how modern business organisations and managers increasingly make use of IT. It explains why it is vital for anyone in business or management to have a good grasp of the nature and capabilities of modern computer and communication technologies and information systems. It identifies where and how these systems can be used to tackle a wide range of tasks, problems and information requirements typically found in the business sphere.

Topics include:

- Introduction to information technology.
- Business and management aims and objectives. Business activities. Data, information and decision making.
- Computer systems. Different categories of computers.
- Hardware. Software. Networks and communications.
- Organisations as systems and value chains.
- Business use of Internet and Web. Web technologies. E-commerce.
- Mobile technologies. Computer system security.
- Information systems. Databases.
- Business Strategies.
- Convergence of technologies.
- Latest trends and emerging technologies.

4BUS1067-0906	Information Technology Management for Business	AB	15	40	60	0
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Information Technology Management for Business

Module Code: 4BUS1067 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None
Prohibited Combinations: 4BUS1067

Module Contents

The module will provide students with a series of academic skills and study strategies which will underpin their subsequent studies. Students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to business and management. The module is further supported by a series and library of 'Industry Insight Lectures' that can be drawn upon when and where appropriate to provide students with an introduction to the role of the IT manager within different organisational contexts as well as providing the opportunity to understand current trends and issues in the IT industry. Topics studies will include working in organisations, the functional areas of business, problem-solving and change and progression within a business and management context.

4BUS1065-0206	International Environment of Business 2: Law, Ethics and Culture	B	15	100	0	0
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International Environment of Business 2: Law, Ethics and Culture

Module Code: 4BUS1065 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The skills set needed by today's managers operating in an international context requires them to have a good understanding of the various legal and ethical implications of global trade and to develop sensitivity to issues arising out of cultural difference so that they can operate and communicate effectively in diversity.

The module will explore themes of:

- legal framework of international trade such as INCOTERMS and the Vienna Convention;
- business ethical considerations specific to international trade;
- cross-cultural differences and their impact on communication and negotiation styles.

4BUS1062-0901	International Environment of Business 1: Economics	A	15	100	0	0
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International Environment of Business 1: Economics (Tue 1 – 2)

Module Code: 4BUS1062 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: 4BUS1031 Introduction to Microeconomics, 4BUS1033 Introduction to Macroeconomics, 4BUS1036 Economics for Business B, 4BUS1037 Economics for Business

Module Contents

This module aims to enable students to understand the economic context of modern business by introducing and developing an appreciation of the utility of economic approaches in studying the business environment. The basic tools and approaches which economists use; demand and supply and industry analysis, among others; will be introduced and applied to help understand the economic issues involved and the public policy which can be derived. Economics, of course, provides one of the key pillars of a solid education in business and this module represents some first steps in this direction as well as highlighting some of the major contemporary issues in our society and international business such as the credit crunch and recession.

4BUS1031-0901	Introduction to microeconomics	A	15	100	0	0
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Introduction to Microeconomics (Fri 11 – 1)

Module Code: 4BUS1031 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

Microeconomics is concerned with the behaviour of individual firms, markets and consumers in their economic activity. Microeconomics considers choice-making within the context of a market mechanism. The module covers the nature of markets including the determinants of demand and supply and the competitive environment within industries. The role of the government in intervening in markets is also considered.

4BUS1040-0906	Introduction to Business and Management	AB	30	65	0	35
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Introduction to Business and Management

Module Code: 4BUS1040 **Assessment:** 65% Coursework / 35% Practical

Credit Points: 30 **Level:** 4 **Semester:** AB

Co-requisites: None

Prohibited Combinations: 4BUS1047 Professionalism in Event Management, 4BUS1023 Introduction to Human Resource Management, 4BUS1027 Introduction to Management, 4BUS1061 The Business Professional (4BUS1041 The Accounting & Finance Professional, 4BUS1042 The Professional Economist, 4BUS1045 Professional Development for Marketers, 4BUS1048 Professionalism in Tourism Management)

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. The module is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow students to effectively match problem-solving techniques to different scenarios. Students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

4BUS1020-0901	Introduction to Business Operations	A	15	100	0	0
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Introduction to Business Operations (Thu 1 – 3 & Fri 10 - 12)

Module Code: 4BUS1020 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 4 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module objective is to provide a comprehensive introduction to the key operations of the business. Real world examples will be used to develop the underlying business concepts. By the end of the module, the student should be able to describe and discuss the role of operations within a business across a range of industry sectors.

Indicative key areas of operations to be considered include:

- What are operations in a business?
- What does the operations manager do?
- How do the operations support the main business?
- What does the business make?
- How does it make the product?
- How much of the product does it make?
- Where is the business located?
- How does the business define and measure quality?
- How does the business manage its materials?

4BUS1023-0906	Introduction to Human Resource Management	AB	30	100	0	0
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Introduction to Human Resource Management

Module Code: 4BUS1023 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None

Prohibited Combinations: 4BUS1041 The Accounting and Finance Professional, 4BUS1042 The Professional Economist, 4BUS1045 Professional Development for Marketers, 4BUS1048 Professionalism in Tourism Management

Module Contents

The module provides students with a series of academic skills and study strategies to underpin their subsequent studies. It is composed of several themes including- communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow students to effectively match problem solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to the HRM professional and HRM practice.

Topics studied include: The HRM professional and ethical frameworks of HRM at individual, organisational, and national level; organisational strategies for HRM; the theory of HRM; human resource and succession planning; recruitment and selection; equality and diversity; the employment relationship and engagement; communication and HRM; performance management and appraisal; pay and reward; training and development strategies, techniques and management.

4BUS1033-0206	Introduction to Macroeconomics	B	15	0	100	0
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Introduction to Macroeconomics (2-3)

Module Code: 4BUS1033 **Assessment:** 100% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None **Pre-requisites:** 4BUS1037 Economics for Business
Prohibited Combinations: None

Module Contents

The module aims to provide students with an introductory grounding in the principles and concepts of macroeconomic analysis, including consideration of: unemployment; inflation; money; banking; government policies in terms of taxes and interest rates, for example; and international trade.

Indicative content:

- Basic macroeconomic models - income - expenditure approach
- Theories of consumption and savings
- Aggregate demand and aggregate supply
- Unemployment
- Inflation
- Money and banking
- Fiscal and monetary policies
- Introduction to open-economy macroeconomics

4BUS1027-0906	Introduction to Management	AB	30	65	0	35
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Introduction to Management

Module Code: 4BUS1027 **Assessment:** 65% Coursework / 35% Practical
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites:

Prohibited Combinations: 4BUS1047 Professionalism in Event Management, 4BUS1040 Introduction to Business & Management, 4BUS1023 Introduction to Human Resource Management, 4BUS1061 The

Business Professional (4BUS1041 The Accounting & Finance Professional, 4BUS1042 The Professional Economist, 4BUS1045 Professional Development for Marketers, 4BUS1048 Professionalism in Tourism Management)

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. The module is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow students to effectively match problem-solving techniques to different scenarios. Students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

These essential skills are developed and examined through a range of issues pertinent to management, including the evolution of management theory.

4BUS1011-0206	Introduction to Marketing Communications	B	15	70	0	30
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Introduction to Marketing Communications

Module Code: 4BUS1011 **Assessment:** 70% Coursework / 30% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None **Pre-requisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

The module will introduce students to the various aspects of marketing communications tools from initial analysis of the market through to developing an expanding range of promotional techniques. The module combines an understanding of relevant marketing theories, for instance consumer and organisational buyer behavioural models, buyer behaviour; market segmentation, targeting and positioning; and marketing research, exploring the use of all elements of the promotion mix. This module will cover the main areas of advertising, personal selling, sales promotion, public relations, sponsorship and direct marketing. Attention is also given to new areas of increasing relevance such as product placement and electronic media.

4BUS1067-0906	IT Management for Business	AB	30	75	0	25
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IT Management for Business

Module Code: 4BUS1067 **Assessment:** 75% Coursework / 25% Practical
Credit Points: 15 **Level:** 4 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module will provide students with a series of academic skills and study strategies which will underpin their subsequent studies. Students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to business and management. The module is further supported by a series and library of 'Industry Insight Lectures' that can be drawn upon when and where appropriate to provide students with an introduction to the role of the IT manager within different organisational contexts as well as providing the opportunity to understand current trends and issues in the IT industry. Topics studies will include working in organisations, the functional areas of business, problem-solving and change and progression within a business and management context.

4BUS1021-0901	Marketing Data Analysis	A	15	100	0	0
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Marketing Data Analysis (Mon 2 – 4)

Module Code: 4BUS1021 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A

Co-requisites: None

Prohibited Combinations: 4BUS1017 Quantitative Analysis for Accounting & Finance, 4BUS1018 Quantitative Methods for Economics, 4BUS1016 Tourism & Events: Data Analysis in Practice, 4BUS1052 Quantitative Methods for Business & Management, 4BUS1019 Methods & Systems for Business Decisions

Module Contents

The module will introduce students to a variety of data analysis techniques for marketing. Using these techniques, students will be guided into formulating and solving models of business problems, using marketing data sets where possible. Students will learn to interpret the solutions. Students will be introduced to and encouraged to use spreadsheet and statistical software.

The main topics studied include: investment appraisal; summary statistics; probability distributions for marketing; correlation and linear regression; forecasting techniques for time series; and project management.

4CTA1204-0206	Media Design for Event Management	B	15	100	0	0
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Media Design for Event Management

Module Code: 4CTA1204 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

It is important that professionals in Events Management are able to use contemporary media processes and make things such as posters, leaflets, web pages, short videos and sound recordings. This ensures that they can communicate effectively to their peers, colleagues and clients in presentations and in the development of ideas. It also means that when necessary they can work with and brief professional designers and other creative workers in an appropriate way.

This module establishes and develops basic process literacies in a range of media practices using contemporary design software. Centred in project work the module enables the student to develop their skills in design, in producing good visual communication and in using narrative media forms to present ideas and information and to influence views and opinions.

Lecture and workshop learning is extended through structured self-managed assignments which develop software skills and an understanding of visual and narrative communication.

4BUS1019-0206	Methods and Systems for Business Decisions	B	15	50	50	0
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Methods and Systems for Business Decisions

Module Code: 4BUS1019 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None

Prohibited Combinations: 4BUS1021 Marketing Data Analysis, 4BUS1017 Quantitative Analysis for Accounting & Finance, 4BUS1018 Quantitative Methods for Economics, 4BUS1071 Quantitative Methods for Management, 4BUS1069 Quantitative Methods for Business (UJH)

Module Contents

This module will introduce the students to a variety of quantitative techniques commonly used in analysing and solving business and management problems in the modern organisation. The module will involve the use of a variety of statistical and management science software in order to structure, formulate, and solve business problems.

The module includes the following topics: project management, probability and normal distribution, basic optimisation methods, linear regression, introduction to forecasting, business software and databases.

4COM1041-0206	Models and Methods in Computing	B	15	100	0	0
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Models and Methods in Computing

Module Code: 4COM1041 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module introduces a number of principles that underlie computation and computer-based systems, and how they may be modelled. Both the static and dynamic aspects of computing systems are considered, with computation being viewed both in functional terms, and as a series of state transitions defined over abstract or virtual machines. The module provides a clear concept of modelling and specification of computational systems. The module illustrates some of the ways in which the use of formalisms in modelling and specification can aid those involved in the design, development and operation of computer-based systems.

4BUS1124-0901	People and Organisations	A	15	60	40	0
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People and Organisations (Mon 3 -4)

Module Code: 4BUS1124 **Assessment:** 60% Coursework / 40% Exam
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to explore the knowledge, understanding and skills required of a hospitality operations manager. It provides an overview of hospitality operation management and examines hospitality operations in different divisions of an organisation e.g. front office, back office, food and beverages, security, finance and marketing. Current trends and issues in the global hospitality industry will be addressed to place the knowledge and skills delivered into context.

4COM1043-0206	Platforms for Computing	B	15	100	0	0
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Platforms for Computing

Module Code: 4COM1043 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module introduces the notion of the computing platform in the organisation and function of modern computing systems. The computer and network hardware are platforms that support the operating system; the operating system is a platform that supports the application software and programming environment; the programming environment is a platform that supports the development of application software; The application software is a platform that supports the user experience. The organisation and combination of these platforms is illustrated by a historical succession of examples, culminating in the smartphone, a modern mobile computing device. The module also introduces the nature of data used by computing platforms, the form that data might take, the communication of that data, and constraints placed on that data by the choice of platform.

4BUS1110-0906	Principles of Finance	AB	30	100	0	0
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Principles of Finance (Mon 3 – 4)

Module Code: 4BUS1110 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module provides a basic underpinning and introduction to financial markets, financial management and accounting.

The need for capital by organisations is explored and the different sources of available finance are examined along with the requirement for financial reporting. Structures of financial statements are explained in order for students to be able to analyse the financial health of the business. Commonly used analytical techniques in finance are introduced to enable students to make recommendations regarding a business decision.

Topics may include:

- The growth and nature of financial markets and institutions
- The nature of financial instruments
- Differences between financial accounting, management accounting and financial management
- Structure and interpretation of financial statements
- The difference between profit and cash
- Budgeting and planning
- Sources of finance
- Investment appraisal techniques
- Working capital management
- Business objectives, value and agency issues.

4BUS1010-0206	Principles of Marketing	B	15	100	0	0
4BUS1010-0901	Principles of Marketing	A	15	100	0	0

Principles of Marketing (SEM A Thu 1-2; SEM B 9 – 10 & 10 – 11)

Module Code: 4BUS1010 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A/B
Co-requisites: None
Prohibited Combinations: 4BUS1004 Principles of Tourism Marketing and 4BUS1050 Principles of Marketing B

Module Contents

This initial marketing module, which assumes no prior knowledge of marketing, aims to introduce students to some of the key ideas of marketing and is suitable for both marketing and non-marketing students. It examines the environment within which organisations operate and the role of marketing within the organisation so that students can understand the context within which marketing personnel work, and the different activities which are carried out under the umbrella term of 'marketing'. Concepts central to an understanding of marketing are considered - segmentation; targeting and positioning; the product life cycle; the 4Ps; buyer behaviour, etc.

4BUS1082-0901	Principles of Marketing (CIM)	A	15	100	0	0
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Principles of Marketing (CIM)

Module Code: 4BUS1082 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None

Prohibited Combinations: 4BUS1004 Principles of Tourism Marketing and 4BUS1050 Principles of Marketing B

Module Contents

The module aims to introduce students to some of the key ideas of marketing and is suitable for both marketing and non-marketing students. It examines the environment within which organisations operate and the role of marketing within the organisation so that students can understand the context within which marketing personnel work, and the different activities which are carried out under the umbrella term of 'marketing'. Concepts central to an understanding of marketing are considered - segmentation; targeting and positioning; the product life cycle; the 4Ps; buyer behaviour, etc. The module also provides some insight into the practicalities of developing internal and external relationships, including consideration of networking, collaboration and co-operation in order to reduce the potential for conflict.

4BUS1118-0206	Principles of Tourism & Event Marketing	B	15	50	50	0
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Principles of Tourism & Event Marketing (Mon 2 – 3)

Module Code: 4BUS1118 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semesters:** B
Co-requisites: None

Prohibited Combinations: None

Module Contents

Principles of Tourism and Event Marketing introduces students to the marketing management issues associated with these service sectors. No prior marketing knowledge is assumed, although some students may have studied product marketing. We will consider a range of marketing methods taking account of the service characteristics of intangibility, inseparability, perishability, variability and lack of ownership, unique to both industries. We will recognise the consumer types in events and tourism and ensure that students understand the consumer and the related marketing activity that applies to them. Students will identify issues and consequences of different marketing orientations, strategies and tactics, and summarise these concepts and principles of marketing as a management tool. They will present work using appropriate terminology and apply theories to examples within the service sector, and explain marketing strategies developed in response to challenges facing suppliers within the tourism, hospitality and event service industries

4BUS1045-0906	Professional Development for Marketers	AB	30	70	0	30
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Professional Development for Marketers

Module Code: 4BUS1045 **Assessment:** 70% Coursework / 30% Exam
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None

Prohibited Combinations: 4BUS1040 Introduction to Business and Management, 4BUS1023 Introduction to Human Resource Management, 4BUS1027 Introduction to Management, 4BUS1061 The Business Professional (4BUS1041 The Accounting and Finance Professional, 4BUS1042 The Professional Economist, 4BUS1048 Professionalism in Tourism Management, 4BUS1047 Professionalism in Event Management)

Module Contents

The module provides students with:

- A series of academic skills and study strategies which will underpin their subsequent studies. This part of the module is composed of several themes which will include research and enquiry, referencing, written communication and oral communication.
- A series of practical business skills that will assist them in becoming effective marketing professionals.

4BUS1095-0906	Professional Development in Advertising	AB	30	70	0	30
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Professional Development in Advertising

Module Code: 4BUS1095 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 30 **Level:** 4 **Semesters:** AB

Co-requisites: None

Prohibited Combinations: 4BUS1040 Introduction to Business and Management, 4BUS1023 Introduction to Human Resource Management, 4BUS1027 Introduction to Management, 4BUS1061 The Business Professional (4BUS1041 The Accounting and Finance Professional, 4BUS1042 The Professional Economist, 4BUS1048 Professionalism in Tourism Management, 4BUS1047 Professionalism in Event Management)

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. The module is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, commercial awareness, creativity and the nature of knowledge. These will allow students to effectively match problem-solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to the field of advertising, and to the broader environment of the marketing profession and marketing practice where advertising sits in.

4COM1038-0901	Programming A	A	15	100	0	0
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Programming A

Module Code: 4COM1038 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 4 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module is primarily concerned with developing basic skills necessary to produce computer-based solutions to simple problems in high level languages. The emphasis is on problem solving, problem solving strategies; fundamental constructs such as structure, syntax and semantics; variables and data types, operations and the evaluation of expressions, control structures, and modularisation, data structures and recursion. Program code will be expected to perform according to specification, be readable, maintainable and well designed. Although the given problems will initially be relatively simple, there will also be an appreciation of how simple solutions can be used in the solution of more complex problems.

4COM1039-0206	Programming B	B	15	50	40	10
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Programming B

Module Code: 4COM1039 **Assessment:** 50% Coursework / 40% Exam / 10% Practical

Credit Points: 15 **Level:** 4 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module is primarily concerned with developing basic skills necessary to produce computer-based solutions to simple problems in high level languages. The emphasis is on problem solving, problem solving strategies; fundamental constructs such as structure, syntax and semantics; variables and data types, operations and the evaluation of expressions, control structures, and modularisation, data structures and recursion. Program code will be expected to perform according to specification, be readable, maintainable and well designed. Although the given problems will initially be relatively simple, there will also be an appreciation of how simple solutions can be used in the solution of more complex problems.

4BUS1069-0206	Quantitative Methods for Business	B	15	50	50	0
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Quantitative Methods for Business (MON 1-2 or 2-3)

Module Code: 4BUS1069 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None **Pre-requisites:** Students are expected to have obtained Grade C or above in GCSE Mathematics (or equivalent).
Prohibited Combinations: None

Module Contents

This module introduces the student to a number of essential mathematical and statistical techniques that are extensively used in business and management. Particular attention will be paid to the circumstances in which the methods considered should be employed.

The following quantitative methods are likely to be included in this module: equations and graphs; measures of location and dispersion; weighted averages and indices; probability and normal distribution; basic optimisation; critical path analysis; correlation and simple linear regression; time series forecasting; investment; simulation.

4BUS1071-0206	Quantitative Methods for Management	B	15	50	50	0
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Quantitative Methods for Management

Module Code: 4BUS1071 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None **Pre-requisites:** Students are expected to have obtained Grade C or above in GCSE Mathematics (or equivalent).
Prohibited Combinations: None

Module Contents

This module introduces the student to a number of essential mathematical and statistical techniques that are extensively used in business and management. Particular attention will be paid to the circumstances in which the methods considered should be employed.

The following quantitative methods are likely to be included in this module: equations and graphs; measures of location and dispersion; weighted averages and indices; probability and normal distribution; basic optimisation; critical path analysis; correlation and simple linear regression; time series forecasting; investment; simulation.

Appropriate software (e.g. Excel) will be used to support learning.

4BUS1122-0901	Study & Research Skills for the Event Industry	A	15	100	0	0
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Study & Research Skills for the Event Industry

Module Code: 4BUS1122 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The aims of this module are to enable students to develop their understanding of key topics relevant to research in the event industry and to enhance their academic and study skills in order to facilitate the transition to higher. The module is composed of several themes which will include communication, thinking, and methods of enquiry, IT-literacy and the nature of knowledge. These will allow students to effectively match problem solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to event professionals and management issues within the event sector.

4BUS1114-0901	Study & Research Skills for the Tourism Industry	A	15	100	0	0
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Study & Research Skills for the Tourism Industry

Module Code: 4BUS1114 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The aims of this module are to enable students to develop their understanding of key topics relevant to research in the tourism industry and to enhance their academic and study skills in order to facilitate the transition to higher education. The module is composed of several themes which will include communication, thinking, and methods of enquiry, IT-literacy and the nature of knowledge. These will allow students to effectively match problem-solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to tourism professionals and management issues within the tourism sector.

4BUS1102-0906	The Accounting Professional	AB	30	60	0	40
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The Accounting Professional

Module Code: 4BUS1102 **Assessment:** 60% Coursework / 40% Practical
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None

Prohibited Combinations: 4BUS1040 Introduction to Business & Management, 4BUS1023 Introduction to Human Resource Management, 4BUS1027 Introduction to Management, 4BUS1061 The Business Professional, 4BUS1045 Professional Development for Marketers, 4BUS1048 Professionalism in Tourism Management, 4BUS1047 Professionalism in Event Management, 4BUS1047 Professionalism in Event Management, 4BUS1042 The Professional Economist, 4BUS1077 The Finance Professional.

Module Contents

The module provides students with a series of academic skills and study strategies underpinning subsequent studies and successful graduation.

