

## HARROW BUSINESS SCHOOL

Harrow Business School is international in its orientation - welcoming you from across the world and valuing cultural diversity. It is part of a network of international partnerships that includes institutions in Australia, China, France, Germany, Russia, Spain, the USA and Uzbekistan. You are encouraged to develop transferable skills - both personal and analytical - and to acquire relevant knowledge in a chosen specialism. Flexibility of mind and personal commitment are valued highly as the keys to making a positive contribution to business success.

The School works closely with employers worldwide to ensure that the curriculum is relevant to your needs. Recent graduates have gone on to develop professional careers in a range of sectors, including the wholesale and retail trade, property development, financial services, transport and communication. Some work in large blue-chip corporations, others in family-run or small businesses.

With courses containing strong international elements, together with an innovative emphasis on the core business disciplines and your relationship to new technologies, e-business and a variety of creative industries contexts, the School provides a teaching portfolio which offers an education uniquely relevant to the needs of rapidly changing 21st century business and management environments.

### Modules

Harrow Business School offers modules in the areas of Business and Economics, Finance, Marketing and Strategy, Human Resource Management and Law, and Information Management. Please note that because of the specific nature of these subjects, you must be prepared to demonstrate previous knowledge in the subject before you can undertake certain modules and pay great attention to any pre-requisites.

Please note that the University of Westminster is unable to guarantee the availability of the modules in this catalogue. All modules are subject to change, but are as accurate as possible at the time of going to print.

### *Pre-requisites*

As explained earlier in the module catalogue, please be aware that some modules at Level 5 and Level 6 may have a pre-requisite requirement for you to have already completed specific modules or equivalents at a lower level.

e.g. **2BUS502 Creating and Delivering Customer Value** has a pre-requisite of **2MKT401 Introduction to Marketing**.

As a study abroad student, you are not expected to have taken the specific pre-requisite requirement, but you must have studied a relevant or similar course / module in your home country / institution. Some modules have co-requisites, which mean that the module and the co-requisite must be taken at the same time.

### **BUSINESS AND ECONOMICS**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2BUS501	Managing Business Resources	1	5	15
2BUS502	Creating and Delivering Customer Value	1	5	15
2ECO501	Business Economics	1	5	15
2BSO601	Business Strategy	1	6	15
2BUS601	Contemporary Business Issues	1	6	15

## **FINANCE**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2FIN601	Economics, Finance and Investment	1	6	15
2FIN611	Strategic Management Accounting & Performance Measurement	1	6	15
2FIN655	Personal Financial Planning & Products	1	6	15
2FIN656	Fixed Interests Securities & Derivatives	1	6	15

## **MARKETING AND STRATEGY**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2MCC501	Integrated Marketing Communications	1	5	15
2MCC502	Introduction to Branding	1	5	15
2MKT511	Consumer Behaviour	1	5	15
2MCC601	Advertising	1	6	15
2MKT601	Marketing and Communications	1	6	15
2MKT611	Marketing Management	1	6	15
2MKT658	Direct Marketing	1	6	15
2MKT659	International Marketing	1	6	15

## **HUMAN RESOURCE MANAGEMENT AND LAW**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2GEN493	Intro to Web Publishing	1	4	15
2HRM401	Business Communications	1	4	15
2HRM402	People and Organisations	1	4	15
2LAW401	Law, Business and Society	1	4	15
2HRW501	Developing your Professional Future 1 (p)	1	5	15
2HRM511	Management & Organisational Behaviour (p)	1	5	15
2LAW511	Law for Business	1	5	15
2GEN691	Cultural Differences & People Management	1	6	15
2GEN696	International Business	1	6	15
2HRL601	Organisational Behaviour and Analysis	1	6	15
2HRM611	People Resourcing	1	6	15
2HRM655	HR Approaches to Managing Change	1	6	15

## **INFORMATION MANAGEMENT**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
2BIS402	Business Data Analysis	1	4	15
2BIS611	Dynamic Approaches to IS Analysis & Design	1	6	15
2BIS653	Implementing e-Commerce	1	6	15

## **BUSINESS & ECONOMICS**

### **MANAGING BUSINESS RESOURCES**

**Module Code 2BUS501 Level 5 Credit 15 Semester 1**

***Pre-requisites: 2FIN401 Accounting and Finance Fundamentals; 2HRM402 People and Organisations; 2BIS401 Business Information Systems or equivalent***

The module will provide you with the knowledge to understand how resources are secured, allocated and effectively managed in a business. The main resources considered are those of people, finance and information. The module will simulate the day to day management of resources in an existing business demonstrating how different fields of knowledge contribute to particular organisational objectives.

