

WESTMINSTER BUSINESS SCHOOL

Westminster Business School is one of London's leading centres for business education. The School has a staff base of 150 permanent staff with extensive business, consultancy and research achievements, and a pool of experienced visiting lecturers. An increasing proportion of staff comes from international backgrounds, which adds to the credibility of the teaching in an increasingly global environment. There are around 4,000 students - from school leavers to senior managers - working for qualifications ranging from full-time and part-time undergraduate degrees through taught Masters to MPhil and PhD research degrees. Around a third of full-time students come from abroad.

International in character and inclusive in nature, Westminster Business School reflects London at its best - a dynamic metropolitan city, cosmopolitan in makeup and truly part of the global business economy. The culturally diverse student population adds to the educational experience of all. Undergraduate courses cover the fundamental business disciplines and encompass the knowledge and skills essential for success in a rapidly changing business environment. Research experts are widely respected in fields such as labour market studies, finance and financial markets, entrepreneurship, international franchising, retailing, emerging economies, and business and the environment. Specialist degree pathways reflect these strengths and competition for entry is strong.

Undergraduate courses offer a range of professionally orientated courses ensuring that students have the opportunity to develop relevant employability and career management skills. Graduates have gained employment with large corporations with developed specialist HR, accountancy, finance, marketing and sales functions such as IBM, PricewaterhouseCoopers, Barclays Bank, Marks & Spencer and the Inland Revenue, and also in smaller companies in a range of industries from advertising and media production to computer software and recruitment consultancy. Students also show an increasing interest in self employment - several graduates now run successful companies and a growing number go on to study at postgraduate level.

Modules

Westminster Business School offers modules in the areas of Economics and Quantitative Methods, Human Resource Management, Finance and Business Law, Business Information Management and Operations, and Marketing and Business Strategy. Please note that because of the specific nature of these subjects, students must be prepared to demonstrate previous knowledge in the subject before they 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 students to have already completed specific modules or equivalents at a lower level.

e.g. **4MBS660 Marketing Research**
has a pre-requisite of **4MBS550 Principles of 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.

INTERNSHIP

Module Code	Title	Semester	Level	Credits
4WBS504	The Internship Toolkit	1	5	15

ECONOMICS & QUANTITATIVE METHODS

Module Code	Title	Semester	Level	Credits
4ECQ450	Economics for Business	1	4	15
4ECQ451	Essential Data Analysis	1	4	15
4ECQ453	The Evolution of Macroeconomics in the UK	1	4	15
4ECQ454	Information Economics	1	4	15
4ECQ550	Business Decision Making	1	5	15
4ECQ553	Microeconomic Theory and Applications	1	5	15
4ECQ554	Economics of Financial Markets	1	5	15
4ECQ555	Analysis of Economic and Business Data	1	5	15
4ECQ556	Macroeconomic Theory and Applications	1	5	15
4ECQ557	The Economics of Entertainment, Media and Sport	1	5	15
4ECQ558	Asian Economic Systems: China and Japan	1	5	15
4ECQ559	Applied Business Statistics	1	5	15
4ECQ650	Advanced Business Economics	1	6	15
4ECQ651	Business & Financial Forecasting	1	6	15
4ECQ652	Advanced Macroeconomics	1	6	15
4ECQ653	Practical Econometrics	1	6	15
4ECQ654	International Economics	1	6	15
4ECQ657	Social and Market Research Methods	1	6	15

HUMAN RESOURCE MANAGEMENT

Module Code	Title	Semester	Level	Credits
4HRB450	Interpersonal Skills for Business	1	4	15
4HRB451	The Role of the Manager	1	4	15
4HRB550	Organisational Behaviour	1	5	15
4HRB551	Sociology of Work and Industry	1	5	15
4HRB552	Work Psychology	1	5	15
4HRB650	Managing Business Organisations	1	6	15
4HRB652	Human Resource Management	1	6	15
4HRB653	Assessment at Work	1	6	15
4HRB656	Management for the International Manager	1	6	15
4HRB658	Social Psychology of Organisations	1	6	15

FINANCE AND BUSINESS LAW

Module Code	Title	Semester	Level	Credits
4FBL450	Introduction to Accounting and Finance	1	4	15
4FBL452	Introduction to Corporate Governance	1	4	15
4FBL550	Management Accounting	1	5	15
4FBL551	Business Law	1	5	15
4FBL653	International Accounting	1	6	15
4FBL654	Financial Reporting and Analysis	1	6	15
4FBL655	Business Taxation	1	6	15
4FBL656	European Union Law	1	6	15
4FBL657	International Trade and Finance Law	1	6	15
4FBL658	Consumer Law	1	6	15
4FBL661	Corporate Finance	1	6	15
4FBL665	Personal Financial Management	1	6	15
4FBL666	Modern Financial Services: Theory and Practice	1	6	15