The module is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge.

Successful completion will allow students to effectively match problem-solving techniques to a range of differing scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

The module selects a series of issues that are pertinent to accounting and finance in practice, including

- Accounting and finance and relevant ethical frameworks
- Usefulness of accounting and the concept of profit
- Analysis of Financial Statements
- Financial markets and share prices
- Decision analysis and control within accounting
- Mathematical modelling of business operations

4BUS1061-0906	The Business Professional	AB	30	65	0	35
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The Business Professional

Module Code: 4BUS1061 **Assessment:** 65% Coursework / 35% Practical
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None
Prohibited Combinations: Any other HBS double skills module at Level 4

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. Students investigate key functions in business and management alongside several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow students to effectively match problem solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

These essential skills are developed and examined through a range of issues that are pertinent to the professional manager within a business environment.

4BUS1106-0901	The Economics Professional	A	15	100	0	0
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The Economics Professional (Tue 11 – 12)

Module Code: 4BUS1106 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 4 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. The module is composed of several themes which will include communication, analytical thinking, research methods, IT-literacy and numeracy. These will allow students to effectively match problem-solving techniques to different scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module selects a series of issues that are pertinent to the economist, the economics' profession and economics' practice.

4BUS1104-0906	The Finance Professional	AB	30	60	0	40
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The Finance Professional

Module Code: 4BUS1104 **Assessment:** 60% Coursework / 40% Practical
Credit Points: 30 **Level:** 4 **Semester:** AB
Co-requisites: None

Prohibited Combinations: 4BUS1041 The Accounting and Finance Professional, 4BUS1042 The Professional Economist, 4BUS1045 Professional Development for Marketers, 4BUS1048 Professionalism in Tourism Management, 4BUS1047 Professionalism in Event Management

Module Contents

The module allows students to practice a series of academic skills and study strategies which will underpin their subsequent studies. Themes in the module include; Self-awareness, Professional demeanour, Financial awareness, Communication, IT expertise required by employers, Quantitative skills, Written and oral communication skills, Taking responsibility for individual learning.

In developing academic skills, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement. The module will introduce a series of topics that are pertinent to finance in practice and complement topics presented on other modules running concurrently.

Topics studied will include; Ethical considerations for professionals in Finance, The concept of profit, Financial markets and share prices, Investment, budgeting and cashflow, Statistical basics related to finance

4BUS1121-0901	The Global Event Industry	A	15	70	0	30
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The Global Event Industry (Thu 12-1)

Module Code: 4BUS1121 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The global Events Industry takes planned event examples from around the world to demonstrate similarities and differences, in management styles, sectors and cultures. Students will learn about planning different types of events in the public, private and voluntary sectors; and the management functions (HRM, Finance, Risk Management, Marketing, Logistics and staging, sustainability, event evaluation and legacies) which work together to create successful event experiences.

4BUS1113-0901	The Tourism Industry Framework	A	15	70	0	30
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The Tourism Industry Framework

Module Code: 4BUS1121 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 4 **Semesters:** A
Co-requisites: 4BUS1114 Study & Research Skills for the Tourism Industry
Prohibited Combinations: None

Module Contents

This module will explain the nature and significance of the travel and tourism industry by providing an overview of the various elements within which it operates. Through discussing the historical perspective of the growth of the industry, the context of the present-day industry structure will be reviewed. Definitions and industry terminology are explained, alongside industry framework models that contextualise the study of tourism. By identifying tourist flows and factors influencing the demand for tourism, students will be able to explain the growth of the tourism and the industry that supports it.

4BUS1024-0206	Work and Organisations	B	15	50	50	0
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Work and Organisations

Module Code: 4BUS1024 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module provides an introduction to the organising and managing of work in contemporary society. It incorporates a historical review of the emergence of large-scale organisations and of the structure, functioning and management of work organisations including:

- The nature and purpose of work organisations and the emergence of large-scale organisations, organisation design (structure and culture) and job design; organisation development; implications for the HR function.
- The management of work organisation: control; concepts and strategies; power, conflict and resistance.

- The issues of continuity and change at work along with changes in the nature of work and work organisation as a consequence of competitive, technological and social trends. The issues of diversity including race and gender.
- The key theories of Taylorism and systematic management are discussed. Weber and administrative theories of management, the rise of bureaucratic organisations, human relations approaches, Marx and the labour process.

LEVEL 5 MODULE INFORMATION

5BUS1063-0901	Advertising Concepts and Campaigns	A	15	40	60	0
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Advertising Concepts and Campaigns (Wed 12 – 1)

Module Code: 5BUS1063 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: 4BUS1011 Introduction to Marketing Communications AND 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

The role and function of the advertising agency, the client-agency relationship, account planning, creative briefing, media planning and evaluation of advertising will be covered. Students are required to read the trade press and be aware of advertising campaigns in order to apply theory to current practice. Students will be expected to be able to use electronic searching techniques to find out details of campaigns and associated advertising agencies, as well as study published market reports on products/brands. Independent study into the role and work of advertising agencies will be part of the practical aspect of the module. The main industry standard media research output (e.g. BARB, JICNAR, RAJAR, new media measurements) will be introduced so the students can apply them in media planning.

5BUS1002-0206	Analysing Financial Information	B	15	50	50	0
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Analysing Financial information

Module Code: 5BUS1002 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: 4BUS1054 Principles of Accounting & Finance OR 4BUS1030/1043 Accounting for Business OR 4BUS1066 Principles of Finance
Prohibited Combinations: 5BUS1043 Financial Statements 1, 5BUS1044 Financial Statements 2, 5BUS1042 Financial Information for Managers, 5BUS1092 Financial Accounting & Reporting

Module Contents

Students will start by looking at the needs of the different user groups in financial accounting and the overall characteristics of useful accounting information. It then moves onto the processes involved in the preparation of accounts, focusing on key regulatory influences. Students will then produce financial statements in line with key regulations, focusing on selected important judgments made in arriving at accounting policies. Finally, students will use ratios and other analytical tools to draw conclusions from financial information presented to them.

5BUS1163-0901	Analysing Financial Statements	A	15	40	60	0
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Analysing Financial Statements (Thu 11 -12)

Module Code: 5BUS1163 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: 4BUS1054 Principals of Accounting & Finance OR 4BUS1030/1043 Accounting for Business OR 4BUS1103 Principals of Finance.
Prohibited Combinations: 5BUS1043 Financial Statements. 5BUS1042 Financial Information for Managers, 5BUS1092 Financial Accounting & Reporting.

Module Contents

Students will be encouraged to consider specific businesses from the viewpoint of a financial analyst. The module focuses on the skills needed to extract useful information to understand and analyse the three key financial statements in the context of company specific factors, industry specific factors and the wider economy.

Students will look at the context of financial statements, they will develop an understanding of the conceptual framework and the role of the financial statements in meeting the needs of users.

Students will consider the information available on companies in the public domain and the importance of considering financial statements in context.

The three financial statements will be considered in turn and students will calculate accounting extracts and adjustments and develop an understanding of the influence of accounting policies on the preparation and presentation of the financials.

Students will calculate ratios and discuss the benefit of these as an analytical tool.

5LAW0043-0206	Aspects of European Law	B	15	30	70	0
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Aspects of European Law

Module Code: 5LAW0043 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

Scope of EU law; primary and secondary EU legislation.

The course will examine the relationship between EU law and UK domestic law. The scope of EU law will be examined - especially the relationship between primary and secondary legislation.

Selected key principles of EU law will be outlined, including direct effect, supremacy, indirect effect, state liability. Other substantive areas such as free movement of persons and free movement of goods will also be considered.

5BUS1185-0901	Business Analysis Tools	A	15	50	50	0
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Business Analysis Tools (Thu 11 – 13)

Module Code: 5BUS1185 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module will introduce students to a variety of business analysis techniques. Students will be guided into formulating business problems as models. These models will enable them to solve problems in an organisational context. Students will be introduced and encouraged to use appropriate software to solve the models (eg spreadsheets and specialist business analysis software).

The main topics studied include:

- Business analysis methodology
- Project management
- Scheduling and sequencing in business
- Forecasting methods
- Introduction to business simulation
- Linear programming and business optimisation
- Inventory models

- Markov analysis

5BUS1180-0206	Business and Enterprise Contexts	B	15	75	0	25
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Business and Enterprise Contexts

Module Code: 5BUS1180 **Assessment:** 75% Coursework / 25% Practical
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

Human resource professionals need to understand key developments in the business and external contexts within which HR operates including the significance of enterprise and its impact on society. This module enables learners to identify and review the external contextual factors affecting organisations and assess the impacts of these factors on the HR function. It also allows students to demonstrate the commercial awareness that is critical to the profession.

5BUS1164-0206	Business Economics Techniques	B	15	50	50	0
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Business Economics Techniques

Module Code: 5BUS1164 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None **Prerequisites:** 4BUS1031 Introduction to Microeconomics 4BUS 1033 Introduction to Macroeconomics
Prohibited Combinations: None

Module Contents

This module examines how economic concepts, tools and techniques can be usefully applied to the analysis of business problems and issues, thus enabling effective business decision-making. Organisations ultimately survive according to the demand for their product or service, so estimating this is an essential prerequisite for other decisions such as those concerning investment. This module will explore what techniques and concepts the economist can apply in these and other important business scenarios.

The following issues, inter alia, may be covered:

- The scope and method of business economics;
- Competition in industry;
- Tools and techniques of the business economist;
- Demand estimation;
- Investment appraisal;
- Cost-benefit analysis;

5BUS1149-0901	Business Finance	A	15	40	60	0
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Business Finance (Thu 12 – 2)

Module Code: 5BUS1185 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Code: 5BUS1149 **Assessment:** 40% Coursework / 60% Exam

Credit Points: 15 **Level:** 5 **Semester:** A

Co-requisites: None **Pre-requisites:** 4BUS1103 Principles of Finance OR 4BUS1054 Principles of Accounting and Finance OR 4BUS1043 Accounting for Business

Prohibited Combinations: 5BUS1094 Principles of Corporate Finance; 5BUS1157 Corporate Finance, 5BUS1158 Financial Management

Module Contents

The module introduces students to the main theory and practice of the financing of companies, the allocation and management of financial resources within a company and the rewarding of the providers of a company's financing. Specific topics covered include: the financial environment; sources of business finance; capital budgeting; cost of capital and capital structure; dividend policy; investment risk, portfolio theory and the capital asset pricing model; valuation of assets, shares and companies; mergers and acquisitions.

5BUS1156-0206	Business Life Cycle	B	15	100	0	0
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Business Life Cycle

Module Code: 5BUS1156 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** B

Co-requisites: None **Prerequisites:** Requires previous studies of Financial Reporting or Analysing Financial Statements AND Corporate Finance or Business Finance. This module is only suitable for students studying BA Accounting, BA Accounting and Finance or BA Finance.

Prohibited Combinations: None

Module Contents

This module will focus on the critical role that the accounting and finance member of the team can play in the life cycle of a business. The role at each of the stages (Planning/Start Up, Growth, Managing and Maturity/Exit) of the life cycle will be considered.

The module will cover the reporting, strategy and financial management of companies and link theory to practice through practical exercises and case studies.

Indicative content may include:

Start up - Preparing business plans, Raising finance, Options over format (private, public, partnership), Taxation, Essential Accounting records, relationship with marketing, production, R&D etc.

Growth - Additional funding, Expansion and restructuring, Property aspects (lease v buy decisions), Mergers.

Managing the business

Cashflow management, Staff matters (tax and benefits), Credit control and debt recovery, Profitability and cost control,

Exit - Business valuation, IPO, Mergers

5BUS1173-0901	Career Planning in the Event Industry	A	15	100	0	0
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Career Planning in the Event Industry (Thu 1 – 3)

Module Code: 5BUS1173 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None

Prohibited Combinations: 5BUS1085 Enhancing Employability, 5BUS1081 Enhancing Employability in Human Resource Management, 5BUS1071 Enhancing Employability for IT Professionals, 5BUS1084 Enhancing Employability in Accounting & Finance, 5BUS1067 Enhancing Employability in Economics, 5BUS1082 Enhancing Employability in Marketing, 5BUS1178 Career Planning in the Tourism Industry.

Module Contents

The aims of this module are to enable students to acquire knowledge and personal skills to enhance their employment prospects whilst continuing to develop their academic skills. It will enable students to research employment issues and opportunities in event management and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills. Throughout the module, use will be made of industry speakers, CASE guides and Careers and Placements service materials.

5BUS1178-0901	Career Planning in the Tourism Industry	A	15	100	0	0
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Career Planning in the Tourism Industry (Thu 1 – 3)

Module Code: 5BUS1178 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None

Prohibited Combinations: 5BUS1085 Enhancing Employability, 5BUS1081 Enhancing Employability in Human Resource Management, 5BUS1071 Enhancing Employability for IT Professionals (5BUS1084 Enhancing Employability in Accounting & Finance, 5BUS1067 Enhancing Employability in Economics, 5BUS1082 Enhancing Employability in Marketing, 5BUS1178 Career Planning in the Event Industry)

Module Contents

The aims of this module are to enable students to acquire knowledge and personal skills to enhance their employment prospects whilst continuing to develop their academic skills. It will enable students to research employment issues and opportunities in tourism management and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills. Throughout the module, use will be made of industry speakers, CASE guides and Careers and Placements service materials.

5BUS1118-0206	Consumer Behaviour	B	15	40	60	0
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Consumer Behaviour (Tue 3-4)

Module Code: 5BUS1118 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None **Prerequisite:** 4BUS1010 Principles of Marketing

Prohibited Combinations: None

Module Contents

The cognitive versus behavioural approach to consumer analysis is compared and evaluated. The understanding of consumers and their behaviour will enable students to have a greater understanding of target customer segmentation and product/brand positioning for the development of product, pricing, distribution and marketing communication strategies. Perception of the self and brands is considered along with the social issues of behaviour, beliefs and personality and its longer-term impact on consumer learning. The module offers an introduction to the psychology of the consumer, and the impact that this has for the Marketer in creating, developing and delivering customer-valued products and services.

5BUS1086-0901	Consumers Firms and Markets	A	15	50	50	0
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Consumers Firms and Markets (Mon 4 – 5)

Module Code: 5BUS1086 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None **Prerequisite:** 4BUS1031 Introduction to Microeconomics

Prohibited Combinations: None

Module Contents

The modern capitalist economy can be viewed as an enormous collection of consumers and firms who engage in markets. How effective these markets are and what it means for society will, in large part, depend upon how consumers and firms actually behave. This module explores this behaviour, employing both standard economic analysis, ie how rational agents make decisions, as well as alternative approaches which acknowledge limits on rationality while also proposing a more realistic psychology. The impact upon decision-making is further considered. The success of the economy is reliant upon the efficiency of the markets within it. This crucial economic aspect will be explored for the different types of market structure. Further, the causes and consequences of market failures will also be addressed.

5COM1051-0901	Contemporary Issues	A	15	100	0	0
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Contemporary Issues

Module Code: 5COM1051 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module introduces the legal, ethical, social and professional landscape in which computing professionals must work. The module promotes a professional approach on issues such as Green Information Technology, Cybercrime, Hacking, Internet privacy, the Internet and ethical values and security measures in Cyberspace. Legal aspects of the module are based mainly on English law, and include privacy (data protection), intellectual property, the Computer Misuse Act and the Regulation of Investigatory Powers Act which deals with the lawful interception of digital communications. The module also covers the codes of conduct of the relevant professional bodies and the support they can provide to computing professions with particular reference to the British Computer Society code of conduct.

5BUS1157-0906	Corporate Finance	AB	30	40	60	0
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Corporate Finance (Wed 11 – 12)

Module Code: 5BUS1157 **Assessment:** 40% Coursework / 60% Exam

Credit Points: 30 **Level:** 5 **Semesters:** AB

Co-requisites: 4BUS1098 Accounting Principles; 4BUS1103 Principles of Finance **Prohibited:** 5BUS1158 Financial Management; 5BUS1149 Business Finance

Prohibited Combinations: None

Module Contents

This module covers the theory and application of corporate finance.

To do so it will consider topics such as:

The context and objectives of the corporation; The role of the financial markets and the theory of market efficiency; The nature and role of financial instruments; Investment appraisal techniques; Risk and return, rewarding investors and the cost of capital; Dividend policy and the distribution decision; Valuation of companies and financial instruments; Mergers and acquisitions; Treasury management and the risk to cashflow; Managing working capital.

5BUS1117-0901	Creativity in Advertising	A	15	70	30	0
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Creativity in Advertising (Fri 12 – 1)

Module Code: 5BUS1117 **Assessment:** 70% Coursework / 30% Exam

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None **Prerequisites:** 4BUS1011 Introduction to Marketing Communications, 5BUS1063 Advertising Concepts and Campaigns

Prohibited Combinations: None

Module Contents

This module will ensure students understanding of creativity in advertising and help students develop creative and design solutions that are required in an advertising and communications department or agency environment. The module will integrate creative and technology practical solutions with their marketing and advertising knowledge.

5BUS1054-0206	Cross-Cultural Management	B	15	100	0	0
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Cross-Cultural Management (Thu 1- 2)

Module Code: 5BUS1054 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** B

Co-requisites: 4BUS1060 Global Perspectives in Business OR 5BUS1009 The International Tourism Business

Prohibited Combinations: None

Module Contents

The module aims to provide students an introduction to a contemporary, applied and critical approach to the study of cross-cultural management in an organisational context. It is particularly relevant to students of International Business and Human Resources, but should also be of interest to any student wishing to pursue a career in international business or involved in working within multi-cultural environments. It will consider a critical examination of cross-cultural management theories and models, cross-cultural aspects of leadership and motivation, cross-cultural communication and multi-cultural team working. Students will also explore theories and models related to expatriation, cross-cultural management and human resource practices and ethics.

5BUS1170–0206	Destination Marketing Research	B	15	60	40	0
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Destination Marketing Research

Module Code: 5BUS1170 **Assessment:** 60% Coursework / 40% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None **Prerequisites:** 4BUS1118 – Principles of Tourism and Event Marketing, or equivalent
Prohibited Combinations: None

Module Contents

Destination marketing is often a public sector activity with many stakeholders. These can be at a national, regional or local government level, but many other images influence consumers' sense of a place. This module draws on foundation marketing modules and develops students own research skills by exploring theories and concepts invaluable to issues of consumer buyer behaviour. The multi-disciplinary roles of DMOs, public and private sector tourism businesses will be explored using case studies. The research project may involve a variety of sources and methods.

5BUS1016-0901	Digital Marketing in Practice	A	15	100	0	0
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Digital Marketing in Practice (Mon 10-11 or 2 – 4)

Module Code: 5BUS1016 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None **Prerequisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

Digital marketing highlights the impact of IT on the key marketing concepts and tools (market research; segmentation, targeting positioning; consumer buying behaviour; marketing information systems; strategy and planning; and marketing mix). The role and development of the internet will play a significant part in this module.

5BUS1059-0206	Econometrics	B	15	25	50	25
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Econometrics (Fri 12-1)

Module Code: 5BUS1059 **Assessment:** 25% Coursework / 50% Exam / 25% Practical
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: 4BUS1033 Introduction to Macroeconomics PLUS EITHER 4BUS1018 Quantitative Methods for Economics OR 4BUS1052 Quantitative Methods for Business & Management
Prohibited Combinations: None

Module Contents

Econometrics is concerned with the statistical analysis of economic data. This module is designed for students with only a limited mathematical and statistical background, and gives a short introduction to single equation simple and multiple regression models, and the problems which often arise in their use. The emphasis is on developing an ability to use an appropriate econometrics package, with

some understanding of the relevant statistical principles. The module begins with a review of the elementary statistics required later, and ends with topics such as heteroskedasticity, serial correlation, multicollinearity and forecasting.

5BUS1061-0901	Economics of European Integration	A	15	30	70	0
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Economics of European Integration (Thu 2 -3)

Module Code: 5BUS1061 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is developed for students who have no previous economic background but who would like to gain an understanding of the main economic issues pertaining to the integration of the European Union. It addresses topics in a non-technical way and yet with sufficient depth to inform students about current economic debates. Examples of topics being examined include the theory of integration, development of EU, EU internal market, the EU budget, the Common Agricultural Policy and comparison of the EU economies.

5LAW1041-0206	Employment Law	B	15	50	50	0
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Employment Law

Module Code: 5LAW1041 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This course provides an introduction to a range of aspects of Employment Law. It analyses the rights and duties of the employer and employees, and examines the role of the law in regulating the employment relationship. The introductory topics are the sources from which labour law is derived, the institutions in which it is administered, and the significance and content of the contract of employment. The substantive topics covered by the course are the law on negligence, litigation and ADR, wrongful dismissal, unfair dismissal, redundancy, lawful deduction of wages, working time regulation, and Health and safety at work. The course is taught as academic law, but seminar questions and suggested outline answers are designed to help students to appreciate the practical relevance of the subject.

5BUS1085-0901	Enhancing Employability	A	15	100	0	0
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Enhancing Employability

Module Code: 5BUS1085 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None **Prerequisites:** Any other Enhancing Employability module
Prohibited Combinations: None

Module Contents

The module is designed to equip the students with knowledge and understanding pertinent to employment and with personal skills to assist them in enhancing their employment prospects while maintaining and enhancing their academic skills. It will also help students to continue to develop their employability skills.

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field before carrying out appropriate analysis leading to the formalisation of a career action plan.

Module content will include; The changing nature of the workplace and employer needs, Job search and career planning, Personal development planning, Recruitment and selection processes including the use of selection centres, Identifying the needs of employers recruiting graduates, Contemporary issues affecting employability within accounting and finance.

5BUS1151-0901	Enhancing Employability in Accounting	A	15	100	0	0
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Enhancing Employability in Accounting (Tue 11 – 12; one week 10 – 12)

Module Code: 5BUS1151 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None

Prohibited Combinations: Any other Enhancing Employability module

Module Contents

The module will enable students to research employment in accounting and finance and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills.