### **CREATING AND DELIVERING CUSTOMER VALUE**

**Module Code 2BUS502 Level 5 Credit 15 Semester 1**

***Pre-requisites: 2MKT401 Introduction to Marketing or equivalent***

The module will focus on the inter-relationships between a company's market position, the nature of its products and services and communications with customers, the design and management of its operations and the impact of marketing and operational decisions on its financial performance. The value chain will be a key concept driving your understanding.

### **BUSINESS ECONOMICS**

**Module Code 2ECO501 Level 5 Credit 15 Semester 1**

This module provides an explanation of the principles of micro-and macro-economics and particularly emphasises those parts of the subject area that are especially relevant to businesses both in terms of their impacts on companies such as markets and the macroeconomic environment and also aims to provide an understanding of some of the policy issues that arise in these areas.

### **BUSINESS STRATEGY**

**Module Code 2BSO601 Level 6 Credit 15 Semester 1**

***Pre-requisites: 2ECO501 Business Economics; 2BUS501 Managing Business Resources; 2BUS502 Creating & Delivering Customer Value or equivalent***

Business strategy is how an organisation seeks to fulfil its objectives. An analysis of an organisation's external environment and its internal resources and competences leads on to an understanding both competitive and corporate strategies. Strategic options for the future are considered, and how to evaluate and implement these options.

### **CONTEMPORARY BUSINESS ISSUES**

**Module Code 2BUS601 Level 6 Credit 15 Semester 1**

***Pre-requisites: 2BUS501 Managing Business Resources; 2BUS502 Creating & Managing Customer Value or equivalent***

The module addresses four of the major issues facing business at the present time. The four blocks of the module draw on previous knowledge of the subject you have acquired in other modules and puts this into an overall context to enhance your understanding of the overall issues.

## **FINANCE**

### **ECONOMICS, FINANCE AND INVESTMENT**

**Module Code 2FIN601 Level 6 Credit 15 Semester 1**

***Pre-requisite(s): unknown at time of print***

This module aims to provide you with an understanding of the market economy, to give the required underpinning to the International Business module to be taken in Semester 2, and introduces you to the concept of management accounting as a decision support system within its organisational context.

### **STRATEGIC MANAGEMENT ACCOUNTING & PERFORMANCE MEASUREMENT**

**Module Code 2FIN611 Level 6 Credit 15 Semester 1**

***Pre-Requisite 2FIN511 Strategic Financial Management or equivalent***

The module will provide you with a broad knowledge to apply judgement and resource management strategies to help management with the information required to contribute to a range of strategic planning, control and decision-making situations.

### **PERSONAL FINANCIAL PLANNING & PRODUCTS**

**Module Code 2FIN655 Level 6 Credit 15 Semester 1**

This module addresses topics related to personal finance advisers' issues, i.e. legal requirements for carrying the profession and appraises and evaluates financial products, for suitable planning advice and recommendations to clients.

### **FIXED INTEREST SECURITIES & DERIVATIVES**

**Module Code 2FIN656 Level 6 Credit 15 Semester 1**

***Pre-requisites: 2FIN511 Strategic Financial Management or equivalent***

This module covers such topics as the form and the structure of fixed interest securities and related derivative instruments issued by UK government and British corporations. It also broadly considers the European, American and Japanese Bond Markets.

## **MARKETING AND STRATEGY**

### **INTEGRATED MARKETING COMMUNICATIONS**

**Module Code 2MCC501 Level 5 Credit 15**

***Pre-requisite: unknown***

This module incorporates advertising, PR, sales, promotion, direct and interactive marketing. The module gives you the opportunity to participate in a role play of a marketing communications agency in delivering a solution to a client brief. In addition it combines theoretical issues with practical applications in campaign planning.

### **INTRODUCTION TO BRANDING**

**Module Code 2MCC502 Level 5 Credit 15 Semester 1**

The aim of this module is to reinforce learning from earlier introductory marketing modules and introduces you to additional learning in its focus on the brand as a key element in an organisation's ability to survive long-term. It explores the multitude of roles of the brand within modern society and how this links with the behaviour of customers in their various roles.