BUSINESS INFORMATION MANAGEMENT AND OPERATIONS

Module Code	Title	Semester	Level	Credits
4BIM400	Introduction to Information and Communication Strategies	1	4	15
4BIM401	Introduction to Business Information Technology	1	4	15
4BIM403	Creating a Website	1	4	15
4BIM451	Business Information Systems 2	1	4	15
4BIM500	Business Systems Analysis	1	5	15
4BIM502	Operations Management	1	5	15
4BIM503	Human Computer Interaction	1	5	15
4BIM506	Organisations and Info Systems	1	5	15
4BIM600	Information Systems for Management	1	6	15
4BIM602	Ethical & Social Implications of ICT	1	6	15
4BIM603	Web Authoring Tools	1	6	15
4BIM604	Project Management	1	6	15
4BIM607	Networking and the Internet	1	6	15
4BIM610	Intranet Design and Management	1	6	15
4BIM612	Multimedia Systems	1	6	15

MARKETING AND BUSINESS STRATEGY

Module Code	Title	Semester	Level	Credits
4MBS450	Theory and Practice of Business	1	4	15
4MBS451	Introduction to Brand Management	1	4	15
4MBS550	Principles of Marketing	1	5	15
4MBS551	The Global Markets	1	5	15

4MBS552	Entrepreneurship and Small Business Management	1	5	15
4MBS650	Business Strategy	1	6	15
4MBS656	International Marketing	1	6	15
4MBS658	Approaches to E-Business	1	6	15
4MBS660	Marketing Research	1	6	15
4MBS663	Retail Strategy	1	6	15
4MBS670	Developing a Small Business	1	6	15
4MBS672	Marketing Management and Strategy	1	6	15

INTERNSHIP

THE INTERNSHIP TOOLKIT

Module Code 4WBS504 Level 5 Credit 15 Semester 1

US STUDY ABROAD STUDENTS ONLY

As part of the Study Abroad Programme at the University of Westminster, you have the opportunity to undertake an academically assessed internship. The internship is the equivalent of one module (15 UK / 4 US credits) and is taken alongside three other academic modules and "The Internship Toolkit" module at the University. For more detailed information, please download the application pack at <http://www.wmin.ac.uk/page-4616>

ECONOMICS AND QUANTITATIVE METHODS

ECONOMICS FOR BUSINESS

Module Code 4ECQ450 Level 4 Credit 15 Semester 1

This module introduces you to the workings of a market economy, at both the micro and macro levels. The basic analytical tools will be explained and the practical implications for business will be emphasised. You will be provided with appropriate case study material. References will be made to further material in textbooks and journal articles for your private study.

ESSENTIAL DATA ANALYSIS

Module Code 4ECQ451 Level 4 Credit 15 Semester 1

This is a module taken by all first year business studies students and is designed to enable you to understand, analyse and present data and make use of quantitative methods in solving business problems. You will use spreadsheets and suitable statistical packages for data analysis.

THE EVOLUTION OF MACROECONOMICS IN THE UK

Module Code 4ECQ453 Level 4 Credit 15 Semester 1

This module examines the evolution of macroeconomics in the UK during the 20th century. The module is designed to provide you with an historical perspective on the UK economy. It also shows, in a general way, how economic institutions and policies evolve as a result of domestic and international pressures.

INFORMATION ECONOMICS

Module Code 4ECQ454 Level 4 Credit 15 Semester 1

This module aims to describe and explain, in economic terms, the growth of information and communication technology (ICT) and to analyse the effect of ICT on economic activity and economic behaviour in the 'new' economy.

BUSINESS DECISION MAKING

Module Code 4ECQ550 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business and 4ECQ451 Essential Data Analysis

This module aims to consolidate and extend your knowledge of economics and quantitative analysis, and to use tools derived from accounting and information technology, around the

core theme of business decision making. This includes an examination of the nature and focus of business decisions, and the difficulties associated with risk and uncertainty.