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field, before carrying out appropriate personal analysis leading to the formalisation of a career action plan.

Module content will include; The changing nature of the workplace and employer needs, Job search and career planning, Personal development planning, Recruitment and selection processes including the use of selection centres, Identifying the needs of employers recruiting graduates, Contemporary issues affecting employability within accounting and finance.

Students will be directed to scheduled activities held by the employability champions, CAPs and academic skills advisors and will be expected to attend those sessions to which they are directed.

5BUS1146-0901	Enhancing Employability in Advertising	A	15	100	0	0
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Enhancing Employability in Advertising (Tue 10 -11)

Module Code: 5BUS1146 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None

Prohibited Combinations: Any other Enhancing Employability module.

Module Contents

The module will enable students to research employment issues and opportunities and in advertising and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills.

Module content will include:

- The changing nature of the workplace and employer needs
- Job search and career planning
- Personal development planning
- Recruitment and selection processes including the use of selection centres
- Contemporary issues affecting employability within advertising

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field, before carrying out appropriate personal analysis leading to the formalisation of a career action plan.

5BUS1150-0901	Enhancing Employability in Finance	A	15	100	0	0
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Enhancing Employability in Finance (Tue 10 – 12)

Module Code: 5BUS1150 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: Any other Enhancing Employability module

Module Contents

The module will enable students to research employment in finance and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills.

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field, before carrying out appropriate personal analysis leading to the formalisation of a career action plan.

Module content will include; The changing nature of the workplace and employer needs, Job search and career planning, Personal development planning, Recruitment and selection processes including the use of selection centres, Identifying the needs of employers recruiting graduates, Contemporary issues affecting employability within accounting and finance.

Students will be directed to scheduled activities held by the employability champions, CAPs and academic skills advisors and will be expected to attend those sessions to which they are directed.

5BUS1183-0901	Enhancing Employability in HRM	A	15	70	0	30
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Enhancing Employability in HRM

Module Code: 5BUS1183 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: Any other Enhancing Employability module.

Module Contents

The module is designed to equip the students with knowledge and understanding pertinent to employment as an HR practitioner. It aims to enhance personal skills to enhance their employment prospects while maintaining and enhancing their academic skills in HRM. As part of the module, students research, analyse and disseminate their understanding of the employment market for HR practitioners and construct their own personal marketing documents

5BUS1081-0901	Enhancing Employability in Human Resource Management	A	15	100	0	0
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Enhancing Employability in Human Resource Management (Tue 10 – 2)

Module Code: ~~5BUS1181~~ 5BUS1183 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None

Prohibited Combinations: Any other Enhancing Employability module

Module Contents

The module is designed to equip the students with knowledge and understanding pertinent to employment as an HR practitioner and with personal skills to enhance their employment prospects while maintaining and enhancing their academic skills in HRM and to fit CIPD requirements.

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field, before carrying out appropriate analysis leading to the formalisation of a career action plan.

Module content will include:

- The changing nature of the workplace and employer needs
- Job search and career planning
- Personal development planning
- Recruitment and selection processes including the use of assessment centres
- Career development theory
- Contemporary issues affecting employability within HR

5BUS1082-0901	Enhancing Employability in Marketing	A	15	100	0	0
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Enhancing Employability in Marketing (Tue 10 – 11)

Module Code: 5BUS1082 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semesters:** A

Co-requisites: None

Prohibited Combinations: Any other Enhancing Employability module

Module Contents

The module will enable students to research employment issues and opportunities and in marketing and to develop an action plan to help them secure eventual employment. It will also help students to continue to develop their employability skills.

Module content will include:

- The changing nature of the workplace and employer needs
- Job search and career planning
- Personal development planning
- Recruitment and selection processes including the use of selection centres
- Contemporary issues affecting employability within marketing

Students will identify a potential career area, research relevant employment issues and analyse specific opportunities available in this field, before carrying out appropriate personal analysis leading to the formalisation of a career action plan.

5BUS1080-0206	Enterprise	B	15	100	0	0
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Enterprise

Module Code: 5BUS1080 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semesters:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

In this module, students study the nature of enterprise and entrepreneurship, its importance to society and the individual personal opportunities that developing enterprise skills provides.

Students will also work in a team to identify a new business opportunity and take this idea through the full business planning cycle, ending in a formal presentation of their proposed enterprise.

Most of the formal delivery to students will take place during Enterprise Week in order to immerse students in an enterprise culture and draw on practical experiences of entrepreneurs.

Topics covered will normally include:

- Concepts of enterprise and entrepreneurship
- Insights into developing new ideas
- Sources of advice and support schemes
- The economic impacts of enterprise
- Construction of business plans
- Net working

5BUS1168-0901	Enterprise & Technology for Tourism & Events	A	15	70	0	30
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Enterprise & Technology for Tourism & Events (Thu 3 – 4)

Module Code: 5BUS1168 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module examines the role of enterprise and the skill of entrepreneurship within the tourism and event industries. It evaluates the role of technology, the digital business and e-commerce solutions that operators in the tourism and event industry may use to develop productivity, efficiency and profitability. It will look at trends in the industry including on-line operators, digital start-ups and event technology that enterprises are adopting to gain competitive edge in the digital business. It will also consider concepts and new types of business models emerging that are enabled by digital technology.

5BUS1070-0206	Enterprise Applications	B	15	100	0	0
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~~Enterprise Applications (No timetable)-NOT RUNNING~~

~~**Module Code:** 5BUS1070 **Assessment:** 100% Coursework~~
~~**Credit Points:** 15 **Level:** 5 **Semesters:** B~~
~~**Co-requisites:** None~~
~~**Prohibited Combinations:** None~~

~~Module Contents~~

~~This module recognises the importance of cross-functional systems by exploring how organisations utilise common enterprise applications (ERP, CRM, SCM and KM) in their endeavours to achieve sustainable competitive advantage. Lectures will seek to provide students with the theoretical underpinning of the subject, while tutorials/workshops will provide students with an understanding of the use and impact of enterprise applications in organisations through the use of case studies~~

and group discussion. Podcasts and videos may be used to reinforce the students' knowledge and understanding of the subject.

5COM1064-0901	Enterprise Databases	A	15	50	50	0
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Enterprise Databases

Module Code: 5COM1064 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module provides an in-depth study of the design and implementation of relational databases. The module provides the principles and the techniques needed to develop relational database systems, together with the database theory on which these principles and techniques are founded. There is a large practical element, using a popular market leading product in the roles of database designer, database administrator and end user. The module also raises awareness of areas where new types of database are emerging.

5BUS1065- 0206	European Consumer Markets: Issues and Trends	B	15	70	9	30
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European Consumer Markets: Issues and Trends (Thu 10 – 11)

Module Code: 5BUS1065 **Assessment:** 100% practice
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module will analyse what Europe means as a geographical, economic, legal and socio-cultural entity in the 21st century and how all aspects of life in Europe affect consumer behaviour and the marketing of goods and services within it. Segmentation in terms of European life styles will be explored, together with the ways in which the marketing mix elements and market research are adapted to the various markets. The latest trends in the marketing of goods and services in contemporary Europe will be discussed in the process.

5BUS1055- 0206	European Employment Relations	B	15	40	60	0
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European Employment Relations (Wed 11 – 13)

Module Code: 5BUS1055 **Assessment:** 40% coursework/ 60% exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module looks at employment systems in a number of European countries. It will introduce concepts and approaches required to aid understanding of the nature and interactions of employment relations. It will look at selected national systems, their historical development, structure and some of the key current issues confronting them. It will explore contemporary trends and developments, such as new forms of employment and flexibility, the impact of multinationals, the changing role of the state in the labour market, trade union power, changing patterns of bargaining and conflict, and employee involvement and participation. It will focus on the growth of supranational structures, in particular the European Union and its impact, and the evidence for convergence and globalisation.

5BUS1177- 0206	Event Marketing, Sponsorship & PR	B	15	100	0	0
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Event Marketing, Sponsorship & PR

Module Code: 5BUS1177 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: The Global Event Industry 4BUS1121, Principles of Tourism and Event Marketing 4BUS1118
Prohibited Combinations: None

Module Contents

Students will investigate marketing techniques for targeting stakeholders that provides a basis upon which students will be able to develop marketing strategies. Students will investigate the use of events as a tool for marketing. The module develops understanding of relevant PR theories alongside current issues.

5BUS1175-0206	Event Planning & Community Engagement	A	15	100	0	0
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Event Planning & Community Engagement (Not running in Sem A, Sem B Fri10 -11)

Module Code: 5BUS1175 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

You will work with a third sector organisation in Hertfordshire (or surrounding counties) to organise an event for the benefit of its members and communities. In organising the event and working with stakeholders you will gain an understanding of a specific community's needs in regards events and be able to fulfil these and evaluate them after undertaking a comprehensive event research and planning process.

5BUS1049-0206	Exploring Business Ethics	B	15	40	60	0
5BUS1049-0901	Exploring Business Ethics	A	15	40	60	0

Exploring Business Ethics (Thu 9-10)

Module Code: 5BUS1049 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 5 **Semester:** A or B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to examine and reflect on the ethical behaviour of organisations and employees. To apply ethical theories to real and current organisational cases and activities and reflect on what responsibilities organisations have to society. It discusses guidelines, laws and external pressures and the impact these have on the ethical behaviour of organisations. The behaviour of employees and the individual choices that may when faced ethical dilemmas is also analysed. Content includes: ethical theorists, child labour, bribery, price fixing, working conditions, corporate social responsibility and whistleblowing.

5ARD0027-0206	Fashion: Developing Design for Production	B	15	100	0	0
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~~Fashion: Developing Design for Production (This module belongs to the School of Creative Arts)~~

~~Module Code: 5ARD0027~~ ~~Assessment: 100% Coursework~~
~~Credit Points: 15~~ ~~Level: 5~~ ~~Semester: B~~
~~Co-requisites: None~~
~~Prohibited Combinations: None~~

Module Contents

~~In this module students are asked to research 'what are people wearing in the high street and why?' It provides opportunities for in-depth customer analysis, team work and the eventual design of a garment. In addition, the use of practical skills and technologies are an important part of this module to ensure that technical competence continues to develop.~~

5BUS1056-0206	Financial Management	B	15	40	60	0
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Financial Management (Thu 11-12)

Module Code: 5BUS1158 **Assessment:** 40% Coursework/ 60% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module introduces students to the main theory and practice of the financing of companies, the allocation and management of financial resources within a company and the rewarding of the providers of a company's financing.

Specific topics covered will include:

- The financial environment;
- Capital budgeting and investment appraisal;
- Mergers and acquisitions;
- Sources of business finance;
- Dividend decisions;
- Cost of capital and returns to providers of finance;
- Capital structure;
- Investment risk, portfolio theory and the capital asset pricing model;
- Valuation of assets, shares and companies.

5BUS1148-0206	Financial Markets and Instruments	B	15	40	60	0
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Financial Markets and Instruments (Fri 2-4)

Module Code: ~~5BUS1072~~ 5BUS1148 **Assessment:** 40% Coursework/ 60% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: 4BUS1001 Principles of Finance OR 4BUS1054 Principles of Accounting & Finance
Prohibited Combinations: None

Module Contents

The module considers the development of modern financial instruments, together with their associated risks, so that theoretical and practical issues can be applied in their pricing and usage. Such instruments would include shares, bonds, foreign currency, forwards, futures, options/swaps and other derivatives.

Financial markets have developed at a very fast pace over the last quarter of a century to meet the needs of governments, organisations and individuals. With this market development has come a greater sophistication in the instruments available. Together, these two themes require finance managers to appreciate greater challenges within the finance agenda. Hence the module aims to explore markets, institutions and the relevant traded instruments.

5BUS1154-0906	Financial Reporting	AB	30	40	60	0
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Financial Reporting

Module Code: 5BUS1154 **Assessment:** 40% Coursework/ 60% Exam
Credit Points: 30 **Level:** 5 **Semester:** AB
Co-requisites: 4BUS1054 Principles of Accounting & Finance or 4BUS1098 Accounting Principles
Prohibited Combinations: 5BUS1002 Analysing Financial Information 5BUS1163 Analysing Financial Statements

Module Contents

Students will prepare financial statements (or extracts) in line with international accounting standards. These could include statement of comprehensive income, statement of changes in equity, statement of financial position and statement of cash flows.

Students will study the analysis of financial statements using ratios and other techniques and be able to communicate their findings effectively.

Students will explore and examine the sources of regulatory control (such as UK and EC regulation and the International Accounting Standards Board).

Students will study and examine relevant asset and liability international accounting standards.

Students will study the preparation of consolidated financial statements, for simple groups.

5BUS1089-0901	Geopolitics	A	15	100	0	0
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Geopolitics (Wed 9 – 11)

Module Code: 5BUS1089 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The world has been changing more rapidly since the turn of the century than at any time since the Second World War. Political risk is increasingly recognized as a key factor facing international business.

This module seeks to provide students with a conceptual framework based on the geopolitical perspective (and related concepts in political science) that will enable them to identify the long-term factors behind day-to-day events and to explore and debate current geopolitical developments of relevance to international business.

The module involves students in analysing the strategic position and prospects of major power centres within the global political system. The focus on particular parts of the world will provide a framework for exploring thematic issues such as the rise of new industrial powers like China and India and reasons for underdevelopment in other parts of the world.

5BUS1115-0206	Health Economics	B	15	50	50	0
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Health Economics

Module Code: 5BUS1115 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** None; Consumers, Firms and Markets (5BUS1086) is strongly recommended
Prohibited Combinations: None

Module Contents

Introduction to health expenditure / Health care markets / Theory of production and costs applied to health provision / Theory of health care consumption / Application of the theory of the firm to health / Market failures in the provision of health care / Health insurance and finance / Application of macro theory to health / Economic evaluation of health and the valuation of life.

5BUS1161- 0206	History of Economic Thought	B	15	50	50	0
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History of Economic Thought (Wed 11-12)

Module Code: 5BUS1161 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to chart out key figures and ideas from the history of economic thought from before Adam Smith to the current time. The variety of economic ideas and opinion is evident in much current debate, which itself is often revisiting events of the past where famous economists like Smith and Ricardo in the 18th and 19th centuries and Keynes and Friedman in the 20th centuries attempted to grapple with the key issues facing them and their economic environment. For example, how to deal with financial crises and depressions are problems which have stimulated much debate in the past as well as in the current day. Economic thought has a rich history to explore and much insight to offer. The dominant thinking before Adam Smith is considered, along with Malthus, Marx and Mill. Early economists who made their mark in the early twentieth century like Marshall, Veblen and Schumpeter are also discussed. The different schools of thought that have emerged in economics and their methodological character are explored.

5BUS1007- 0901	Human Computer Interaction for Commercial Applications	A	15	100	0	0
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Human Computer Interaction for Commercial Applications (Thu 3 – 5)

Module Code: 5BUS1007 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module enable students to critically evaluate a consumer device of their choice that exhibits a 'poor' User Interface (UI) and/or User Experience (UX); then design a more suitable User Interface and/or User Experience for a specific group of users.

5BUS0268- 0901	Human Resource Management in Europe	A	15	30	70	0
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Human Resource Management in Europe (Thu 1- 2)

Module Code: 5BUS0268 **Assessment:** 30% Coursework/70% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module examines the development of Human Resource Management (HRM) as a business function and an academic field of study within Europe. Exploring the convergence and divergence of employment systems and structures across Europe, the module aims to promote an understanding of patterns, practices and rhetoric of HRM within the European context. Tensions and opportunities inherent in convergence and divergence of national and organisational approaches to the management of human resources will be explored. Based upon empirical and academic evidence, this module promotes an understanding of the gap between rhetoric and reality of the concept of HRM in Europe and challenges the notion that people management practices can be readily transferred across national and international boundaries.

5BUS1174-0206	Impacts of Events & Festivals	B	15	20	50	30
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Impacts of Events & Festivals (Semester B only module, Mon 2 - 3)

Module Code: 5BUS1174 **Assessment:** 20% Coursework / 50% Exam / 30% Practical

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module investigates the positive and negative impacts associated with the planning and staging of events and festivals on host communities, environments and economies alongside the wider international implications that the staging of events can bring. Students will examine initiatives that seek to minimise the negative and maximise the positive impacts of events. The module will use case studies to analyse impacts and investigate best practice for securing lasting, positive legacies for host destinations.

Case study analysis will include consideration of events and festivals that have been controversial in terms of their impacts on the host communities, and those perceived to have left significant legacies for host communities. It will also include case studies identified by students within the class.

5LAW1003- 0206	Individual Employment Law	B	15	30	70	0
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Individual Employment Law

Module Code: 5LAW1003 **Assessment:** 30% Coursework/ 70% Exam

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This course provides an introduction to a range of aspects of individual employment law. It analyses the rights and duties of employers and employees, and examines the role of the law in regulating the employment relationship. The introductory topics are the sources from which labour law is derived, the institutions in which it is administered, and the significance and content of the contract of employment. The substantive topics covered by the course are equal pay law, legislation prohibiting discrimination on the grounds of sex and race, wrongful dismissal, unfair dismissal, redundancy and restraint of trade. The course is taught as academic law, but seminar questions and suggested outline answers are designed to help students to see the practical relevance of the subject.

5BUS1181-0901	Information Systems in HRM	A	15	50	50	0
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Information Systems in HRM

Module Code: 5BUS1181 **Assessment:** 50% Coursework/ 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module complements other HR modules by recognising the importance of information management and systems in the HRM decision-making process, strategic HRM, organisational change and development and HR evaluation. The module also enables students to build on and expand their knowledge of HRM from both a theoretical and practical perspective.

The module uses a range of teaching and learning methods to facilitate the student's learning experience including: lectures, tutorials, workshops, online discussions, podcasts and video. Lectures will seek to provide students with the theoretical underpinning of the subject, while tutorials/workshops will provide students with understanding of the impact of HR Information Systems (HRIS) in organisations as well as the critical review of information sources in an area of HR/business practice.

5BUS1172-0206	International Field Trip	B	15	100	0	0
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International Field Trip

Module Code: ~~5BUS1172~~ **Assessment:** ~~100% Coursework~~
Credit Points: ~~15~~ **Level:** ~~5~~ **Semester:** ~~B~~
Co-requisites: ~~None~~
Prohibited Combinations: ~~None~~

Module Contents

~~The module is designed to provide students with an insight and understanding into the nature of tourism and events, alongside a critical appreciation of the range of influences that can impact on the destination.~~

~~Field trips are a critical tool for creating episodic memory and the creation of memory through experience within destinations is a unique feature of the module. This can be useful in providing a future reference point about tourism, events and the experiences associated with them~~

5BUS1090-0206	International Supply Chain Management in Europe	B	15	40	60	0
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International Supply Chain Management in Europe

Module Code: 5BUS1090 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The focus of this module is on the theory and practice of European supply chain management in the context of globalisation.

Topics to be covered in this module include:

- supply chain strategy;

- creating and enhancing customer value;
- performance and structure of supply chains;
- matching supply and demand;
- managing inventory the supply chain;
- purchasing and supplier relationships;
- managing quality;
- transportation, technology and ecommerce in the supply chain;
- risk management in supply chains;
- future challenges for supply chain management.

5BUS1040-0206	International Trade and the Open Economy	B	15	50	50	0
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International Trade and the Open Economy

Module Code: 5BUS1040 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** 5BUS1060 Economic Growth, Aggregate Price & Income
Prohibited Combinations: None

Module Contents

This module builds on the foundation provided by the module Economic Growth, Aggregate Price and Income (macro principles), which develops macroeconomic tools of analysis in a closed economy. It introduces and develops the analytical apparatuses, such as the IS-LM-BP model and the AS-AD framework, that are employed to explain international economy and growth. It also provides an insight into some of the principal models that have been devised to explain macroeconomic events in an open economy and to predict the consequences of certain actions by economic agents. Finally, the module evaluates the strengths and weaknesses of the various models constructed to explain international trade and the development of an open economy.

5COM1065-0906	IT Development Exercise	AB	30	100	0	0
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IT Development Exercise

Module Code: 5COM1065 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 5 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

This provides the opportunity to create a software system in a professional manner, by learning and using an appropriate range of competencies and techniques. The system to be developed is typically an information management system and the development approach is based on the use of exploratory design, technical feasibility and agile methods, although reference is made to structured analysis methods too. Other aspects covered include communication and group working, while the technical skills focus on programming and program design. Industry-delivered 'guru lectures' form an essential resource for this module. This module provides sufficient skills and knowledge of current trends in the IT industry to enable successful application for an industrial placement and graduate employment.

5BUS1116-0206	Labour Economics	B	15	50	50	0
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Labour Economics

Module Code: 5BUS1116 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** 5BUS1086 Consumers, Firms and Markets (or alternative L5 Intermediate Microeconomics approved by Module Leader)

Prohibited Combinations: None

Module Contents

This course will analyse topics of behaviour and outcomes in labour markets and other related markets. We will discuss the way in which labour markets are organised and what implications this has for individual outcomes. We begin by considering the behaviour of firms (labour demand) and workers (supply) and evaluate the concept of labour market equilibrium. We continue with a variety of topics including, inter alia, education and skills, labour mobility and segmentation, information approaches to recruitment and selection, incentive design, gender and racial discrimination, and unemployment (search and matching). The main analytical tools will be theoretical but we will also make use of real-world policy examples and applied techniques. This module will complement L5 microeconomics; basic competence in algebra and introductory econometrics will be developed, as required, within the module.