### **CONSUMER BEHAVIOUR**

**Module Code 2MKT511 Level 5 Credit 15 Semester 1**

***Pre-requisite: 2MKT401 Introduction to Marketing***

The module aims to provide comprehension of how consumers & buyers behave in different contexts, cultures, consumption and usage situations, both individually, within and across groups. It aims to enable you to analyse and apply consumer behaviour theory to marketing action in different contexts and usage situations, practice active learning, problem solving, and autonomy.

### **ADVERTISING**

**Module Code 2MCC601 Level 6 Credit 15 Semester 1**

This module gives you the opportunity to participate in a role play as if you were a member of an advertising agency and develop creative and written skills.

### **MARKETING AND COMMUNICATIONS**

**Module Code 2MKT601 Level 6 Credit 15 Semester 1**

***Pre-requisite: unknown***

This module aims to provide you with a sound understanding of marketing concepts and their applications to a business environment. The module helps you to understand marketing functions and communications and to apply them to a range of situations in both profit and non profit making organisations.

### **MARKETING MANAGEMENT**

**Module Code 2MKT611 Level 6 Credit 15 Semester 1**

***Pre-Requisite: 2MKT401 Introduction to Marketing or equivalent***

This module aims to develop the over-arching themes of marketing as a process, function and people management activity, internally and externally; to enable you to comprehend the role of marketing planning within the business planning process, and the role of marketing strategy within the wider context of business strategy. It also aims to demonstrate marketing problem solving, based on comprehension of applied marketing theory and concepts, and how and when to use them. Finally, it aims to develop your confidence in performing and expressing yourself as an emerging professional marketer, with a sound marketing knowledge and theoretical base, and in the personal, interpersonal and transferable skills required for marketing practice.

### **DIRECT MARKETING**

**Module Code 2MKT658 Level 6 Credit 15 Semester 1**

***Pre-Requisite: 2MKT401 Introduction to Marketing or equivalent***

This module covers the role of direct marketing in modern marketing practice in particular the evolution of direct marketing, acquisition and retention of customers, database and interactive marketing (e.g. internet, e-marketing, m-marketing) The module will give you the opportunity to participate in a role play of a direct marketing agency. It combines theoretical issues with practical applications via real case studies.

### **INTERNATIONAL MARKETING**

**Module Code 2MKT659 Level 6 Credit 15 Semester 1**

***Pre-Requisite: 2MKT401 Introduction to Marketing or equivalent***

This module aims to build upon the core marketing studies undertaken to-date and to extend these into an exploration of the complexity and diversity facing marketing managers when they operate across several countries. The module focuses on issues arising from the complexity and diversity of operating internationally. Against the cultural, political and economic backdrops that influence international marketing decisions, you will explore the development of international competitiveness; maximising the international value chain; issues in the market selection process; servicing international markets; international sourcing decisions; managing international networks, designing the global marketing programme, and implementing, co-ordinating and controlling the international marketing effort

### **HUMAN RESOURCE MANAGEMENT AND LAW**

#### **INTRO TO WEB PUBLISHING**

**Module Code 2GEN493 Level 4 Credit 15 Semester 1**

Web design and publishing have been, and will continue to be fundamental to the success of the internet. This module aims to give you an understanding of the technology that underpins the internet, together with practical experience of designing and constructing a non-transactional website.

#### **BUSINESS COMMUNICATIONS**

**Module Code 2HRM401 Level 4 Credit 15 Semester 1**

Communication is an important concept in business and the ability to communicate is an important skill. This module examines the various ways individuals and companies

communicate through a variety of media and impart in you the skills necessary for effective communication. Emphasis is placed on the skills to communicate via the written word but other methods of communication are also examined.

### **PEOPLE AND ORGANISATIONS**

#### **Module Code 2HRM402 Level 4 Credit 15 Semester 1**

An introduction to the topic of organisational behaviour focusing on two main areas: firstly, the individual and how psychological knowledge might help us to understand behaviour in organization; secondly, on the changing social environment in Britain and how organizations and management styles have adjusted accordingly over the twentieth and early twenty-first century.

### **LAW, BUSINESS AND SOCIETY**

#### **Module Code 2LAW401 Level 4 Credit 15 Semester 1**

The module will focus on the nature, role and significance of law in modern society, which predominate within the business context. In particular it will examine the business environment and the legal relationships, which operate within that context. This will include, the law of contract, the law of tort, the law of agency, as well as other topical business issues.