MICROECONOMIC THEORY AND APPLICATIONS

Module Code 4ECQ553 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

This module is designed to enable you to extend the microeconomic analysis taught at Level 4 and to appreciate the coherence, rigour and, in some cases, the limitations of microeconomic theory. In order to achieve these aims, in each part of the module the main theoretical concepts and tools under investigation are applied to particular real-world cases.

ECONOMICS OF FINANCIAL MARKETS

Module Code 4ECQ554 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

This module is an introduction to the structure of the financial system in the UK. It takes an analytical approach to deal with the economic theories that impact on UK financial markets and institutions. It provides a comprehensive coverage of the workings of financial markets and institutions. The module reviews and analyses a range of financial products, including both long and short-term debt instruments.

ANALYSIS OF ECONOMIC AND BUSINESS DATA

Module Code 4ECQ555 Level 5 Credit 15 Semester 1

Pre-Requisite: 4ECQ450 Economics for Business

This module teaches methods of data analysis to students interested in economics and business more generally. It shows you how to apply econometric and statistical techniques in the context of real world empirical problems. It covers a variety of both statistical and econometric tools and models used in modern statistical and econometric research e.g. univariate statistical inference, experimental design, correlation and regression. Real world questions and data are used and participants are required to undertake hands-on computer work.

MACROECONOMIC THEORY AND APPLICATIONS

Module Code 4ECQ556 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

The object of this module is to broaden and develop your understanding of the main macroeconomic models and to help them learn to actively use the macroeconomic ideas developed in the lectures. The applications set out to show by example how macroeconomic concepts can be put to work in understanding real-world issues.

THE ECONOMICS OF ENTERTAINMENT, MEDIA AND SPORT

Module Code 4ECQ557 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

The object of this module is to broaden and develop your understanding of the main macroeconomic models and to help them learn to actively use the macroeconomic ideas developed in the lectures. The applications set out to show by example how macroeconomic concepts can be put to work in understanding real-world issues.

ASIAN ECONOMIC SYSTEMS: CHINA AND JAPAN

Module Code 4ECQ558 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

This module introduces the economics and politics of China and Japan, the two Asian economies that form the centre of gravity in the economic life of Asia today. It will examine their respective internal developments since they entered the industrial age and consider to what extent they have been subject to external (Western) influence.

APPLIED BUSINESS STATISTICS

Module Code 4ECQ559 Level 5 Credit 15 Semester 1

Pre-requisite: 4ECQ451 Essential Data Analysis

This module extends the material introduced at level 4 on probability distributions. In particular, it provides comprehensive coverage of the application of multiple regression, trend

curve forecasting and confirmatory data analysis in the decision making process within business, including quality assurance.

ADVANCED BUSINESS ECONOMICS

Module Code 4ECQ650 Level 6 Credit 15 Semester 1

Pre-requisites: 4ECQ550 Business Decision Making and 4ECQ553 Microeconomic Theory and Applications

The module will enable you to understand why firms are structured as they are; what the determinants are of the boundary of the firm; understand the principles behind the selection of an investment or product portfolio; understand something of the economics of advertising and research activity; learn something of the extent of the regulation of certain sectors of the economy; learn something of UK and European competition policy.

BUSINESS AND FINANCIAL FORECASTING

Module Code 4ECQ651 Level 6 Credit 15 Semester 1

Pre-requisites: 4ECQ550 Business Decision Making and 4ECQ451 Essential Data Analysis

This module provides an introduction to the major methods of forecasting in business and finance. In addition to considering the theoretical aspects of the methods, you will gain practical experience of applying some of the most commonly used procedures to real life data.

ADVANCED MACROECONOMICS

Module Code 4ECQ652 Level 6 Credit 15 Semester 1

Pre-requisite: 4ECQ556 Macroeconomic Theory and Applications

The object of this module is to develop an understanding of the present state of macroeconomic policy and its application to the UK, Europe and the USA. The focus is on a range of macroeconomic issues including the business cycle, time inconsistency and economic growth. It will, for example, consider the role of econometric forecasting and simulation experiments in formulating macroeconomic policy. The central policy dilemma for government on which this module concentrates is whether or not the government has the ability to stabilise the macro-economy. This module builds directly on the Level 5 module Macroeconomic Theory and Applications (4ECQ556).

PRACTICAL ECONOMETRICS

Module Code 4ECQ653 Level 6 Credit 15 Semester 1

Pre-requisite: 4ECQ555 Analysis of Economic and Business Data

This module is intended to provide you with the theoretical understanding needed to underpin econometric work in the business area. It will create an improved awareness, through the analysis of economic data, of the econometric techniques available to decision makers, and use practical applications to explore the value of econometric methods in decision support & evaluate their limitations.