5BUS1035-0901	Labour Market Policy	A	15	50	50	0
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~~Labour Market Policy (NOT RUNNING)~~

~~Module Code: 5BUS1035 Assessment: 50% Coursework / 50% Exam~~

~~Credit Points: 15 Level: 5 Semester: A~~

~~Co-requisites: 4BUS1031 Introduction to Microeconomics OR 4BUS1037 Economics for Business~~

~~Prohibited Combinations: None~~

~~Module Contents~~

~~The module studies the main issues of labour market policy, focusing mainly on the UK but also including international comparisons. It introduces concepts and approaches needed to understand the labour market, and especially the behaviour of households, firms and the government. It shows how these concepts and approaches inform labour market policy. The module covers policy issues such as the rise in women's labour force participation, early retirement trends and ageism, flexible work and job insecurity, unemployment and unemployment policy, training and education, and labour market discrimination.~~

5LAW1019-0901	Law for the Tourism & Event Industry	A	15	50	50	0
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Law for the Tourism & Event Industry

Module Code: 5LAW1019 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 5 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module will consider the role of law as it applies to the travel, tourism and events industry in the United Kingdom. Using both English and European legislation students will explore the fundamental legal principles which underpin these critical industries. Students will examine sources of law, dispute solving in the event of a disagreement, the formation and role of the contract and elements of tort law, such as negligence. As a commercial transaction is often at the heart of these industries, the module will also examine the types of transactions with consumers and the consumer protection legislation that is available to the consumer in the event that things go wrong.

5LAW1002-0901	Legal Issues for Managers	A	15	50	50	0
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Legal Issues for Managers

Module Code: 5LAW1002 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 5 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

The introductory section of the module will cover study skills relevant to law and an introduction to the English Legal System.

Other topics to be covered are:

- Principles of contract law and the law of agency,
- the tort of negligence, business organisations and employment law
- Alternate Dispute Resolutions

5BUS1039-0206	Macro Foundations for Finance	B	15	50	50	0
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Macro Foundations for Finance

Module Code: 5BUS1039 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** 4BUS1037 Economics for Business
Prohibited Combinations: None

Module Contents

This module builds on the foundation provided by the module Introduction to Macroeconomics to examine macroeconomic issues on a more rigorous basis. It introduces and develops the analytical apparatuses such as the IS-LM model and the AS-AD framework that are employed in macro analysis. It also provides an insight into some of the principal models that have been devised to explain macroeconomic events and to predict the consequences of certain actions by economic agents. Finally, the module evaluates the strengths and weaknesses of the various models in relation to macroeconomic developments that are necessary to understand the financial world.

5BUS1162-0901	Macroeconomics	A	15	50	50	0
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Macroeconomics (Wed 12 – 1)

Module Code: 5BUS1162 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None **Prerequisites:** 4BUS1033 Introduction to Macroeconomics
Prohibited Combinations: None

Module Contents

This module builds on the foundation provided by the first year module Introduction to Macroeconomics to examine macroeconomic issues on a more rigorous basis. It introduces and develops the analytical apparatuses such as the IS-LM model and the AS-AD framework that are employed in macro analysis. It also provides an insight into some of the principal models that have been devised to explain macroeconomic events and to predict the consequences of certain actions by economic agents. Finally, the module evaluates the strengths and weaknesses of the various models in relation to macroeconomic developments that are necessary to understand the financial world.

5BUS1153-0906	Management Accounting	AB	30	40	60	0
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Management Accounting

Module Code: 5BUS1153 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 30 **Level:** 5 **Semester:** AB
Co-requisites: 4BUS1054 Principles of Accounting & Finance OR 4BUS1030 Accounting for Business OR 4BUS1098 Principles of Accounting

Prohibited Combinations: 5BUS1038 Management Accounting for Business Decisions

Module Contents

This module develops students' prior understanding of cost and management accounting, budgeting approaches and performance management issues are introduced

Indicative content may include:

- Absorption costing
- Marginal costing
- Standard costing and variance analysis
- Activity based costing
- Total quality management & Just-in-Time
- Strategic planning
- Budgeting approaches
- Performance management, measurement and evaluation

5BUS1038-0206	Management Accounting for Business Decisions	A	15	20	80	0
5BUS1038-0206	Management Accounting for Business Decisions	B	15	20	80	0

Management Accounting for Business Decisions (Sem A Thu 1 – 2; Sem B Wed 11-1)

Module Code: 5BUS1038 **Assessment:** 20% Coursework / 80% Exam

Credit Points: 15 **Level:** 5 **Semester:** A or B

Co-requisites: 4BUS1030/1043 Accounting for Business OR Level 4 Principles of Accounting & Finance or Level 4 Principles of Accounting

Prohibited Combinations: 5BUS1001 Cost & Activity Management, 5BUS1093 Cost & Performance Management, Level 5 Management Accounting

Module Contents

The module is aimed at prospective managers to enable them to understand the benefits and potential pitfalls of using management accounting information when making managerial decisions. Indicative areas covered are:

- Description and analysis of management accounting and reporting.
- Traditional and modern methods of costing including the treatment of overheads, and the role of such information in driving pricing, mix and investment decisions.
- The role, design and implementation of budgetary planning and control systems.
- Variance analysis.
- Alternative methods of investment appraisal and an assessment of the merits and problems of each.
- How to interpret the information generated in order to provide decision-making advice to management.

5BUS1171-0206	Management Accounting for Tourism & Events	B	15	100	0	0
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Management Accounting for Tourism & Events

Module Code: 5BUS1171 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: Prohibited combinations with level 4 accounting or finance modules or other level 5 accounting and finance modules.

Module Contents

This module provides an introduction to management accounting useful to those entering the Tourism or Events Management Industries.

No prior knowledge is required hence the delivery process will gradually develop management accounting concepts and functions before broadening students understanding of their contribution to effective decision making.

Indicative content will include cost volume profit analysis, cost bases for pricing, budgeting, investment appraisal and analysis of financial information relevant to tourism or events management.

5BUS1037-0206	Managing People	B	15	100	0	0
5BUS1037-0901	Managing People	A	15	100	0	0

Managing People (Thu 2-3; Fri 3-4)

Module Code: 5BUS1037

Assessment: 100% Coursework

Credit Points: 15

Level: 5

Semester: A or B

Co-requisites: None

Prohibited Combinations: None

Module Contents

Managing People aims at providing students with an introduction to the management of people in organisations. Content includes:

- The development of HRM, theory and practice, contextual factors, strategic approaches.
- Recruitment and selection - role of R&S, models of R&S and their application.
- Equality and diversity - the case for equality and diversity. Approaches to implementing equality and diversity policies and tackling discrimination in organisations.
- Flexibility - managing flexibility.
- Performance and reward management - managing people for performance, motivation and the link with reward management.
- Employee participation and involvement - definition of terms. Factors affecting the success of employee involvement (EI). Effective communication.
- Learning and development - contribution it can make to people performance and business success from identifying needs to evaluation of the outcomes.

Managing people activities will be introduced from both strategic and operational perspectives. The role of the HR function and the line manager will be introduced.

5BUS1033-0206	Marketing for the Creative and Cultural Industries	B	15	100	0	0
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Marketing for the Creative and Cultural Industries

Module Code: 5BUS1033 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module focuses on the role and application of marketing theories and techniques to the arts, both in the profit and non-profit sectors. It focuses on the arts marketing environment, reflecting on well-known marketing concepts, and develops themes such as celebrities, social arts marketing, multi-culturalism, controversy and ethics.

5BUS1031-0206	Marketing for the Small Enterprise	B	15	0	70	30
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Marketing for the Small Enterprise

Module Code: 5BUS1031 **Assessment:** 70% Exam / 30% Practical
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module explores the issues of marketing and marketing research in the context of dynamic and complex small business environments. It will therefore introduce and examine a wide range of issues including: opportunity recognition and marketing research, new product development (NPD), pricing, promotion, networking and word of mouth, relationship and services marketing, sales and selling, and distribution.

5BUS1032-0901	Marketing Planning	A	15	30	70	0
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Marketing Planning (Tue 12 – 1)

Module Code: 5BUS1032 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module will introduce students to the underlying philosophy of marketing planning and the significance of the planning phase in order to give an overall perspective of what planning aims to achieve. It will introduce a range of tools and techniques for use when developing marketing plans and test students' ability to synthesise and apply these.

5BUS1066-0206	Mobile Business Techniques	B	15	100	0	0
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Mobile Business Techniques

Module Code: 5BUS1066 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

In today's digital age, mobile phones have become an integral part of daily life used by millions of people and businesses around the world. Increasingly sophisticated technologies from Apple, Google and Blackberry in both the hardware and the software are turning mobile phones into communications devices that are taking over from the desktop PC as the most important piece of business equipment. Furthermore, some of the most important benefits of different mobile technologies are improved communication with staff, clients, suppliers, reduced downtime, increased productivity and improve customer service. Therefore, this module looks at the heart of the power of the mobile business technologies for different business processes in an organisation.

5BUS1098-0901	Modelling Business Problems	B	15	100	0	0
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Modelling Business Problems

Module Code: 5BUS1098 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module introduces the student to the principles and practices involved in the development of models used in organisational environments. The module will provide, through the advanced use of spreadsheets, an ability to build computer-based business models using management science techniques and interpret the output of these models in order to determine the required policies to address management problems.

The module typically includes the following topics:

- Spreadsheets in business
- Business decision modelling using spreadsheet
- Statistical analysis
- Forecasting methods and models
- Validation and documentation of computer models
- Computer simulation
- Optimisation techniques with Excel
- Excel macros
- Soft systems

5COM1055-0206	Operating Systems and Networks	B	15	10	90	0
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Operating Systems and Networks

Module Code: 5COM1055 **Assessment:** 10% Coursework / 90% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module covers both theory and significant practical content in the design, installation and configuration of operating systems and network services. The module helps to develop problem-solving skills in working with operating systems and networks, and builds confidence in using command line tools and configuration files in other areas of computer science and information technology.

5BUS1030-0901	Organisational Psychology	A	15	50	50	0
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Organisational Psychology (Mon 10 -12; 5-7; Thu12-2; 2-4; 5-7)

Module Code: 5BUS1030 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module will explore factors influencing people's behaviour and the ways they experience work within organisations. The content includes looking at recruitment and selection, job design and motivation, and occupational stress. We reflect on how groups function in organisations and decision making.

5BUS1020-0206	Performance Management and Reward	B	15	50	50	0
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Performance Management and Reward

Module Code: 5BUS1020 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module examines the role and contribution of reward management in achieving long term organisational and individual success and how reward management encourages commitment, engagement and performance employees. Students will gain a wide understanding of how the business context drives reward strategies as well as developing an understanding of reward principles and the how reward intelligence is evaluated and implemented in HR policies and practices.

5BUS1184-0906	Preparation for Placement and Employment	AB	15	100	0	0
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Preparation for Placement and Employment

Module Code: 5BUS1184 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 5 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module will explain the benefits of the work placement and encourage students to apply. It will support students in their application via a series of seminars, tutorials, and online materials on the topics such as, writing CVs, applying for placement, preparing for psychometric tests and developing interview techniques.

Industry lectures and students' competition events organised by the TechPartnership UK will form an essential part of this module. These activities will provide students with the knowledge and understanding of the current trends, issues, techniques and best practices in the area of ITMB; enable them to engage in a competent discussion with the potential employers; and equip them with skills related to effective presentations to different types of stakeholders.

The students will be expected to actively engage with the activities led by the TechPartnership, through a series of workshops and networking events; and using a range of styles and mediums.

5BUS1023-0206	Principles of Operations Management	B	15	40	60	0
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Principles of Operations Management (Mon 9-10.30 or 4 – 5.30 other timetables available)

Module Code: 5BUS1023 **Assessment:** 40% Coursework / 60% Exam

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module is designed to provide a solid understanding of operations management methods. Students will gain experience together with knowledge of techniques and tools to support decisions made within the context of operations. It is likely that there will be an opportunity to work with an external organisation during the group coursework.

5BUS1106-0206	Product Innovation (International)	B	15	70	0	30
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Product Innovation (International) (Mon 12-1)

Module Code: 5BUS1106 **Assessment:** 70% Coursework / 30% Exam

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None **Prerequisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing

Prohibited Combinations: None

Module Contents

Developing new products and services on a continuous basis is essential for organisational survival and competitive position. Most organisations operate in global markets that are hypercompetitive. Developing new products from idea generation to commercialisation is a challenge that needs to be understood by everyone within the organisation. In this module, we aim to understand how this process is planned and executed by undertaking the development of new products and service ideas for identified markets. Students will also critically evaluate the latest thinking, theories and concepts to challenge some of the established norms of developing new products. Attention will be given to the NPD process of large and small to medium businesses

5BUS1022-0206	Product Innovation	B	15	80	0	20
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Product Innovation (Thu 10-11)

Module Code: 5BUS1022 **Assessment:** 80% Coursework / 20% Exam

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: 4BUS1010 Principles of Marketing

Prohibited Combinations: None

Module Contents

Winning and keeping customers is essential for success in markets be they consumer, industrial or not for profit. Development of a superior value proposition for customers is critical in achieving such success. This module provides students with the tools for identifying key customer values and developing innovative products and services to delight them, thereby creating and sustaining profitable long term relationships.

Concepts will include the product life cycle strategies; product/service portfolio analysis; new product/service models; management of products and services; market and environmental analysis and types of product decisions, commercialisation and the influence of the consumer on the production innovation process.

5BUS1152-0206	Professionalism in Accounting for Direct Entry Students	B	15	80	0	20
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Professionalism in Accounting for Direct Entry Students

Module Code: 5BUS1152 **Assessment:** 80% Coursework / 20% Practical

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module provides students with a series of academic skills and study strategies which will underpin their subsequent studies. The module is composed of several themes which will include communication, thinking and methods of enquiry, IT-literacy, numeracy and the nature of knowledge. These will allow students to effectively match problem-solving techniques to a range of differing scenarios. In doing so, students will be expected to operate in teams, reflect on their practice and recognise aspects for self-development and improvement.

The module selects a series of issues that are pertinent to accounting and finance in practice including;

- accounting and finance and relevant ethical frameworks
- usefulness of accounting and the concept of profit
- analysis of Financial Statements

5BUS1008-0206	Project Planning and Control	B	15	100	0	0
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Project Planning and Control

Module Code: 5BUS1008 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

Project management is essential in all business development and this module gives students hands-on experience of managing the project process.

The module content and assessment strategy allow students to study project planning and control in the context of their chosen discipline and from a general project management perspective, thus developing skills and knowledge transferable to other business and management fields and practice. Students benefit from greater flexibility and support due to a blend of face-to-face lectures and seminars, on-line discussions, a simulated project environment, and use of business software tools such as MS project.

The module provides a sound basis for further professional studies such as the Association for Project Management (APM) Introductory Certificate in Project Management.

5BUS1018-0206	Public Relations Concepts and Campaigns	A	15	70	0	30
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Public Relations Concepts and Campaigns (Mon11-12)

Module Code: 5BUS1018 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: 4BUS1010 Principles of Marketing, 4BUS1011 Introduction to Marketing Communications

Prohibited Combinations: None

Module Contents

The module will develop student's knowledge and skills in PR and marketing communications. The module combines an understanding of relevant PR theories alongside current issues and campaigns.

The module content/lectures will be as follows:

- Introduction to the module
- PR process
- PR public
- Indirect communications
- Direct communications
- Indirect and direct communications a practitioner's viewpoint
- Crisis management
- Crisis management a practitioner's viewpoint
- PR ethics
- New media and PR

5BUS1155-0206	Quantitative Analysis for Finance	B	15	100	0	0
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Quantitative Analysis for Finance (Tue 11-1)

Module Code: 5BUS1155 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 5 **Semester:** B

Co-requisites: 4BUS1105 or 4BUS1017

Prohibited Combinations: None

Module Contents

The module has been developed to provide students with an understanding of the commonly employed statistical and econometric techniques within financial analysis and also to provide confidence in the use of commercially available statistical packages that may be useful in that task.

The following topics are indicative of those covered in the module: multiple regression analysis, time series analysis, violation of regression assumptions and model misspecifications, forecasting and stochastic volatility

Appropriate software (eg. Excel and e-views) will be used to support learning.

5BUS1176-0206	Risk Management & Security for Events	B	15	100	0	0
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Risk Management & Security for Events

Module Code: 5BUS1176 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None **Prerequisites:** 4BUS1121 The Global Event Industry
Prohibited Combinations: None

Module Contents

The module introduces students to the concept of the effective management of risks in respect of health, safety, and security to ensure visitor safety within venues (e.g. fire safety, food hygiene) and during transit to and from events. Students will learn about crowd dynamics (management, behaviour, and control) and how these factors react together within an event. We explore case studies on disasters that have occurred within planned events and dissect them to reveal what went wrong and why casualties might have occurred. Crowded places have the potential to be very dangerous so students will also learn about issues which are shaping risk in modern society such as the threat of terrorism

5BUS1111-0206	Service Marketing	B	15	70	0	30
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Service Marketing

Module Code: 5BUS1111 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

The module is designed for marketing specialist students to introduce them to the ever increasing services industries, both in commercial and non-commercial sectors, through various marketing applications in a wide range of situations, including non-traditional marketing contexts.

Certain sectors and industries are frequently covered by marketing courses, whilst other areas, although extremely important to a country in terms of gross turnover and strategic implications, are virtually neglected, leaving marketing students ill-prepared when they leave university and work in a variety of situations either on placement or after graduation. This module aims to look at the different applications of the marketing mix particularly within the service environment – and how the different commercial and organisational settings affect the implementation of marketing principles. Such areas as retailing, public sector, small businesses, charities and non-profit making organisations and professional services will be covered.

5BUS1160-0901	Skills for Economists	A	15	100	0	0
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Skills for Economists

Module Code: 5BUS1160 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: All other L5 'Employability...' modules.

Module Contents

This module aims to develop and enhance the student skill set with appropriate focus on academic, employability and research skills which will equip students both for continuing study and for future employment in a range of posts. It will harness and develop these skills in the context of key economic issues thus offering tangible application. It will build on skills introduced and developed in L4, particularly the Economics Professional.

The following will be covered:

- The scope and method of the economist.
- The key academic skills. Employability skills and the graduate labour market.
- Developing and articulating the skills set and planning your personal development.
- Research skills for economists.

5BUS1179-0901	Social & Cultural Impacts of Tourism	A	15	60	40	0
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Social & Cultural Impacts of Tourism

Module Code: 5BUS1179 **Assessment:** 60% Coursework / 40% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This course builds upon the first year introduction to impacts of tourism. It introduces new ideas as it considers social groups, cultural impacts and inter-cultural relationships. As tourism often creates changes in society, the course discusses topics such as inequalities of power, prostitution, gender role changes, agents of change, and how different backgrounds and expectations may influence behaviours. It is important to understand motivations for travel, as they impact upon host/guest relationships. Students may be able to reflect on their own and others' behaviour and possible social or cultural impacts.

5BUS0256-0206	Statistical Modelling	B	15	40	60	0
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Statistical Modelling

Module Code: 5BUS0256 **Assessment:** 40% Coursework / 60% exam
Credit Points: 15 **Level:** 4 **Semester:** B
Co-requisites: None
Prohibited Combinations: 4

Module Contents

This module has been developed to give students a detailed understanding of the commonly used statistical modelling techniques of analysis of variance and regression analysis. The following topics are considered on this module: - Regression Analysis including: simple linear regression; ANOVA applied to regression; multiple regression; polynomial regression; simple examination of residuals; choice of regressors; multicollinearity; use of dummy variables. - Analysis of Variance including: one and two factor designs, partitioning of sums of squares; fixed and random effects; interaction. The module is supported throughout by the use of a statistical computer package (e.g. MINITAB or SPSS) which facilitates the analysis of data sets, taken from a variety of application areas, using the methods taught in the lectures.

5BUS1099-0901	Strategic Marketing Planning	A	15	50	50	0
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Strategic Marketing Planning (Tue 11-12)

Module Code: 5BUS1099 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None **Prerequisites:** 4BUS1010 Principles of Marketing

Prohibited Combinations: None

Module Contents

This module will introduce students to the underlying philosophy of marketing planning and the significance of the planning phase in order to give an overall perspective of what planning aims to achieve. It will introduce a range of tools and techniques for use when developing marketing audits and plans and test students' ability to synthesise and apply these.

5COM1062-0901	System Requirements	A	15	100	0	0
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System Requirements

Module Code: 5COM1062 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module focuses on the rationale, processes and outputs of software requirements engineering (RE) activities. This would typically requires identification, analysis, and knowledge how to suitably specify by using appropriate strategies, approaches and techniques what organisations need in order to ensure their systems meet the requirements of all relevant stakeholders. Based on a number of sources, both from research and industry, this module will expose the main RE processes (i.e., eliciting, modelling and validating requirements) and their related issues. The module critically assesses the management of the above processes by using a broad range of diverse techniques. At the elicitation stage, for example, this could include individual techniques such as benchmarking and interviewing. Most techniques will also be considered in the context of multiple processes and against different software development approaches (for example, Agile).

5BUS1015-0901	Techniques of Economic Analysis	A	15	100	0	0
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Techniques of Economic Analysis (Fri 11-12)

Module Code: 5BUS1015 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: 4BUS1107 Economics Tools and Techniques or 4BUS1018 Quantitative Methods of Economics
Prohibited Combinations: None

Module Contents

Economic analysis in practice inevitably entails the identification, collection, interpretation and processing of empirical evidence in various forms. This module will, first of all, introduce students to a range of essential quantitative techniques for economic analysis, such as solving simultaneous equation systems, differentiation, optimisation, and solving growth, discounting and data envelopment analysis problems. The quantitative prerequisites are limited to simple algebra and basic statistics. The module will then enable students to apply relevant techniques to the study of a range of economic issues concerning firms, markets and the macroeconomy using real world datasets.

5BUS1169-0206	Tourism Passenger Transport	B	15	70	0	30
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Tourism Passenger Transport

Module Code: 5BUS1169 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 5 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module examines tourism passenger transport at the tourism generating region in terms of the hub or node, in the tourism transit zone and at the destination. Competition within and between sectors is explored, with use of theories and models. Students will also be introduced to external pressures and industry responses, the importance of innovation, especially in facilities, plus changing consumer demand and expectation and the import part this plays in the necessary maintenance of quality of passenger experience. Environmental policies and awareness are reviewed and their effectiveness discussed. Socio- cultural impacts of passenger transport decision making at the terminal and at the destination are identified and evaluated.