### **DEVELOPING YOUR PROFESSIONAL FUTURE 1**

#### **Module Code 2HRW501 Level 5 Credit 15 Semester 1**

##### ***Pre-requisites: 2HRM401 Business Communications***

The module is open to all students who wish to develop the ability to reflect on their experience, establish an individual programme of study and personal development. You will work independently and collaboratively to provide mutual assistance in self managed learning groups. You will identify strengths and weaknesses and skills of self audit/assessment as well as conducting Graduate and transferable skills analysis. The module will also involve mapping the terrain of professional and business career choice.

### **MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

#### **Module Code 2HRM511 Level 5 Credit 15 Semester 1**

##### ***Pre-requisites: 2HRM402 People and Organisations or equivalent***

Understanding the behaviour of people in organisations is essential to be a successful manager. Given that much, if not the majority, of managers time is spent on people issues this module gives an insight into key aspects on the management of this key resource and the effective organisation of work.

### **LAW FOR BUSINESS**

#### **Module Code 2LAW511 Level 5 Credit 15 Semester 1**

This module looks at the sources of business law within the UK legal system, principles of contract law, legal characteristics of important business contracts and law of negligence with particular application to business.

### **CULTURAL DIFFERENCES & BUSINESS MANAGEMENT**

#### **Module Code 2GEN691 Level 6 Credit 15 Semester 1**

This module aims to offer a critical, theoretically-informed analysis of cultural differences and a reflection of the implication of these for working in organisations. The emphasis is on using organisational behaviour and associated social science research to define broad spectrums of cultural differences that have been found to exist. The module aims to encourage you to use your own personal experiences to understand the literature and thereby to cultivate reflective practice.

## **INTERNATIONAL BUSINESS**

### **Module Code 2GEN696 Level 6 Credit 15 Semester 1**

This module explores the wider global environment and the significance of major trends. The module also discusses government policy and its impact on international business; foreign direct investment; culture in markets and management practice and factors influencing the attractiveness and risks of markets. You will look at decision making faced by international managers; global positioning, financial management, market segmentation, products and HR management.

## **ORGANISATIONAL BEHAVIOUR AND ANALYSIS**

### **Module Code 2HRL601 Level 6 Credit 15 Semester 1**

The aim of this module is for you to discuss issues concerned with the management of individuals, groups and organisations and explores how leadership and power are exercised. You will review the different forms of organisational structures and cultures, and look at diverse perspectives of the nature of individuals and organisations.

## **PEOPLE RESOURCING**

### **Module Code 2HRM611 Level 6 Credit 15 Semester 1**

If people, as is so often claimed in business texts and company reports, are the key to competitive advantage it follows that an organisation can only be as effective as its workforce. Carrying out the activities concerned with employee resourcing is integral to the role of the manager. In light of its importance it is essential it is done effectively. The module follows how to resource the organisation from recruitment to release.

## **HR APPROACHES TO MANAGING CHANGE**

### **Module Code 2HRM655 Level 6 Credit 15 Semester 1**

Organisations experience continuous change. Reorganisations, mergers and acquisitions are reported daily. The implementation of new products and services is a feature of organisational life. As people are the key to competitive advantage the effective management of the human resource in times of change is fundamental to the achievement of business objectives. This module reviews approaches to managing the human resource for organisations experiencing transition.

## **INFORMATION MANAGEMENT**

### **BUSINESS DATA ANALYSIS**

#### **Module Code 2BIS402 Level 4 Credit 15 Semester 1**

The module aims to foster confidence in your ability to harness the power of numerical information in a business context; to provide you with an understanding of the quantitative concepts and to develop your competence in the application of selected quantitative techniques relevant to the monitoring of the business environment and the management of the organisation; to develop in you a critical awareness of the limitations of data analysis and to develop your competence in the use of relevant software.

### **DYNAMIC APPROACHES TO IS ANALYSIS AND DESIGN**

#### **Module Code 2BIS611 Level 6 Credit 15 Semester 1**

Critically appraises systems analysis and design methodologies with an emphasis on Dynamic Systems Design Methods (DSDM). Gives students the opportunity to practice aspects of analysis and design applying rapid applications development (RAD), joint applications development (JAD) and work practice modelling

### **IMPLEMENTING E-COMMERCE**

#### **Module Code 2BIS653 Level 6 Credit 15 Semester 1**

A fundamental change in the way in which business is done is underway. The Internet is proving to have a dramatic impact on the way in which we work, communicate and share digital resources. Electronic commerce epitomises many of these changes and is, in many ways, leading the charge. We are still grappling with how best to make it work and, in many areas, how to make it profitable. This module addresses itself to many of the issues

concerned with implementing ecommerce, exploiting the global reach it enables, and managing it.