5BUS1010-0901	Trends in Technology	A	15	100	0	0
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Trends in Technology (Tue 3-4)

Module Code: 5BUS1010 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module is designed to cover the business implications (both opportunities and problems) of a number of technological developments in the business information systems area. Students will be expected to use all opportunities for research into uses of AI, e-business, e-government and e-learning, where students will be asked to find examples of these by informed internet use. Because the nature of this subject is ever changing, students will be expected to keep abreast of latest developments by critically reading popular news sources.

5BUS1165-0901	Understanding Customers	A	15	50	50	0
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Understanding Customers (Wed 10 – 11)

Module Code: 5BUS1165 **Assessment:** 50% Coursework /50% Exam
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

The understanding of consumers and their buyer behaviour will enable students to have a greater understanding of targeting customer group, product and brand positioning for the development of new product ranges, target marketing and tailored communication strategies. This module will arm students seeking to gain a career in market analysis, customer analysis , advertising and marketing communications.

5ARD0026-0901	Understanding Markets & Trends	A	15	100	0	0
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Fashion: Understanding Markets & Trends

Module Code: 5ARD0026 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 5 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is focused on the 'real world' industrial and commercial context of fashion and clothing. The content is based on selected topics from contemporary industry practices and problems, and examines the various stages from design to production as an interactive process in order for students to begin to relate their work to aspects of this economic sector.

The content will be drawn from the stages of design development, business practices, manufacturing and retailing from the UK, Europe and internationally. The focus will include examining case studies from contemporary fashion and clothing businesses.

Aspects of career choice and employability matters inform the curriculum for this module.

Teaching and learning will take the form of lectures and seminars to which students are expected to contribute. Visits to appropriate external venues and external contributors representing different sectors will be included as part of the module.

5COM1063-0206	Web Scripting	B	15	100	0	0
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Web Scripting

Module Code: 5COM1063

Assessment: 100% Coursework

Credit Points: 15

Level: 5

Semester: B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module introduces the fundamental concepts of the World Wide Web. It starts with an overview of HTML mark-up and cascading style sheets, and the importance of the separation between content and presentation. The bulk of this module is concerned with extending the practical programming skills, and applying these to the development of a web application that creates, reads, updates and deletes information using databases. Further, an important part of this module is understanding the constraints that the World Wide Web places on developers, such as those imposed by its stateless nature and the various recommendations that guide core web technologies.

LEVEL 6 MODULE INFORMATION

6BUS1190-0206	Accounting in the voluntary sector	B	15	100	0	0
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Accounting in the voluntary sector

Module Code: 6BUS1190 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module aims to provide students with the knowledge of accounting and finance within the voluntary sector. Content will include: The development of the Charity SORP and the need for different accounting rules. Governance within charities. Special considerations for the financial management of voluntary organisations including ethical considerations.

6COM1048-0901	Advanced Database Topics	A	15	50	50	0
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Advanced Database Topics

Module Code: 6COM1048 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module builds upon knowledge and skills acquired in the context of relational databases studied at Level 5. Issues of complexity in databases arise when the scale of the database increases and the focus here is on firstly the design and implementation in a large multi-user database and secondly, selected current and emerging topics in databases. This module provides an in-depth study of the design and implementation of relational databases using a top-down approach. There is a large practical element using a popular market leading product in the roles of database designer, database administrator and end user. The module also raises awareness of areas where new types of database are emerging and provides practical experience in these areas.

6BUS1196-0901	Advanced Financial Decisions	A	15	40	60	0
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Advanced Financial Decisions

Module Code: 6BUS1196 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 5BUS1157 Corporate Finance; 5BUS1149 Business Finance 5BUS1046 Financial Management; 5BUS1094 Principles of Corporate Finance 5BUS1158
Prohibited Combinations: None

Module Contents

The module will build on previous studies at level 5. It will seek to explore the theory underpinning finance and investment decisions by considering seminal papers and current thinking. It will also enhance the practical application introduced previously. The investment decision will consider issues such as taxation, risk, inflation, options and international implications. The financing decision will take a closer look at cash and risk management focussing on the money markets, treasury and the use of derivatives. It will also consider how alternative organisations approach financing looking at issues for SME's, public bodies and charities and will also look at Islamic Finance as an alternative. The interaction of the two key decisions will also be explored.

6BUS1185-0901	Advanced Financial Reporting	A	15	0	100	0
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Advanced Financial Reporting

Module Code: 6BUS1185 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 5BUS1157 Corporate Finance; 5BUS1149 Business Finance 5BUS1046 Financial Management; 5BUS1094 Principles of Corporate Finance 5BUS1158

Prohibited Combinations: None

Module Contents

The module will build on previous studies at level 5. It will seek to explore the theory underpinning finance and investment decisions by considering seminal papers and current thinking. It will also enhance the practical application introduced previously. The investment decision will consider issues such as taxation, risk, inflation, options and international implications. The financing decision will take a closer look at cash and risk management focussing on the money markets, treasury and the use of derivatives. It will also consider how alternative organisations approach financing looking at issues for SME's, public bodies and charities and will also look at Islamic Finance as an alternative. The interaction of the two key decisions will also be explored.

6BUS1158-0906	Advanced Integrated Marketing Internship	AB	30	60	0	40
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Advanced Financial Reporting

Module Code: 6BUS1185 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 5BUS1157 Corporate Finance; 5BUS1149 Business Finance 5BUS1046 Financial Management; 5BUS1094 Principles of Corporate Finance 5BUS1158

Prohibited Combinations: None

Module Contents

This module provides an opportunity for students to obtain a broad awareness of the theoretical and practical influences on international financial reporting and the opportunity to prepare financial statements for groups. The module starts by examining the financial reporting environment: the International Accounting Standards Board conceptual framework and its impact on International Financial Reporting Standards. IFRS's will then be studied to examine both how they have been influenced by the IASB's conceptual framework and how they are applied in practice. The choice of standards to be studied will be influenced by current developments in accounting. The preparation of financial statements for groups of companies and related IFRS's will also be studied.

6BUS1184-0206	Advanced Management Accounting	B	15	40	60	0
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Advanced Management Accounting

Module Code: 6BUS1184 **Assessment:** 40% Coursework / 60% Practical

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 5BUS1001 Cost & Activity Management AND 5BUS1028 Performance Management OR 5BUS1038 Management Accounting for Business Decisions OR 5BUS1093 Cost & Performance Management OR 5BUSXXXX Management Accounting (subject to change)

Prohibited Combinations: None

Module Contents

The module deepens students' prior knowledge and understanding of management accounting focuses on the role of the management accountant within the strategic planning process. Making use of relevant literature and case studies, the module explores strategic planning in the context of the management accounting information required to support this process. The module continues by considering performance management systems which have been developed to control the implementation of strategic plans. Indicative content may include: - The strategic process - Tools of strategic management accounting - The balanced scorecard - Innovations in management accounting - Innovations in performance management

6BUS1012-0206	Advanced Project and Risk Management	B	15	40	60	0
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Advanced Project and Risk Management

Module Code: 6BUS1012 **Assessment:** 40% Coursework / 60% Practical
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

Projects are one of the principal means by which organisations implement change and manage the challenges arising from the business environment. Public and private sector organisations are increasingly managing by projects to improve internal operations, respond rapidly to external opportunities and threats, achieve technological breakthroughs and design and develop new products and services. Addressing these matters, typical contents include: - a review of project management fundamentals; - project management organisation and structure; - the role and capabilities of the project manager including reflective practice; - managing relationships in the project environment including team leadership and stakeholder management; - strategy and project management; - quality and change management; - project characteristics - novelty, complexity, pace and technology; - advanced risk management and project uncertainty and advanced risk management; - project management methodology; - project closure and evaluation extended perspectives on the levels and dimensions of project performance.

6COM1051-0901	Advanced Web Scripting	A	15	0	60	40
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Advanced Web Scripting

Module Code: 6COM1051 **Assessment:** 40% Coursework / 60% Practical
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None **Pre-requisites:** (5BUS1008 Project Planning and Control)
Prohibited Combinations: None

Module Contents

This module extends the basic web model in two ways. The first looks at the use of client-side scripting to enhance the user experience. This is done by examining the use of Javascript to increase the interactivity of the user view, and to exploit local data storage. The second is to consider the use of services to move beyond a simple HTML page request/response model of interaction. In addition, the module considers the impact of third party tools in developing web applications. For enhancing the user experience this may include interface toolkits such as JQuery. Service-based extensions may include the use of functional libraries such as the Google Maps API.

6BUS1021-0206	Advertising Strategy	B	15	40	70	0
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Advertising Strategy (Fri 2-3)

Module Code: 6BUS1021 **Assessment:** 40% Coursework / 70% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Pre-requisites: None
Co-requisites: 4BUS1010 Principles of Marketing AND 4BUS1011 Introduction to Marketing Communications AND 5BUS1063 Advertising Concepts & Campaigns
Prohibited Combinations: None

Module Contents

This module will offer an integrated approach to the study of advertising strategy and management. The work will mainly be based on the IPA (Institute of Practitioners) published case studies covering a wide range of brands and service, both private and public organisations. Students are required to read the trade press and be aware of advertising campaigns in order to apply theory to current practice. Students will be expected to be able to use electronic searching techniques to find out details of campaigns and associated advertising agencies, as well as study-published market reports on products/brands. Independent study into published theoretical journal articles will be encouraged and the skills of critical analysis will be introduced. Controls on advertising will be considered, eg Advertising Standards Authority.

6BUS1163-0901	Agency Relations	A	15	70	0	30
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Agency Relations

Module Code: 6BUS1163 **Assessment:** 40% Coursework / 60% Practical
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module will be focusing two main areas: - understanding the frameworks of working in an advertising and communications agency - preparing for employment within an agency environment.

6BUS1192-0906	Analysis of Current Issues in Finance	AB	30	100	0	0
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Analysis of Current Issues in Finance

Module Code: 6BUS1192 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: 5BUS1017 Quantitative Methods for Finance, 5BUS1059 Econometrics and 5BUS1155 Quantitative Analysis for Finance
Prohibited Combinations: None

Module Contents

The module contains two different yet complementary themes. They are, firstly, the introduction to topical research themes in finance and, secondly, the evaluation of such themes using quantitative analysis. The two parts are approached differently. The first part relates to studies that are of current interest to which skills of analysis can be applied - examples would include financialisation (increase in importance of the financial industry), regulation and corporate governance within the field of finance. The second part would include financial / statistical analysis for (say) takeovers, corporate failure, industry performance, capital market movements, etc. The themes are complementary as they both apply publicly available data to scrutiny.

6BUS1002-0206	Anatomy of Financial Crisis	B	15	70	0	30
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Anatomy of Financial Crisis

Module Code: 6BUS1002 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module provides an opportunity to explore the major financial crises that took place across the globe since the early 20th century. It aims to reconstruct some of the financial theories on the basis of the empirical evidence as opposed to 'the theory first application later' approach.

6BUS1195-0206	Behavioural Finance	B	15	100	0	0
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Behavioral Finance

Module Code: 6BUS1195 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: 5BUS1094 Principles of Corporate Finance, 5BUS1046 Financial Management or 5BUS1158 or 5BUS1149
Prohibited Combinations: None

Module Contents

The module will typically cover: - An introduction to Behavioural Finance. Comparisons between behavioural and traditional finance. Key developments in Behavioural Finance. - Heuristics and framing. Reasons for using heuristics for decision making and associated problems. - Prospect theory. An introduction to key decision-making variables such as the differential treatment of losses and gains, reference points and loss aversion. - Disposition effect. A review of empirical evidence related to the disposition effect in trading behaviour and its implications. - Overconfidence and other behavioural biases. - Emotion and market bubbles. Exploration on how the subtle and complex way people's feelings affect their investment decisions and how markets periodically break down. - Familiarity bias, herding and trust. - The role of social influences in finance and investor behaviour. - Experimental economics/finance. A discussion of the basic methods and challenges of experimental finance, and its close connection to research in behavioural finance.

6BUS0279-0206	Business and Commercial Awareness	B	15	100	0	0
6BUS0279-0901	Business and Commercial Awareness	A	15	100	0	0

Business and Commercial Awareness (Sem A Mon 10 – 11;)

Module Code: 6BUS0279 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A/B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is essentially workshop-based, where students will role play members of an organisational management team as they develop plan and implement a new product or service for their organisation. The module will consolidate functional business knowledge and provide students with an opportunity to integrate theories and gain experience in a simulated business environment. Students will be encouraged to reflect upon that experience in preparation for their future business careers.

6BUS1160-0206	Business Events	B	15	70	0	30
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Business Events (Mon 12 - 1)

Module Code: 6BUS1160 **Assessment:** 70% Coursework / 30% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The business events market is large and lucrative. This module provides students with an understanding of the supply and demand for business events along with past, current and future trends. Students will be introduced to the significance of this industry and techniques for leveraging additional spend from the Business Market in order to benefit host economies.

6BUS1143-0206	Business Strategy	B	15	30	70	0
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Business Strategy (Tue 2 -3)

Module Code: 6BUS1143 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: Co-requisite: 6BUS1141 Leadership and Organisations OR 6BUS1001 Leadership and Organisations
Prohibited Combinations: None

Module Contents

The module will introduce students to a range of issues and challenges confronting strategic leaders of public, UNIVERSITY OF HERTFORDSHIRE Published (visible) 26-APR-17 09:50 Page 2 of 3 private and third sector organisations in a turbulent global environment. It will focus on the many conflicting perspectives within the subject of strategic management and consider the problems involved in researching and developing strategies and plans and implementing them within the limitations of the organisation. It considers a range of analytical techniques and concepts, both applying them and critically evaluating their usefulness through the use of case study work. The module includes a comprehensive review of current strategic issues, identifying the contradictions and paradoxical nature of strategic decision-making and strategic planning. This module's coverage of the themes of strategic position and strategic choice is designed to complement the study of strategy in action/implementation in the companion module 6BUS1141 Leadership and Organisations.

6BUS1022-0901	Business to Business Marketing	A	15	50	50	0
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Business to Business Marketing

Module Code: 6BUS1022 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 4BUS1010 Principles of Marketing AND 5BUS1032 Marketing Planning/5BUS1099 Strategic Marketing Planning. Direct alternatives to 5BUS1032/5BUS1099 are acceptable.

Prohibited Combinations: None

Module Contents

This module focuses on the role and application of business and institutional marketing theories. At the end of this module, students should be able to evaluate the usefulness of various marketing techniques for a range of business organisations. In particular, the module deals with the limitations of traditional marketing models and concepts as applied to business to business marketing, and the relevance of relationship and network management. Students will be expected to work in groups to carry out extensive study and research in order to produce a useful business to business marketing strategy.

6BUS1224-0906	Contemporary Developments in HRD	AB	30	40	40	20
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Contemporary Developments in HRD

Module Code: 6BUS1224 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** AB

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module provides a contemporary, applied and critical approach to the study of HRD both within and beyond the organisational context. The module examines the roles and functions of HRD at individual, group and organisational levels. Practical activities enable students to develop professional skills for helping others learn and develop. It is appropriate for all students who anticipate being responsible for and are interested in the management and development of people at work whether in a specialist HR or general management role.

6BUS1101-0206	Contemporary Issues in Business and Management	B	15	100	0	0
6BUS1101-0901	Contemporary Issues in Business and Management	A	15	100	0	0

Contemporary Issues in Business and Management (Tue 9 – 10:30 or 13 – 14:30)

Module Code: 6BUS1224 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A/B

Co-requisites: None

Prohibited Combinations: 6BUS1093 Contemporary Issues in Marketing, 6BUS1091 Contemporary Issues in Tourism Management, 6BUS1096 Contemporary Issues in Entrepreneurship (6BUS1098 Contemporary Issues in Accounting and Finance, 6BUS1097 Contemporary Issues in Economics, 6BUS1094 Contemporary issues in Event Management, 6BUS1095 Contemporary Issues in Human Resource

Management)

Module Contents

This module will bring together a range of current research on contemporary strategic issues in business and management and enable students to consolidate their understanding of these issues, whilst giving them the skills and opportunity to examine and evaluate alternative valid views. Students will be asked to use their research skills to develop an in-depth understanding of these contemporary issues while being encouraged to examine and question the legitimacy of alternative approaches to management and to evaluate the impact, if any, of these issues on a business' strategic development. Students are expected to draw on the whole range of knowledge and skills developed during their studies when reviewing research literature and evaluating business and management responses to contemporary issues.

6BUS1097-0206	Contemporary Issues In Economics	B	15	70	0	30
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Contemporary Issues in Economics

Module Code: 6BUS1097 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 6BUS1093 Contemporary Issues in Marketing, 6BUS1091 Contemporary Issues in Tourism Management, 6BUS1096 Contemporary Issues in Entrepreneurship, 6BUS1098 Contemporary Issues in Accounting & Finance, 6BUS1101 Contemporary Issues in Business & Management, 6BUS1094 Contemporary issues in Event Management, 6BUS1095 Contemporary Issues in Human Resource Management)

Prohibited Combinations: None

Module Contents

This module aims to enhance students' understanding of different theoretical frameworks and research methodologies in order for them to develop their understanding of how knowledge is created and develops in the area of economics. Students will then study selected key contemporary issues from an economic perspective. The exact topics will, by definition, change depending on the issues of the day, but, in all cases, students will be able to see the benefit of using appropriate tools of economic analysis. Issues will be evaluated on the basis of the quality of economic explanation offered, both in terms of theory and evidence. In this way, students can appreciate how theory can be effectively translated into real policy action.

6BUS1210-0206	Contemporary Issues in Ethics, Business and Sustainability	B	15	50	50	0
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Contemporary Issues in Ethics, Business and Sustainability

Module Code: 6BUS1210 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module enables students to identify and evaluate a range of national and global approaches to sustainability, exploring the various meanings attached to the word 'sustainability' and alternative strategies and drivers. Students will discuss the technology which businesses, and government agencies are using to develop and evaluate their practice in this area. Issues of ethics and social responsibility, stakeholders, political legitimacy and economic longevity will be considered together with the ecological issues which are the main focus of current media debates. Students will gain the ability to identify and explain the major developments in national and global sustainability practice in the twenty-first century and to compare and contrast alternative approaches, supporting an informed choice of a personal ethical and practical stance to guide their future handling of sustainability issues.

6BUS1094-0206	Contemporary Issues in Event Management	B	15	70	0	30
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Contemporary Issues in Event Management

Module Code: 6BUS1094 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 6BUS1093 Contemporary Issues in Marketing, 6BUS1091 Contemporary Issues in Tourism Management, 6BUS1096 Contemporary Issues in Entrepreneurship 6BUS1098 Contemporary

Issues in Accounting & Finance, 6BUS1101 Contemporary Issues in Business & Management, 6BUS1097 Contemporary issues in Economics, 6BUS1095 Contemporary Issues in Human Resource Management

Prohibited Combinations: None

Module Contents

The module will enable students to explore the relevance of current research publications in event management and issues confronting event managers in practice. A number of issues will be introduced in themed lectures, and students will choose an issue to explore in more depth using their own secondary research. Students will be encouraged to attend relevant open UHBS research forums to help them to engage with the UHBS Research Community and acquaint them with its distinctive character and the research programmes being pursued. Seminar activity will provide a forum for discussion both of research publications and of the students' work in progress. Students are expected to draw on the whole range of knowledge and skills developed in their degree programme when reviewing research literature.

6BUS1095-0206	Contemporary Issues in HRM	B	15	100	0	0
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Contemporary Issues in HRM

Module Code: 6BUS1095 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 6BUS1093 Contemporary Issues in Marketing, 6BUS1091 Contemporary Issues in Tourism Management, 6BUS1096 Contemporary Issues in Entrepreneurship (6BUS1098 Contemporary Issues in Accounting & Finance, 6BUS1101 Contemporary Issues in Business & Management, 6BUS1097 Contemporary issues in Economics, 6BUS1094 Contemporary Issues in Event Management)

Prohibited Combinations: None

Module Contents

The emphasis of this module is on stimulating independent learning and understanding of how research and theory are used to understand HRM issues. The module provides a contemporary, research-based and critical approach to the study of the human resource management field in a strategic context, drawing upon related aspects of work, employment, organisation, society and policy as appropriate. The module will help students identify some of the key theoretical frameworks that underpin research and alternative research methods. Students will select topics in the HRM field and discuss if, and why, they are contemporary. Students will develop ways to identify and question the impact of research on HRM practice. Content may include contemporary debates on some of the following: synergy between HRM theory, application and practice with respect to broader organisational issues; current trends in work, employment, organisation, society and policy as they relate to the HRM field.

6BUS1093-0206	Contemporary Issues in Marketing	B	15	100	0	0
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Contemporary Issues in Marketing (Mon10-11)

Module Code: 6BUS1093 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 6BUS1095 Contemporary Issues in Human Resource Management, 6BUS1091 Contemporary Issues in Tourism Management, 6BUS1096 Contemporary Issues in Entrepreneurship (6BUS1098 Contemporary Issues in Accounting & Finance, 6BUS1101 Contemporary Issues in Business & Management, 6BUS1097 Contemporary issues in Economics, 6BUS1094 Contemporary Issues in Event Management)

Prohibited Combinations: None

Module Contents

This module will bring together a range of theories across marketing and consolidate their understanding while giving them the skills and opportunity to examine and evaluate alternative, valid views of the role of marketing. Students will be asked to use their research skills to develop an in-depth understanding of contemporary issues while being encouraged to examine and question the legitimacy of the status quo. It will also discuss alternative models for both the regulation and presentation of marketing information. Students will look at a range of issues and examine what impact, if any, these could have on the marketing discipline. Students who undertake this module will expand their knowledge and hone their ability to question currently accepted methods and approaches to marketing information, and be in a position to propose and evaluate alternative methodologies.

6BUS1091-0206	Contemporary Issues in Tourism Management	B	15	70	0	30
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Contemporary Issues in Tourism Management

Module Code: 6BUS1091 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: 6BUS1095 Contemporary Issues in Human Resource Management, 6BUS1093 Contemporary Issues in Marketing, 6BUS1096 Contemporary Issues in Entrepreneurship, 6BUS1098 Contemporary Issues in Accounting & Finance, 6BUS1101 Contemporary Issues in Business & Management, 6BUS1097 Contemporary issues in Economics, 6BUS1094 Contemporary Issues in Event Management

Prohibited Combinations: None

Module Contents

The module will enable students to explore the relevance of current research publications in tourism and issues confronting tourism managers in practice. A number of issues will be introduced in themed lectures and students will choose an issue to explore in more depth, using their own secondary research. Students will be encouraged to attend relevant open UHBS research forums to help them to engage with the UHBS research community and acquaint them with its distinctive character and the research programmes being pursued. Seminar activity will provide a forum for discussion both of research publications and of the students' work in progress. Students are expected to draw on the whole range of knowledge and skills developed in their degree programme when reviewing research literature

6BUS1193-0901	Corporate Financial Strategy	A	15	50	50	0
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Corporate Financial Strategy (Fri 2 – 3)

Module Code: 6BUS1193 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 5BUS1046 or 5BUS1094 or 5BUS1158 or 5BUS1149

Prohibited Combinations: None

Module Contents

This single semester module is designed to provide an insight into the area of financial strategy. The module begins by examining the life cycle and the various sources of funding available at each stage and moves on an analysis of major business changes, eg restructuring, mergers/acquisitions. The module will enable students to build on their business analysis and reporting writing skills, and the knowledge gained about business should significantly enhance their employability.

6BUS1124-0901	Corporate Treasury Management	A	15	40	60	0
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Corporate Treasury Management

Module Code: 6BUS1124 **Assessment:** 40% Coursework / 60% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 5BUS1157 Corporate Finance or 5BUS1149 Business Finance or 5BUS1094 Principles of Corporate Finance or 5BUS1046 Financial Management.

Prohibited Combinations: None

Module Contents

Covers theory and practice underpinning the principal elements of corporate treasury management: Capital Markets and Funding Different techniques and sources for raising funds, from bank debt to equity finance. Cash and Liquidity Management Forecasting cash needs, managing cash flows and short-term borrowings efficiently. Corporate Financial Management Addresses fundamental questions on what assets the business should invest in and what capital structure should be put in place to raise the money. Risk Management Understanding financial and business risks the company is exposed to and if returns generated are sufficient to justify taking those risks. Treasury Operations and Controls Running a treasury function: necessity for policies, procedures, staffing, systems, controls and relationships with internal/external parties. Successful completion of this module will provide grounding in the technical skills necessary for corporate treasury management, skills which are also relevant in a variety of roles in accountancy and financial management.

6BUS1047-0206	Creative Problem Solving for Managers	B	15	50	50	0
6BUS1047-0901	Creative Problem Solving for Managers	A	15	50	50	0

Creative Problem Solving for Managers (Tue 2 – 4)

Module Code: 6BUS1047 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is very practically orientated and hands-on. It is aimed at anyone intending to become an effective manager, consultant or business analyst. The really important problems and crucial decisions faced by professionals in their work are often complex and ill-defined. They are known as “wicked” problems or “messes”. Problem structuring (or soft systems) methods have been developed to help us cope in these challenging, unstructured situations. Often much of the difficulty is due to people’s differing perspectives, the worrying uncertainties or the multiple interacting and dynamic factors. Imaginative approaches are needed to rigorously analyse messy, qualitative issues. Problem structuring methods take a holistic view and are highly effective. The three methodologies selected are: SODA Soft Systems Methodology System Dynamics With the right expertise and a suitable toolkit of methods, the manager or consultant can choose appropriate techniques, and creatively combine and tailor them to tackle any problem with confidence.

6BUS1070-0901	Databases for Management Decision Making	A	15	100	0	0
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Databases for Management Decision Making

Module Code: 6BUS1070 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module is aimed at students with a particular interest in information systems in a business context. It combines a practical and theoretical approach to database systems. Students develop their business analysis skills as they produce a logical model of information system requirements. The acquisition of skills in the application of SQL exposes students in a very practical way to the means by which information is extracted from databases and manipulated for presentation to the user, underpinning a more theoretical understanding of information requirements at different levels of management decision-making.

6BUS1023-0206	Destination Marketing	B	15	50	50	0
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Destination Marketing

Module Code: 6BUS1023 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 4BUS1004: Principles of Tourism Marketing, 4BUS1010: Principles of Marketing OR 5BUS1103: The Event Experience
Prohibited Combinations: None

Module Contents

The module enables students to gain an understanding of this key area of tourism management. Destination marketing is typically a public sector activity, in which national, regional and/or local government funds promotional activity to attract tourists to their areas and support tourism businesses. The module explains the roles of DMOs, both public sector run and private sector owned (or a combination of both), and provides students with an awareness of this career option and the kinds of work it entails. Case studies are used from around the world, and the curriculum requires students to demonstrate creativity in researching and solving marketing challenges and using promotion and destination branding tools. Indicative curriculum content: - Destination marketing theory - Destination branding tools - Market segmentation and use of targeting to attract particular segments - Destination image - The use of events in destination marketing - The role of destination marketing organisations in providing a marketing facilitation function.

6BUS1016-0906	Dissertation - Management	AB	30	100	0	0
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Dissertation – Management

Module Code: 6BUS1016

Assessment: 100% Coursework

Credit Points: 30

Level: 6

Semester: AB

Co-requisites: 6BUS1024 Dissertation - Tourism, 6BUS1015 Dissertation - Human Resources Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at least 60 at C3 or above. Normally, the level 5 UNIVERSITY OF HERTFORDSHIRE Published (visible) 26-APR-17 10:30 Page 3 of 3 credits must have been obtained by studying at the University of Hertfordshire. In addition, only students who have successfully completed the Research Methods module will be permitted to submit their dissertation. (6BUS1086 Research Methods, 6BUS1007 Dissertation - Accounting, 6BUS1008 Dissertation - Finance, 6BUS1006 Dissertation - Economics, 6BUS1028 Dissertation - Marketing)

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1007-0906	Dissertation - Accounting	AB	30	100	0	0
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Dissertation – Accounting

Module Code: 6BUS1007

Assessment: 100% Coursework

Credit Points: 30

Level: 6

Semester: AB

Co-requisites: 6BUS1016 Dissertation - Management, 6BUS1015 Dissertation - Human Resources Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at least 60 at C3 or above. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. In addition, only students who have successfully completed the Research Methods module will be permitted to submit their dissertation. (6BUS1086 Research Methods, 6BUS1008 Dissertation - Finance, 6BUS1007 Dissertation - Economics, 6BUS1028 Dissertation - Marketing, 6BUS1024 Dissertation - Tourism)

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that cover the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1006-0906	Dissertation - Economics	AB	30	100	0	0
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Dissertation- Economics

Module Code: 6BUS1006

Assessment: 100% Coursework

Credit Points: 30

Level: 6

Semester: AB

Co-requisites: 6BUS1016 Dissertation - Management, 6BUS1015 Dissertation - Human Resources Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at least 60 at C3 or above. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. In addition, only students who have successfully completed the Research Methods module will be permitted to submit their dissertation. (6BUS1086 Research Methods, 6BUS1007 Dissertation - Accounting, 6BUS1008 Dissertation - Finance, 6BUS1028 Dissertation - Marketing, 6BUS1024 Dissertation - Tourism)

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that cover the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1144-0906	Dissertation - Event Management	AB	30	100	0	0
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Dissertation – Event Management

Module Code: 6BUS1144 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** AB

Co-requisites: Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. Co req - Research Methods module (6BUS1086 Research Methods).

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1008-0906	Dissertation - Finance	AB	30	100	0	0
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Dissertation – Finance

Module Code: 6BUS1008 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** AB

Co-requisites: 6BUS1016 Dissertation - Management, 6BUS1015 Dissertation - Human Resources Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at least 60 at C3 or above. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. In addition, only students who have successfully completed the Research Methods module will be permitted to submit their dissertation.

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that cover the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1028-0906	Dissertation - Marketing	AB	30	100	0	0
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Dissertation – Marketing

Module Code: 6BUS1028 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** AB

Co-requisites: None

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that covers the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1024-0906	Dissertation - Tourism	AB	30	100	0	0
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Dissertation – Tourism

Module Code: 6BUS1024 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** AB

Co-requisites: 6BUS1016 Dissertation - Management, 6BUS1015 Dissertation - Human Resources Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at least 60 at C3 or above. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. UNIVERSITY OF HERTFORDSHIRE Published (visible) 26-APR-17 10:45 Page 3 of 3 In addition, only students who have successfully completed the Research Methods module will be permitted to submit their dissertation. (6BUS1086 Research Methods, 6BUS1007 Dissertation - Accounting, 6BUS1008 Dissertation - Finance, 6BUS1006 Dissertation - Economics, 6BUS1028 Dissertation - Marketing)

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1015-0906	Dissertation for Human Resource Management	AB	30	100	0	0
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Dissertation for Human Resource Management

Module Code: 6BUS1015 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** AB

Co-requisites: Students who wish to undertake a dissertation must have 120 credits at each of levels 4 and 5 before commencing the dissertation. For level 5, credits must be at an average of 60% or above. Normally, the level 5 credits must have been obtained by studying at the University of Hertfordshire. Students must complete the Research Methods module.

Prohibited Combinations: None

Module Contents

The dissertation offers the opportunity to undertake an individual piece of work that is designed to develop research skills relevant to a specific area of study. Students will be allocated an academic supervisor who will meet with students on a regular basis. On completion of the research, students will be required to produce a dissertation of between 7,000 to 10,000 words. The dissertation will be assessed using the Business School dissertation criteria that cover the management of the dissertation, the methodology used, the intellectual quality and originality, and the structure and coherence of the report.

6BUS1225-0901	Diversity & Equality at Work	A	30	100	0	0
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Diversity & Equality at Work (Wed 11 – 13:00)

Module Code: 6BUS1225 **Assessment:** 100% Coursework

Credit Points: 30 **Level:** 6 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module aims to develop an understanding of inequalities and diversity at work. Its approach is to explain and critically analyse concepts such as job segregation on the basis of race and gender, different patterns of work and time, and pay inequality. It will consider these questions from a historical perspective, centred on the UK but developing comparative perspectives with other European countries. The module will consider and critically evaluate the various theories concerning gender and other questions of equality. In addition it will examine the relationships of women to the labour market in different periods, and the relationship between this and their domestic roles. The module will consider the role of the state, employers and trade unions in relation to equality and diversity at work, and will examine the legal framework underpinning these issues.

6BUS1199-0206	Economics of Strategy	B	15	50	50	0
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Economics of Strategy

Module Code: 6BUS1199 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None **Pre-requisites:** L5 Business Economics Techniques
Prohibited Combinations: None

Module Contents

This module aims to explore the contribution of economics to strategy using economic approaches to decision-making. The wide –ranging and diverse economics literature in this area will be explored. Thus, the following will be covered: the economics of information, organisation and technology; li the economics of the firm, including transactions costs, evolutionary approaches and resource-based views. Strategy cases will be examined considering alternative economic approaches and their worth.

6BUS1187-0901	Effective Governance	A	15	100	0	0
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Effective Governance (Tue 10 – 11.30 or 4-5.30)

Module Code: 6BUS1187 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module begins by establishing the importance of effective corporate governance, moves on to an examination of the current roles of the main parties involved and concludes with a look at how this area may develop in the future. The following is a list of indicative content: - Theories of corporate governance - Framework of corporate governance practice - Specific codes relating to UK reporting practice, eg UK code of corporate governance - UK and US comparison - voluntary and legislative approaches - Corporate governance in the major developing nations - Design of appropriate managerial awards programmes and their relating reporting issues - Risk management - Use of non-executive directors - Corporate social responsibility - Causes and consequences of the banking crisis.

6BUS0184-0901	Electronic Commerce A	A	15	70	0	30
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Electronic Commerce A (Fri 11 – 12)

Module Code: 6BUS0184 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

Definition of e-commerce
 Development of e-commerce
 E-commerce as part of the total company profile

Approaches to e-commerce
 Internal and external effects of e-commerce
 International methods of e-commerce
 Web page design criteria
 Payment systems
 Security
 Strategic advantage through e-commerce.

6BUS1209-0206	Emerging Issues in Accounting and Finance	B	15	70	0	30
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Emerging Issues in Accounting and Finance

Module Code: 6BUS1209 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None **Prerequisites:** Previous in depth study of accounting and finance is required to study this module. Students should have studied 6BUS1185 Advanced Financial Reporting or 5BUS1163 Analysing Financial Statements.
Prohibited Combinations: None

Module Contents

This module is designed to bring together, and build on prior module knowledge using concepts, issues and current theory in respect of accounting and finance and in the process develop a more critical understanding of these issues using current and past research. Students will acquire the tools and skills to enable them to undertake in-depth examination of some current critical issues and question the legitimacy of the status quo. Students will learn to discuss and argue the benefits or not of alternative models for both the regulation and presentation of accounting and finance information. Students taking this module will hone their critical skills, learn to question the status quo and recognise the political and cultural context in which accounting operates. Students will also look at a range of issues and examine what impact, if any, these could have on accounting and finance.

6BUS1017-0901	Employment Relations	A	15	30	60	10
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Employment Relations

Module Code: 6BUS1017 **Assessment:** 30% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module encourages students to critically evaluate different theories and perspectives on employment relations. It also equips students to be able to practically undertake important aspects of the employment relationship such as bargaining and conflict resolution. The module considers the roles of the key actors in employment relations: management, trade unions and the State. The module evaluates different employment relations approaches and evaluates the design and application of processes, policies and procedures in areas such as: discipline and grievance, dismissal, collective bargaining, individual and collective negotiation, employee engagement, conflict and industrial sanctions, conciliation, mediation and arbitration and diversity management. The module also focuses on the impact of legislation, both European and domestic, on employment relations.

6COM1052-0206	Enterprise Systems	B	15	50	50	0
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Enterprise Systems

Module Code: 6COM1052 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None

Prohibited Combinations: None

Module Contents

This module explores different perspectives on the design, management and integration of software systems that support business processes across complex organisations. The first perspective examines the integration and inter-operation of different applications within the same enterprise. The focus is on appropriate approaches and methods for bridging the gap between IT strategy, which aligns business goals and system requirements, and the design and management of individual IT services. This could include, but is not limited to, approaches based on ITIL and/or SOA. The second perspective examines the scalability of systems that provide specific functionality across the whole of an enterprise. This is done by breaking down an application into different tiers and looking at the issues, potential problems and design solutions to enable the delivery of high performance systems. This focus on individual systems is a natural extension to study of design patterns for web applications.

6BUS1027-0906	Event Project	AB	30	100	0	0
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Event Project

Module Code: 6BUS1027
Credit Points: 30
Co-requisites: None
Prohibited Combinations: None

Assessment: 100% Coursework
Level: 6
Semester: AB
Prerequisites: 5BUS1050 Event Planning & Risk Management

Module Contents

The event project requires students to develop, advance and extend their skills, techniques and practical knowledge in event management by applying them to a specialist event. The event project will consist of a substantial piece of independent work, culminating in the delivery of the University's week-long 'Europe Week' event while under the supervision of Event Management degree tutors.

6BUS1161-0901	Events Impacts & Legacies	A	15	50	50	0
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Event Impact & Legacies (Thu 11 – 12)

Module Code: 6BUS1161
Credit Points: 15
Co-requisites: None
Prohibited Combinations: None

Assessment: 50% Coursework / 50% Exam
Level: 6
Semester: A

Module Contents

This module investigates the positive and negative impacts associated with the planning and staging of events on host communities, environments and economies alongside the wider international implications that the staging of events can bring. Students will examine initiatives that seek to minimise the negative and maximise the positive impacts of events. The module will use case studies to analyse impacts and investigate best practice for securing lasting, positive legacies for host destinations. Case study analysis will include consideration of events that have been controversial in terms of their impacts on the host communities, and those perceived to have left significant legacies for host communities.

6BUS1029-0901	Events and Politics	A	15	60	40	0
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Event and Politics (Fri 10 -11)

Module Code: 6BUS1029
Credit Points: 15
Co-requisites: None
Prohibited Combinations: None

Assessment: 60% Coursework / 40% Exam
Level: 6
Semester: A
Pre-requisites: 5BUS1051 Event Impact & Legacies

Module Contents

This module investigates the positive and negative impacts associated with the planning and staging of events on host communities, environments and economies alongside the wider international implications that the staging of events can bring. Students will examine initiatives that seek to minimise the negative and maximise the positive impacts of events. The module will use case studies to analyse impacts and investigate best practice for securing lasting, positive legacies for host destinations. Case study analysis will include consideration of events that have been controversial in terms of their impacts on the host communities, and those perceived to have left significant legacies for host communities.

6ARD0004-0906	Fashion: Professional Portfolio	AB	30	100	0	0
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~~Fashion: Professional Portfolio~~

~~Module Code: 6ARD0004 Assessment: 100% Coursework~~

~~Credit Points: 30 Level: 6 Semester: AB~~

~~Co-requisites: None~~

~~Prohibited Combinations: None~~

~~Module Contents~~

~~This module provides students with the opportunity to produce a consolidated body of work, based on personal strengths and interests. The portfolio of work will demonstrate the student's abilities within a chosen area in the field of fashion and an informed understanding of the professional context for their work. This module represents the culmination of the student's experience.~~

6BUS1194-0206	Financial Aspects of International Business	B	15	0	100	0
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Financial Aspects of International Business (Tue 11-12)

Module Code: 6BUS1194 Assessment: 100% Exam

Credit Points: 15 Level: 6 Semester: B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The international financial system Foreign exchange rate theories Foreign exchange risk – definitions managing foreign exchange risk - techniques devising a hedging strategy direct foreign investment – risk management

6BUS1118-0901	Financial Management in the Public Sector	A	15	100	0	0
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Financial Management in the Public Sector

Module Code: 6BUS1118 Assessment: 100% Coursework

Credit Points: 15 Level: 6 Semester: A

Pre-requisites: 4BUS1054 Principles of Accounting & Finance, 4BUS1043/4BUS1030 Accounting for Business

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module will expose students to the public sector management issues with a focus on financial management. They will learn about historical development of various financial management models in the public sector and appreciate similarities and differences between private and public sector financial management. They will also learn how funds are raised and investments made in the non-profit sectors. Emphasis will also be placed on emerging issues in the public sector.

6BUS1123-0901	Financial Strategy	A	15	50	50	0
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Financial Strategy

Module Code: 6BUS1123 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 6BUS1013 Business Strategy, 6BUS1059 Strategic Leadership in a Changing World, 6BUS1014 Using IT to Gain Strategic Advantage

Prerequisites: 5BUS1046 Financial Management OR 5BUS1024 Principles of Corporate Finance 1 AND 5BUS1021 Principles

Prohibited Combinations: None

Module Contents

This single semester module is designed to provide an insight into the area of financial strategy. The module begins by examining the life cycle and the various sources of funding available at each stage and moves on to the role of financial strategy in the overall corporate strategic planning process, and concludes with an analysis of major business changes, eg restructuring, mergers/acquisitions. The module will enable students to build on their business analysis and reporting writing skills, and the knowledge gained about business should significantly enhance their employability.

6BUS1026-0206	Forecasting Methods for managers	B	15	100	0	0
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Forecasting Methods for Managers (Tue 11 – 12)

Module Code: 6BUS1026 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The process of making decisions in organisations is based, in most cases, on future values of many variables. Therefore, it is vital that these future values are predicted in the most accurate possible ways. This module introduces students to a variety of forecasting techniques used to predict future values. Much of the module will be devoted to the use of software, especially spreadsheets, to calculate forecasts and their associated errors. A particular emphasis will be on the pitfalls associated with the application of different forecasting techniques. The module includes the following: the purpose of business forecasting; data collection and review; measuring the accuracy of forecasts; a range of methods presented for dealing with stationary time series, trend, seasonality and multi-variate models; demographics; communication of results to a business audience. Students use a calculator and computer to calculate forecasts and related error measures and statistics.

6BUS1140-0901	Game Theory and Economic Applications	A	15	50	50	0
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Game Theory and Economic Applications (Mon 12 – 3)

Module Code: 6BUS1140 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Pre-requisites: Introduction to Microeconomics (4BUS1031) is highly recommended

Prohibited Combinations: None

Module Contents

Introduction / Definition of a game / Definition of the “mixed strategy” / Strict and weak dominance / Successive elimination of strictly dominated strategies / Common knowledge of rationality / The Nash equilibrium / Microeconomic applications of static games (oligopolistic markets) / The problem of indeterminacy / Dynamic games / Subgame perfect Nash equilibrium / Repeated games / The Folk Theorem / The Bargaining Problem / Economic applications / Discontents / Conclusions.

6BUS1025-0206	Global Marketing Ethics and Culture	B	15	40	60	0
6BUS1025-0901	Global Marketing Ethics and Culture	A	15	40	60	0

Global Marketing Ethics and Culture (Thu 12 – 1)

Module Code: 6BUS1025 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None **Pre-requisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing OR 4BUS1004 Principles of Tourism Marketing
Prohibited Combinations: None

Module Contents

Global marketing success is a function of perspective, opportunity, motivation, organisation, knowledge and skills. The challenge for today's global marketers is to identify those opportunities appropriate to the firm, to develop appropriate marketing strategies and build and sustain competitive advantages in co-operation with other members of the firm as well as external partners. To this end, the module will provide learning opportunities to appreciate current writings and perspectives on the global marketing environment. Opportunities will be given to analyse different global marketing organisations and their environments, suggest and implement realistic strategies and plans and control mechanisms. The module addresses global issues such as the macro environment, market entry strategies, communication, price, planning and control.

6BUS1227-0906	Governance and Auditing	AB	30	40	60	0
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Governance and Auditing (Sem A - Monday 11-12; Sem B Tuesday 11-12)

Module Code: 6BUS1227 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module begins by establishing the importance of effective corporate governance and moves on to an examination of the current roles of the main parties involved. It then goes on to provide an insight into the modern audit process and to develop knowledge and understanding of the audit process and its application in the context of the professional regulatory framework. It concludes with a look at how corporate governance and audit may develop in the future.

6BUS1228-0901	HBS Placement	A	0	100	0	0
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HBS Placement

Module Code: 6BUS1228 **Assessment:** 100% Coursework
Credit Points: 0 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This activity is self-directed by the student and carries no credits. Students will be supported by the Placement Visit Co-ordinator, The Placement Experience Module Leader, an Academic Mentor and the Centre for Academic Skills Enhancement (CASE). Successful completion of the placement leads to the award suffix 'Sandwich' on students' degree title. Students who have been on placement are also eligible to apply for LCGI from City & Guilds, and should contact the Placement Experience Module Leader for more information on this.

6BUS1203-0901	Industrial Organisation	A	15	50	50	0
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Industrial Organisation (Tue 10 – 11)

Module Code: 6BUS1203 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Pre-requisites: L5 Business Economics Techniques

Prohibited Combinations: None

Module Contents

The module has a special emphasis on imperfectly competitive markets and it will be covering in particular various aspects of monopolistic competition and oligopolistic industries, including price and quantity competition, collusion and cartel stability, entry deterrence and predation, product differentiation, and vertical relationships. Recent developments in industrial organisation and competition policy are incorporated into the material, including current cases.

6BUS1157-0901	Industry Practice for Economic Professionals	A	15	100	0	0
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Industry Practice for Economic Professionals

Module Code: 6BUS1157 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: This module is core for most students at level 6. The exempt students are: direct entrants at level 6 and any students joining at level 5 and 6 with a Foundation Degree. The exempt group of students will instead study 6BUS0279 Business and Commercial Awareness as a core.

Pre-requisites: Any Enhancing Employability Module (in Business) Or students need to have completed a one year placement.

Prohibited Combinations: None

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1156-0901	Industry Practice for HR Professionals	A	15	100	0	0
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Industry Practice for HR Professionals

Module Code: 6BUS1156 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None **Prerequisites:** Any Enhancing Employability Module (in Business) Or students need to have completed a one year placement.

Prohibited Combinations: 6BUS0279 Business and Commercial Awareness

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional CIPD framework to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate HR academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1151-0901	Industry Practice in Accounting and Finance	A	15	70	0	30
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Industry Practice in Accounting and Finance

Module Code: 6BUS1151 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1149-0206	Industry Practice in Business (MLO)	B	15	100	0	0
6BUS1149-0901	Industry Practice in Business (MLO)	A	15	100	0	0

Industry Practice in Business (MLO)

Module Code: 6BUS1149 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A or B
Co-requisites: None **Pre-requisites:** 5BUS1084 Enhancing Employability in Accounting and Finance or 5BUSxxxx Enhancing employability in accounting or 5BUSXXXX Enhancing employability in Finance Students should not take this module if they have undertaken a full placement year with placement portfolio.
Prohibited Combinations: Business and Commercial Awareness 6BUS0279

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1153-0901	Industry Practice in Event Management	A	15	100	0	0
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Industry Practice in Event Management

Module Code: 6BUS1153 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None **Pre-requisites:** 5BUS1084 Enhancing Employability in Accounting and Finance or 5BUSxxxx Enhancing employability in accounting or 5BUSXXXX Enhancing employability in Finance Students should not take this module if they have undertaken a full placement year with placement portfolio.
Prohibited Combinations: None

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1146-0206	Industry Practice in Management	B	15	100	0	0
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Industry Practice in Management

Module Code: 6BUS1146 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None **Pre-requisites:** 5BUS1084 Enhancing Employability in Accounting and Finance or 5BUSxxxx Enhancing employability in accounting or 5BUSXXXX Enhancing employability in Finance Students should not take this module if they have undertaken a full placement year with placement portfolio.
Prohibited Combinations: None

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1152-0901	Industry Practice in Marketing	A	15	100	0	0
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Industry Practice in Marketing - May not Run because of low numbers, choose another module

~~Module Code: 6BUS1152 Assessment: 100% Coursework~~

~~Credit Points: 15 Level: 6 Semester: A~~

~~Co-requisites: None Pre-requisites: Employability (one of the following): 5BUS1085 Enhancing Employability 5BUS1084 Enhancing Employability in Accounting and Finance 5BUS1067 Enhancing Employability in Economics 5BUS1083 Enhancing Employability in Event Management 5BUS1081 Enhancing Employability in Human Resource Management 5BUS1082 Enhancing Employability in Marketing 5BUS1079 Enhancing Employability in Tourism Or students need to have completed a one year placement.~~

~~Prohibited Combinations: None~~

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6BUS1154-0901	Industry Practice in Tourism Management	A	15	100	0	0
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Industry Practice in Tourism Management

Module Code: 6BUS1154 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None **Pre-requisites:** Employability (one of the following): 5BUS1085 Enhancing Employability 5BUS1084 Enhancing Employability in Accounting and Finance 5BUS1067 Enhancing Employability in Economics 5BUS1083 Enhancing Employability in Event Management 5BUS1081 Enhancing Employability in Human Resource Management 5BUS1082 Enhancing Employability in Marketing 5BUS1079 Enhancing Employability in Tourism Or students need to have completed a one year placement.

Prohibited Combinations: None

Module Contents

In this module students will assess, develop and evaluate their employability skills through work-based learning. Students will use the professional framework relevant to their specialism to demonstrate competencies. Through their work, students will have opportunities to apply and critically evaluate academic theories and current business school research. Work-based learning opportunities include: placement, part-time work, internship, project work, involvement in research or volunteering.

6COM1050-0206	Information Security Management	B	15	100	0	0
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Information Security Management

Module Code: 6COM1050 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module develops the concepts and principles of information security management including its organisational aspects such as security governance, policy procedures and security standards. It covers the relevant methods associated with risk assessment and management. In this module, various issues associated with information assurance, incident management and government legislation on data protection will be presented. This module introduces security controls that are used to protect information and underlying IT systems and infrastructure. Disaster recovery, business continuity management, investigation and digital forensics which are important aspects of information security management will be discussed in this module.

6BUS1018-0901	Information Systems and Knowledge Management	A	15	30	70	0
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Information Systems and Knowledge Management (Mon 12 – 2)

Module Code: 6BUS1018 **Assessment:** 30% Coursework / 70% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module recognises the importance of information and knowledge in the management decision-making process by exploring how organisations utilise information and knowledge management systems in their endeavours to achieve sustainable competitive advantage. Content is indicative and covers: - understanding information and knowledge; - a holistic view of systems; - business applications of information systems; - information systems and the decision-making process; - the role of information and knowledge in business strategy; - knowledge management and KM models; - culture and KM; - KM tools and component technologies; - KM metrics.

6BUS1041-0206	International Financial Management	B	15	30	70	0
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International Financial Management

Module Code: 6BUS1041 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: 6BUS1043 Global Finance & Markets
Prerequisites: 5BUS1158 Financial Management; 5BUS1149 Business Finance; 5BUS1157 Corporate Finance or 5BUS1094 Principles of Corporate Finance.
Prohibited Combinations: None

Module Contents

This module sets financial management within an international context, allowing students to explore the financial problems specific to multi-national corporations. It will examine the theory associated with these issues and the techniques employed by multi-national corporations in their financial management.

Topics to be covered may include: the development of the international financial system; International financial theory; international capital budgeting; current issues in international finance; international taxation; international treasury management; multi-national corporate structures

6BUS1115-0901	International HRM in Practice	A	15	50	50	0
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International HRM in Practice

Module Code: 6BUS1115 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None **Prerequisites:** Completion of a level 5 module in HRM
Prohibited Combinations: None

Module Contents

The module is designed to provide an appreciation of the human resource considerations of managing across borders as a primary strategic concern of multinational corporations. It is framed around international and comparative themes as follows: - International: Insights are provided into problems and issues in managing international staff resources, notably recruiting, training and rewarding expatriates, and facilitating effective international team-working. - Comparative: Awareness will be provided of contexts and prominent features of HR policies and practices in a range of national 'host' environments including the US, Germany, the UK, Japan and China as well as in selected developing countries. Module content includes: - International business and international HRM - Cultural and institutional influences on international HRM - Staffing the global enterprise - Training and development in the global enterprise - International compensation and performance - Multinational corporations and ethical/employment issues - HRM in the host country context

6BUS1019-0206	International Human Resource Management	B	15	25	70	5
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International Human Resource Management (Fri 3-4)

Module Code: 6BUS1019 **Assessment:** 25% Coursework / 70% Exam / 5% Practical
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None **Prerequisites:** 4BUS1026 People Resourcing OR 5BUS1037 Managing People

Prohibited Combinations: None

Module Contents

The module provides contemporary, applied and critical insights into the management of people across borders and in multinational corporations (MNCs). The HR implications of managing international assignments are investigated, and in-depth exposition provided of HR contexts and features in major global regions. The module appears to students specialising in HRM and international business, and is also relevant to those working/planning to work in an international environment. The content includes an analysis of differences between national and international HRM, examines structures and strategies of MNC's and the ethical issues impinging upon international business in the field of employment. The module also considers the management of the expatriation cycle-recruitment, training, pay,

performance management and repatriation. An analysis of industrial relations structures/systems for employee participation in North America, Europe and Australasia and an exploration of political/economic environments and major features of HR/employment practice in these continents and developing countries.

6BUS1010-0901	International Production & Governance	A	15	100	0	0
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International Production & Governance (Thu 2 – 3)

Module Code: 6BUS1010 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None **Prerequisites:** 4BUS1031 Introduction to Microeconomics OR 4BUS1033 Introduction to Macroeconomics OR 4BUS1037 Economics for Business

Prohibited Combinations: None

Module Contents

This module explores key changes in the global economy by examining recent trends in international trade, production, investment and labour. Theories of international production are examined alongside the competitive strategies of large transnational firms. There is focus on the changing patterns of governance with regards to different varieties of capitalism and the relationship between different levels of governance; the global, the national and the local. The module emphasises the way in which both academic and business literature offer competing interpretations on the nature of these changing trends, their outcomes and their implications for policy.

6BUS1117-0901	International Strategic Management	A	15	100	0	0
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International Strategic Management (Fri 12 – 1)

Module Code: 6BUS1117 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

This module investigates the strategic challenges facing international managers, identifying the contradictions and paradoxical nature of strategic decision-making and strategic planning. Students use current examples and case studies to examine relationships between, and influences on managers in the context of dynamic and complex environments. The module will explore differing perspectives on management and consider the role culture and perception may play in the strategic development of multinational enterprises. In exploring a range of current issues influencing and affecting MNEs, students will be encouraged to consider their moral and ethical implications.

6BUS1040-0206	Islamic Banking and Finance	B	15	100	0	0
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Islamic Banking and Finance

Module Code: 6BUS1040 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Prohibited Combinations: None

Module Contents

The module intends to provide students with knowledge and understanding of Islamic banking and finance. The module will provide background and foundations of Sharia framework (Islamic code of life) in which the Islamic banking system claims to operate. The ideals of IBF with an emphasis on prohibition of Riba (interest) will be discussed. Students will gain understanding of various Islamic modes of financing and various financial instruments. The module will also provide knowledge and understanding of Islamic contract and Islamic commercial law. Students will learn and evaluate the latest developments and trends in this field with special emphasis upon the UK.

6BUS0300-0901	Issues in International Relations	A	15	30	70	0
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Issues in International Relations (Tue 3 – 5)

Module Code: 6BUS0300 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module aims to enable students to understand the development of the discipline of International Relations with its central focus on relations between states since the beginning of the modern state system in the seventeenth century. It looks at the development of the discipline since the 1920s and the different theoretical perspectives on questions of war and peace in the era of the world wars and the Cold War. It also looks at the developing new agenda of IR in the post-Cold War era with its focus on issues such as state breakdown and terrorism, economic justice and global warming.

6BUS1011-0206	Issues in the Global Economy	B	15	70	0	30
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Issues in the Global Economy (Thu 4 – 5)

Module Code: 6BUS1011 **Assessment:** 70% Coursework / 30% Practical
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: 4BUS1031 Introduction to Microeconomics OR 4BUS1033 Introduction to Macroeconomics OR 4BUS1037 Economics for Business
Prohibited Combinations: None

Module Contents

This module explores the fundamental economic changes in the global economy and their implications for both developed and developing economies. It addresses issues related to changes in international production, global financial structures, trade patterns, migration, global governance, environment, economic development, income distribution and poverty.

6BUS1037-0906	IT Management and Business Project	AB	30	100	0	0
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IT Management and Business Project (Thu 5 – 6.30)

Module Code: 6BUS1037 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Pre-requisites: None
Co-requisites: None
Prohibited Combinations: None

Module Contents

The ITMB project gives students an opportunity to extend and deepen their knowledge of information technology, business and project management, and to apply it in an unfamiliar 'real life' context. Students are required to undertake a substantial piece of R&D work, which they plan and manage themselves under the guidance of an academic supervisor and in a context of an external organisation. The project topic should be chosen to fit in with the student's personal objectives, agreed with the supervisor and initially documented in the project proposal. Students will, on completion of the project, be required to produce a written piece of work, documenting the results of their project. The format and structure of the final document will depend on the nature of the work undertaken. Those students wishing to develop a software application as a part of their final project will need to produce the source and running code, test specification and any associated documentation. Students will be assessed on their project proposal, management of the project, methodology, the intellectual quality and originality of their work, and the structure and coherence of the final report, quality of demonstration or presentation of the final outcomes, and where applicable, the quality of the developed software application.

6BUS1035-0206	Knowledge management and Business intelligence	B	15	40	60	0
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Knowledge management and Business intelligence (Mon 2 – 4)

Module Code: 6BUS1035 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module recognises the importance of information and knowledge in the management decision-making process by exploring how organisations utilise knowledge management and business intelligence in their endeavours to achieve sustainable competitive advantage. It covers a wide and diverse range of current thinking in terms of theoretical and practical aspects of knowledge management and business intelligence systems. Fundamental tools and techniques are investigated and applied to a wide range of critical case studies.

6BUS1141-0206	Leadership and Organisations	B	15	100	0	0
6BUS1141-0901	Leadership and Organisations	A	15	100	0	0

Leadership and organisations (Thu 2-3)

Module Code: 6BUS1141 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 6BUS1143 Business Strategy OR 6BUS1013 Business Strategy OR 6BUS1117 International Strategic Management AND 4BUS1026 People Resourcing OR 4BUS1064 People and Organisations OR 5BUS1037 Managing People OR 5BUS1087 Managing People B OR 6BUS1019 International HRM
Prohibited Combinations: None

Module Contents

This module explores leadership and management within the context of the business organisation, complementing the knowledge and understanding of strategic issues developed through studies on the companion module 6BUS1143 Business Strategy. It examines the development of leadership and management theory as well as discussing contemporary applications of theoretical approaches. Leadership styles and models are analysed, including their impact on follower performance. Students will be constantly reminded that the leaders of organisations often experience strategy in action/implementation as a messy, unstructured process. Up-to-date real world examples will be used, together with textbook cases, to appraise the effectiveness of particular organisational leadership styles and to show how strategic leaders and their followers interact in practice.

6BUS1031-0901	Linear Modelling	A	15	100	0	0
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Linear Modelling

Module Code: 6BUS1031 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Pre-requisites: None
Co-requisites: None
Prohibited Combinations: None

Module Contents

This is a module in statistics for students who wish to study techniques widely used by statisticians. Linear modelling brings together regression and analysis of variance into a single modelling approach based on matrix algebra and extends these methods to include category response variables. The main topics studied are likely to include: - the matrix algebra approach to linear regression; - methods of analysing non-orthogonal sums of squares; - the dummy variables approach to the analysis of experimental design models; - the analysis of contingency tables by use of log-linear models; - logistic regression; - the principles of the generalised linear model.

6BUS1085-0901	Macroeconomic Performance	A	15	50	50	0
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Macroeconomic Performance (Tue 10 – 11)

Module Code: 6BUS1085 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None **Pre-requisites:** 5BUS1060 Economic Growth, Aggregate Price & Income AND 5BUS1040 International Trade & the Open Economy
Prohibited Combinations: None

Module Contents

The past few decades have witnessed significant new developments in the trends and patterns of wealth creation and distribution across the global economies. This module aims to further develop students' critical understanding of the relevance and limitations in the analysis of macroeconomic performance and policy conduct in the contemporary context. Insofar as theoretical developments are concerned, particular emphasis will be placed on the New Classical, New Keynesian and selected heterodox economics thinking on the attainment of societal goals of economic efficiency and social equity. This module will also enable students to develop an in-depth understanding of a range of practical issues concerning inflation, public finance, exchange rate regimes, financial liberalisation, international trade and globalisation.

6BUS1084-0901	Management Decision Making	A	15	40	60	0
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Management Decision Making (Thu 3-4)

Module Code: 6BUS1084 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module explores the use of management accounting information to assist organisations in short and long-term decision-making. Emphasis is given to the use of various techniques in the formulation of management decision-making and, in order to emphasise the practical application of the principles and techniques, considerable use is made of practical examples. Indicative module content includes: information contents of financial statements, relevant costs and revenues for decision making, - cash flow analysis for long-term and short-term decision-making, decision-making within constraints for product mix analysis – absorption and standard costing, external and transfer pricing, performance measurement and market imperfections within decision-making frameworks (e.g. tax, inflation, etc.).

6BUS1083-0901	Management Science in Business	A	15	30	70	0
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Management Science in Business (Tue 2 – 3)

Module Code: 6BUS1083 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module will develop knowledge and understanding of both classical and current management science techniques used in business today. Students will be guided into formulating business problems as models. They will be shown how to manipulate and solve these models, and interpret the solutions. They will learn to recognise difficulties and limitations associated with the results given by the models. Students will be encouraged to use appropriate computer software to solve the models. The module includes the following topics: - queuing models - game theory - replacement theory - decision analysis - dynamic programming - transportation problems - data envelopment analysis - data mining.

6BUS1081-0906	Managing Media and Communications	AB	30	30	70	0
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Managing Media and Communications

Module Code: 6BUS1081 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing AND 5BUS1099 Strategic Marketing Planning
Prohibited Combinations: None

Module Contents

This module aims to provide a critical understanding of the theory underpinning marketing communications. It is offered to specialist marketing students. The theory reviewed includes communications theory, buyer behaviour theory, segmentation and strategy theory, as well as integrated marketing communications theory. The module considers how marketing communication works, taking into account various contexts including the global context. Organisations are considered in detail in terms of their inter-relationship with various stakeholders.

6BUS1082-0906	Market and Social Research	AB	30	30	70	0
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Market and Social Research (One off lecture in week 9, Monday 9-10 or 12-1. Then Monday 11-1 or 3-5, Tuesday 11-1 or 3-5 or Thursday 11-1)

Module Code: 6BUS1082 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: None **Pre-requisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module is designed to provide students with a good understanding of research theory and practice, from the perspective of marketing management. We will look at the development, nature, scope and organisation of research. Identifying and refining problems, formulating objectives (organising hypothesis testing) and setting decision criteria will provide the key to integration in the learning experience process. We will explore the fundamentals of sampling and sample design. Survey, experimental design and methods of data collection (questionnaire design, face-to-face interviews, postal questionnaires, telephone interviewing, and focus groups) will follow. The research interview, comprising the role, selection, training and supervision of interviewers, is examined in depth; as are the principles and practice of qualitative research. We also look at how market researchers construct market segmentation models (demographic, lifestyle, psychological categories, geodemographic, etc.) and, finally, we will assess differences that exist between consumer and industrial markets, and between different sized businesses.

6BUS1076-0906	Marketing Communications	AB	30	30	70	0
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Market Communications

Module Code: 6BUS1076 **Assessment:** 30% Coursework / 70% Exam
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: None **Pre-requisites:** 4BUS1010 Principles of Marketing, 6BUS1081 Managing Media & Communications
Prohibited Combinations: None

Module Contents

This module is offered both to students with or without previous marketing work experience. The aims of the module are to enable students to understand the various aspects of marketing communications from initial analysis of the market through to the development of strategies incorporating an expanding range of promotional techniques. The module combines an understanding of relevant marketing theories, for instance consumer and organisational buyer behavioural models, with the application of the theory to practical situations through the use of case studies and other techniques.

6BUS1080-0206	Markets, Competition & Policy Performance	B	15	50	50	0
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Markets, Competition & Policy Performance

Module Code: 6BUS1080 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Pre-requisites: 5BUS1086 Consumers, Firms & Markets

Prohibited Combinations: None

Module Contents

This module follows on from and develops ideas set out in the module Consumers, Firms and Markets. It recognises that the competitiveness of markets is a key factor and one in which government policy can both facilitate and hinder. Markets can fail and government policy can play a useful role. However, government failure is also a concern, so intervention must be used carefully. This module explores these issues which represent a longstanding, central debate in economics which, nonetheless, remains current. The effectiveness of markets and industries is also very much dependent upon organisational efficiency at the level of the business firm. The module, therefore, also considers useful approaches in this area, as exemplified by the work of the latest Nobel Laureate, Oliver Williamson. Furthermore, the module recognises that the success of the economy over time is a dynamic issue and thus explores the economics of innovation.

6BUS1079-0906	Modern Econometrics	AB	30	50	50	0
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Modern Econometrics (Thu 4 – 5.30)

Module Code: 6BUS1079

Assessment: 50% Coursework / 50% Exam

Credit Points: 30

Level: 6

Semester: AB

Co-requisites: None

Pre-requisites: 5BUS1059 Econometrics

Prohibited Combinations: None

Module Contents

- Introduction: Review of the classical regression model as well as multicollinearity, heteroscedasticity and autocorrelation. - Estimating dynamic models: Adjustment lags and the problem of estimation; the formation of expectations. - Data-mining: Alternative approaches to selecting the 'best' model and criteria. - Handling non-stationary time series: Stationary and non-stationary processes; testing for Stationary, error correction model. - Cointegration and error-correction models: Cointegration between variables via testing; the estimation of the error-correction model. - Further topics: Vector autoregressions.

6BUS1078-0901	Money, Banking and Finance	A	15	50	50	0
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Money, Banking and Finance (Thu 11-12)

Module Code: 6BUS1078

Assessment: 50% Coursework / 50% Exam

Credit Points: 15

Level: 6

Semester: A

Co-requisites: 5BUS1086 Consumers, Firms & Markets OR 5BUS1060 Economic Growth, Aggregate Price & Income OR 5BUS1039 Macro Foundations for Finance

Prohibited Combinations: None

Module Contents

The financial sector is a vital sector for any economy. It is a major and successful part of the UK economy. This module provides the techniques and concepts to analyse and understand this sector. The major theoretical underpinnings of the financial sector are explored. Thus, the module considers portfolio theory, the term structure of interest rates, demand and supply of money, monetary policy, exchange rate systems, insurance markets and the efficient markets hypothesis.

6BUS1077-0206	Niche Tourism	B	15	60	40	0
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Niche Tourism

Module Code: 6BUS1077

Assessment: 60% Coursework / 40% Exam

Credit Points: 15

Level: 6

Semester: B

Co-requisites: 5BUS1012 The Tourist Market, 5BUS1014 Responsible Tourism 1: Society & Culture, 5BUS1009 The International Tourism Business

Prohibited Combinations: None

Module Contents

Niche tourism may be defined as providing customised leisure and recreation driven by the specific interests of individuals and groups. This module provides students with the opportunity to explore one of the fastest growing areas within tourism and to examine the geographical, product and customer contexts in which niche tourism occurs. Students may study suppliers of products such as sex tourism, adventure tourism, dark tourism, wine tourism, small ship cruising, ecotourism, health and wellness tourism, youth tourism and wildlife tourism. Students will debate the changes in consumer attitude which have brought about the demand for such products and evaluate factors which could affect the demand. Marketing strategies will be considered in reaching niche groups appropriate to different specific products.

6BUS1142-0901	Organisational Behaviour	A	15	50	50	0
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Organisational Behaviour (Fri 10 -11)

Module Code: 6BUS1142 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 30 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module will cover the following areas: The current context in which organisations operate ,Perspectives on the design, structure, performance and culture of organisations including the classical school, human relations, systems and contingency approaches .Alternative theoretical perspectives examining the development and stability of personality, perception and attitudes and individual differences ,Historical and contemporary explanations of employee motivation, engagement and the psychological contract ,An exploration of research into team working and what makes for effective team working ,Historical and contemporary perspectives on management and leadership in organisations ,The employment relationship: issues of power and conflict

6BUS1127-0206	Performance Strategy	B	15	40	60	0
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Public Finance (Tue 2 – 3)

Module Code: 6BUS1198 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The economics of public finance deals with some fundamental current economic issues. The module focuses on present-day debates on the subject of the provision of public goods and the role of the government in the economy. It provides a review of the principal theories of the effective provision of social services, welfare state, social security, national debt and pricing of public and merit goods. Opinion on these topics and the impact of government economic activities on the allocation of resources and on the distribution of income are divided and are a gulf apart. This module will offer students a deep understanding of public finance and the budgetary process, and the implications of government borrowing and expenditures on the economy. Students during the course of this module will discover the importance of the public sector in the economy. They will learn to recognize the part played by the public sector in the global financial crisis and the changes that globalization has brought in, raising tax revenue, due to global tax competition and mobility.

6BUS0299-0901	Project Management	A	15	50	50	0
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Project Management (Tue 9 – 10:30)

Module Code: 6BUS0299 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Pre-requisites: None
Co-requisites: 6BUS1012 Advanced Project and Risk Management, 5BUS1008 Project Planning & Control
Prohibited Combinations: None

Module Contents

This module is designed to provide solid understanding of project management methods, processes and techniques. Students will gain experience, techniques and tools to manage each stage of the project lifecycle. Students will learn about the philosophy and principle of quality management and learn how to translate these concepts into specific actions that are key to successful improvement. Risk management is part of this module, and students will learn how to adopt a proactive approach to threats. There will be an opportunity to gain a clear understanding of quantitative and qualitative approaches to risk management. Students will be introduced to the use of software to plan, schedule, control and report on projects.

6BUS1198-0206	Public Finance	B	15	40	60	0
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Public Finance

Module Code: 6BUS1198
Credit Points: 15
Co-requisites: None
Prohibited Combinations: None

Assessment: 40% Coursework / 60% Exam
Level: 6
Semester: B

Module Contents

The economics of public finance deals with some fundamental current economic issues. The module focuses on present-day debates on the subject of the provision of public goods and the role of the government in the economy. It provides a review of the principal theories of the effective provision of social services, welfare state, social security, national debt and pricing of public and merit goods. Opinion on these topics and the impact of government economic activities on the allocation of resources and on the distribution of income are divided and are a gulf apart. This module will offer students a deep understanding of public finance and the budgetary process, and the implications of government borrowing and expenditures on the economy. Students during the course of this module will discover the importance of the public sector in the economy. They will learn to recognize the part played by the public sector in the global financial crisis and the changes that globalization has brought in, raising tax revenue, due to global tax competition and mobility.

6BUS1071-0901	Public Relations Strategy	A	15	100	0	0
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Public Relations Strategy (Mon 10 -11)

Module Code: 6BUS1071
Credit Points: 15
Co-requisites: None
Prohibited Combinations: None

Assessment: 100% Coursework
Level: 6
Semester: A
Pre-requisites: 5BUS1018 Public Relations Concepts & Campaigns

Module Contents

This module will look at the use of PR at a strategic and practical level as an element of the marketing communications of an organisation, and how to improve organisational competitiveness through the application of appropriate PR activity. It will focus on issues such as the external environment, contemporary PR, organisational PR, crisis management and internal stakeholders. Students will use case studies, current news articles, DVD's and videos to elicit up-to-date thinking about contemporary PR activity and how it relates to the wider marketing programme. A key feature of this module will be the number of short practical exercises in lectures, which are intended to develop individual thinking and the application of key marketing communications concepts in practice.

6BUS1189-0901	Public Sector Accounting	A	15	40	60	0
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Public Sector Accounting

Module Code: 6BUS1189
Credit Points: 15
Co-requisites: None
Prohibited Combinations: None

Assessment: 40% Coursework / 60% Exam
Level: 6
Semester: A
Pre-requisites: Basic knowledge of accounting and finance is required for this module.

Module Contents

The context of the public sector as distinct from the private sector will be established. The students will learn about historical development of various financial management models in the public sector and appreciate similarities and differences between private and public sector financial management. They will also learn how funds are raised and investments made in the public sector. Budgeting and budgetary control in the public sector will be discussed. Accountability issues, internal control and accounting will be covered. Development of International Public Sector Accounting Standards (IPSASs) will be discussed. Emphasis will also be placed on emerging issues in the public sector

6BUS1086-0901	Research Methods	A	30	100	0	0
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Research Methods

Module Code: 6BUS1086 **Assessment:** 100% Coursework

Credit Points: 0 **Level:** 6 **Semester:** A

Co-requisites: None **Pre-requisites:** Students who intend to complete a final level dissertation must pass this module.

Prohibited Combinations: None

Module Contents

This non credit bearing module of study is designed to provide students with sufficient research skills in order to successfully undertake a dissertation and/or research project. Key themes covered by the module, include: Defining the research question: students are introduced to the difficulties of defining the research question and objectives; the need for a theoretical underpinning is emphasised, together with the use of tertiary sources in conducting a literature search. Methods and sources of primary and secondary data: primary data acquisition focuses on (but is not restricted to) survey and interview techniques. The need to make judgments about data quality is emphasised as a determinant of appropriate methods of analysis. Quantitative methods: the use of parametric and non-parametric statistics is offered for data description, testing correlation and differences between sub-groups. Research findings: demonstrating the significance of the research findings concentrates on (but is not restricted to) the derivation of recommendations from those findings.

6BUS1069-0206	Responsible Tourism 2: Environment & Economy	B	15	50	50	0
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Responsible Tourism 2: Environment & Economy

Module Code: 6BUS1069 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None **Pre-requisites:** 5BUS1014 Responsible Tourism 1: Society & Culture

Prohibited Combinations: None

Module Contents

This module investigates the positive and negative impacts of the tourism industry on host environments and host economies. It examines strategies for achieving a more symbiotic relationship between tourism and the environment, and strategies to enhance economic linkage between the industry and host economy at local/regional level.

6BUS1068-0206	Sales and Key Account Management	B	15	70	0	30
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Sales and Key Account Management – Not Running

Module Code: 6BUS1068 **Assessment:** 70% Coursework / 30% Practical

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None **Pre-requisites:** 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing

Prohibited Combinations: None

Module Contents

This module builds on students' previous study of marketing by providing an insight into the sales function as applied to business and consumer sales an essential element of the marketing communications mix. From the sales management perspective, the module focuses upon the key areas of sales management - such as the role of personal selling; personal selling skills; sales force management, recruitment, motivation and control; and KAM.

6BUS1066-0901	Service Operations Management	A	15	40	60	0
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Service Operations Management (Tue 4 – 6)

Module Code: 6BUS1066 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This is a new and exciting area of business operations management. It will be useful for anyone who may wish to pursue a career in the service sector; particularly in the current economic environment in which the economies of the UK, Europe and North America are predominately service driven. The module covers the following topics: - The service concept - Performance measurement in the service sector - Service strategy - Customer relationship management - Supplier management - Service processes and people - Resource utilisation - Technology and information management - Management of change,.

6BUS1064-0906	Small Business and Entrepreneurship	AB	30	25	70	5
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Small Business and Entrepreneurship (Wed 9-12)

Module Code: 6BUS1064 **Assessment:** 20% Coursework / 70% Exam / 5% Practical
Credit Points: 30 **Level:** 5 **Semesters:** AB
Co-requisites: None **Prerequisites:** 4BUS1010 Principles of Marketing
Prohibited Combinations: None

Module Contents

This module addresses the entrepreneur, entrepreneurship and small business and its management. It will consider the entrepreneur and owner manager; their nature and motivation, and the character of the small enterprise. What are small businesses; how are they represented; and how can survival and growth be attempted? The wide range of issues to be considered will include: consideration of opportunities and sources of new ideas; examination of legal forms available, including assessment of management buy-outs and the purchase of established businesses. We will consider financial issues including estimation of costs, and formal and informal sources of finance such as family, banks, equity and financing. We then move on to consider creativity; construction of business plans; failure and its causes; and sources of advice. Aspects of marketing of special relevance, such as networking, word of mouth, and personal selling are examined; including broader themes of significance such as family business.

6BUS1065-0901	Small Business Management	A	15	50	50	0
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Small Business Management (Tue 2-3)

Module Code: 6BUS1065 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 5 **Semesters:** A
Co-requisites: 6BUS1064 Small Business & Entrepreneurship
Prohibited Combinations: None

Module Contents

The small business is now a major part of the economy and it is recognised for its contribution to employment creation. The module will examine how small business works in practice, focusing on its creation, development, growth and key functions. There is scope for the student to bring in their own experiences of small business and they will be encouraged to pursue their own particular interests within the overall framework of the syllabus, partly through exercises and case-based activities throughout the programme of planned tutorial sessions

6BUS1062-0206	Social Networking and Enterprise	B	15	100	0	0
6BUS1062-0901	Social Networking and Enterprise	A	15	100	0	0

Social Networking and Enterprise (Fri 3-4)

Module Code: 6BUS1062 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

Social networking is a rapidly growing phenomenon and it is one of the most influential media in web technology today. Hundreds of companies globally use social media to gain credibility, foster employee relationships, build a forum for communication with customers and, often, to boost sales. Businesses receive inquiries directly from consumers and other businesses without advertising, which results in lower costs and higher conversion rates. Therefore, this module explores insights of the social networking sites and opportunities they present for organisations. The following is an indicative list of topics:

- Understand the fundamentals of the social media
- Social networking trends
- Types of social networking sites
- Enhance enterprise performance through social media
- Social networking tools and strategies in enterprise
- Business communication using online media tools
- Social networking tools for different business processes
- Market trends of the social media and tools to estimate future business performance

6COM1042-0206	Software Quality	B	15	100	0	0
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Software Quality

Module Code: 6COM1042 **Assessment:** 100% Coursework
Credit Points: 30 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module provides both a theoretical and practical introduction to quality both in terms of the software development process and the products of that process. It also investigates how quality can be defined and measured, and by analysing actual program code to determine its quality according to pre-determined quality metrics

6BUS1063-0206	Sponsorship, Partnership and Finance	B	15	40	60	0
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Sponsorship, Partnership and Finance

Module Code: 6BUS1063 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: 4BUS1007 The Event Industry OR 5BUS1018 Public Relations Concepts & Campaigns
Prohibited Combinations: None

Module Contents

The module is designed to further develop student understanding of the event industry, through critical examination of the role of the sponsor, and the importance of finance in events. Students will investigate the use of events as a tool of marketing and therefore the concept of sponsor management of expectations along with presumption of return on investment.

6BUS1061-0901	Strategic Brand Management	A	15	100	0	0
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Strategic Brand Management (Tue 10 – 11)

Module Code: 6BUS1061 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 4BUS1082 Principles of Marketing (CIM) or 4BUS1010 Principles of Marketing AND 5BUS1106 Product Innovation (International)
Prohibited Combinations: None

Module Contents

This module explores in-depth the concepts of the strategic brand management process and underpinning theories. Content will include international perspectives where appropriate. Students may work in groups to critically analyse elements of brand building, positioning - designing and implementing brand strategies. Students will be required to evaluate their choices and decisions. Students will be guided in workshops in groups throughout the module. They will acquire the necessary skills to research marketing data and to use this information to understand how the strategic brand management process is formulated, planned and executed.

6BUS1060-0206	Strategic Cost Management	B	15	40	60	0
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Strategic Cost Management

Module Code: 6BUS1060 **Assessment:** 40% Coursework / 60% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None **Prerequisites:** Basic knowledge of accounting and finance is required for this module.
Prohibited Combinations: None

Module Contents

The module develops a student's understanding of strategic management accounting tools that allow the management accountant to assist the long term development of an organisation. Indicative content includes: - The nature of uncertainty - Sensitivity analysis/'what if' analysis - Assignment of probabilities in decision models - Expected value tables - Decision trees - Value analysis - JIT/TQM/Kaizen costing - Learning curves - Activity-based management - Pareto analysis - Use of ABC to analyse costs.

6BUS1056-0901	Strategic HRM Perspectives	A	15	50	50	0
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Strategic HRM Perspectives

Module Code: 6BUS1056 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 4BUS1026 People Resourcing OR 5BUS1037 Managing People
Prohibited Combinations: None

Module Contents

The module provides a contemporary, applied and critical approach to the study of human resource management in an organisational context.

Content includes:

- The synergy between HRM theory, application and practice with respect to broader organisational issues and current HRM trends.
- The impact of HRM on performance.
- The implications of organisational culture on HRM policy and practice, e.g. commitment and control, the design of work, approaches to performance management, work life style balance, diversity, HR branding, discipline and surveillance and reward management.
- Improving business performance through HRM.

6BUS1059-0906	Strategic Leadership in a Changing World	AB	30	50	50	0
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Strategic Leadership in a Changing World

Module Code: 6BUS1059 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 30 **Level:** 6 **Semester:** AB
Co-requisites: 6BUS1013 Business Strategy, 6BUS1044 Financial Strategy, 6BUS1014 Using IT to Gain Strategic Advantage
Prohibited Combinations: None

Module Contents

The module will introduce students to a range of issues and challenges confronting strategic leaders of public, private and third sector organisations in a turbulent global environment.

In analysing practical examples, students will be encouraged to apply and evaluate concepts and techniques from the full range of schools/perspectives that comprise the strategic management discipline.

A key emphasis within the module is on the fact that leading theorists and practitioners constantly engage in debate on how to interpret strategy topics/issues. Students will learn that there is rarely one right answer to a strategic question - instead, there are usually a number of good answers.

A distinction will be made between three leading themes: strategic position, strategic choice and strategy in action/implementation. However, students will be constantly reminded that the leaders of organisations often experience strategy as a messy, unstructured process. Up-to-date real world examples will be used together with textbook cases to show how themes interact in practice.

6BUS1048-0901	Strategic Tourism Planning	A	15	50	50	0
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Strategic Tourism Planning

Module Code: 6BUS1048 **Assessment:** 50% Coursework / 50% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: 4BUS1005 The Geography of Travel & Tourism
Prohibited Combinations: None

Module Contents

The module investigates the role of the public-sector role in planning for tourism development. Students will explore supply-side considerations in developing tourism destinations, and understand the role of local, regional and national level government agencies in controlling as well as supporting tourism development. Students will examine methods for increasing public participation in the policy-making process and consider the challenge of balancing the interests of a variety of tourism stakeholders. The module outlines the various policy tools available to planners in seeking to influence tourism development, and students will investigate the effectiveness of many of these using case studies of theory in practice.

6BUS0273-0206	Supply Chain Management	B	15	30	70	0
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Supply Chain Management (Thu 10-12)

Module Code: 6BUS0273 **Assessment:** 30% Coursework/70% Exam
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The focus of this module is on the theory and practice of supply chain management in the context of organisations. Topics to be covered in this module include: logistics, supply chain strategy, performance and structure of supply chains; purchasing considerations in supply chain management; supplier relationships; managing quality; matching supply and demand and the concept of lead-time in the supply

chain; inventory control, sourcing and managing suppliers; buying considerations; global logistical issues; the role of e-business in the supply chain; risk management in supply chains, supply chain integration, and future challenges of supply chain management.

6BUS1202-0206	Taxation	B	15	0	100	0
6BUS1202-0901	Taxation	A	15	0	100	0

Taxation (Sem A Fri 1-2; Sem B Mon 3-4)

Module Code: 6BUS1202 **Assessment:** 100% Exam
Credit Points: 15 **Level:** 6 **Semester:** A or B
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module provides an opportunity for students to obtain a broad awareness of the theoretical and practical influences on UK taxation and the opportunity to calculate basic UK tax liabilities. The module starts by examining the UK taxation environment: framework of UK taxation, principles of tax system design and the impacts of the UK tax system before considering individual taxes: income tax, capital taxes, corporation tax, VAT and other indirect taxes.

6BUS1051-0206	Understanding Challenges in the Third Sector	B	15	100	0	0
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Understanding Challenges in the Third Sector

Module Code: 6BUS1051 **Assessment:** 100% Coursework
Credit Points: 15 **Level:** 6 **Semester:** B
Co-requisites: None
Prohibited Combinations: None

Module Contents

The module will provide a broad understanding of the nature of the third sector and its contribution to the community. The third sector includes the voluntary sector, community groups, and social enterprises.

This module will enable students to develop their appreciation of the challenges of working and managing in the third sector, through a combination of lectures, student-led seminars and a period of approved voluntary work which will start early in the semester of study.

By reflecting on their voluntary work, the students will be able to synthesise and critically evaluate theoretical concepts

6COM1032-0901	User Experience	A	15	60	40	0
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User Experience

Module Code: 6COM1032 **Assessment:** 60% Coursework / 40% Exam
Credit Points: 15 **Level:** 6 **Semester:** A
Co-requisites: None
Prohibited Combinations: None

Module Contents

This module explores the body of knowledge underpinning the topic of User Experience (UX), and how UX approaches can be applied to the design and evaluation of user interfaces.

6BUS1014-0206	Using IT to Gain Strategic Advantage	B	15	100	0	0
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Using IT to Gain Strategic Advantage

Module Code: 6BUS1014 **Assessment:** 100% Coursework

Credit Points: 15 **Level:** 6 **Semester:** B

Co-requisites: None

Prohibited Combinations: 6BUS1013 Business Strategy, 6BUS1044 Financial Strategy, 6BUS1059 Strategic Leadership in a Changing World

Module Contents

Exact module content will be determined by the current state of technology both existing and applied at the time. Because the nature of this subject is ever changing, students will be expected to keep abreast of latest developments by critically reading popular news sources. There will be a significant proportion of reaction to 'late breaking news'. (For example, the popularisation of WAP and other technologies). Students will be encouraged to seek and demonstrate new and unusual applications of both IS and IT. Students are required to make use of current technology in presenting their work

6BUS1050-0901	Visitor Attraction Management	A	15	60	40	0
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Visitor Attraction Management

Module Code: 6BUS1050 **Assessment:** 40% Coursework / 40% Exam / 20% Practical

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: None

Prohibited Combinations: None

Module Contents

Managing tourism in natural and cultural heritage sites is one of the most important challenges in the present international tourism climate. Management techniques can be used to protect sites, promote visitor satisfaction and to educate, interpret, direct and control tourists. As tourism numbers grow, tourism management and the management of visitors is becoming increasingly important to ensure attractions remain for future generations. It also has the importance of ensuring opportunities for tourist experiences and tourist enjoyment. This module gives an insight into the practical management of natural and cultural heritage attractions, in particular the analysis of visitor management techniques.

6BUS1162-0901	Web Analytics and Social Media Monitoring	A	15	50	0	50
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Web Analytics and Social Media Monitoring (Mon 2 – 4)

Module Code: 6BUS1162 **Assessment:** 50% Coursework / 50% Exam

Credit Points: 15 **Level:** 6 **Semester:** A

Co-requisites: 5BUS1016 Digital Marketing in Practice, 4BUS1183 Digital Marketing Essentials

Prohibited Combinations: None

Module Contents

This module will be focusing on two main areas: being able to understand and apply tools available for monitoring digital campaign and website performance. The module prepares students for employment in a digital marketing capacity, either in an agency or client side.