INTERNATIONAL ECONOMICS

Module Code 4ECQ654 Level 6 Credit 15 Semester 1

Pre-requisite: 4ECQ450 Economics for Business

This module will broaden your knowledge and extend your understanding of theoretical concepts in international trade, investment and finance. It will enhance your understanding of the reasons for international specialisation, the implications of protection for economic welfare, and the effect of various macroeconomic policies on international markets.

SOCIAL AND MARKET RESEARCH

Module Code 4ECQ657 Level 6 Credit 15 Semester 1

Pre-requisite: 4ECQ555 Analysis of Economic and Business Data

The module first examines the place of quantitative and qualitative research methods in Marketing and Social Research. It then goes on to core topics, measurement and scaling, design of experiments and multivariate techniques. Finally it moves to logistic and log-linear regression via the concepts of generalised linear models.

HUMAN RESOURCE MANAGEMENT

INTERPERSONAL SKILLS FOR BUSINESS

Module Code 4HRB450 Level 4 Credit 15 Semester 1

Interpersonal Skills for Business is a practical module designed to help you appreciate the importance of interpersonal skills, particularly in a business context. Often problems in the workplace are caused by people choosing the wrong mode of communication or not considering the importance of planning and preparation in the process of communication. Who is the audience? What are the objectives? Would it be more appropriate: to write or to telephone? Almost every job now requires an individual to demonstrate some ability in making presentations. Indeed often it is a selection criterion for recruitment. This module will improve your self-confidence as well as their presentation skills. Questioning technique and other interviewing skills will help you to communicate more effectively and will also help you to present yourself more professionally.

THE ROLE OF THE MANAGER

Module Code 4HRB451 Level 4 Credit 15 Semester 1

This module is intended to prepare you for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial style, chairing meetings, appraisal, staff development, and negotiating skills.

ORGANISATIONAL BEHAVIOUR

Module Code 4HRB550 Level 5 Credit 15 Semester 1

The purpose of this module is to explore how psychologists and sociologists can contribute to a critical understanding of behaviour in organisations. It will provide a conceptual base on which you can develop your own insight into organisational behaviour, aided by your personal experiences.

SOCIOLOGY OF WORK AND INDUSTRY

Module Code 4HRB551 Level 5 Credit 15 Semester 1

The Sociology of Work and Industry seeks to foster an understanding of the manifold relationships between macro economic change and the social organisation of work. Beginning with a brief look at the rise of paid employment as societies industrialise, the module moves to its principal focus: the relationship between changing technology and the experience of work.

WORK PSYCHOLOGY

Module Code 4HRB552 Level 5 Credit 15 Semester 1

This module explores the different psychological theories and their application in organisational settings. It examines the main perspectives of psychology [Psychodynamic, Behaviourist, Humanistic, Cognitive and Trait and Type theory] and explains different methodological approaches to research and application of work psychology. It will examine the relevance of psychology in the workplace and show how use of theory can be applied to organisational situations; for example group decision making, personality testing and discrimination at work.

MANAGING BUSINESS ORGANISATIONS

Module Code 4HRB650 Level 6 Credit 15 Semester 1

This module is aimed to prepare graduates for their likely future roles as managers in organisations. It aims to give an in-depth understanding of the nature of management, the roles which managers play and the skills which managers need in order to carry out their role effectively. The module aims to confront students with some of the issues they are likely to have to face in their careers as managers, including ethical dilemmas; and the conflict between the various stakeholders and organisational objectives.

HUMAN RESOURCE MANAGEMENT

Module Code 4HRB652 Level 6 Credit 15 Semester 1

Effective management of human resources is essential if an organisation is to survive and achieve its overall purpose at optimum cost. Organisations need to be flexible to adapt to change and competition, which requires flexibility in resources, ways of working, skills, contracts etc. Employment Law is constantly changing and ICT enables human resources to

be located anywhere in the world. Human Resource Management is therefore increasing in complexity both for line management and for the specialist HRM function. This module seeks to develop your depth of knowledge about the changes taking place in the current work arena, the complexities of Human Resource Management and its relationship to organisational strategy. It includes issues relating to employee resourcing, retention and exit, performance management and development, and international Human Resource Management.

ASSESSMENT AT WORK

Module Code 4HRB653 Level 6 Credit 15 Semester 1

This module is concerned with a critical survey of the methods employed by organisations to assess people at work, for selection and development purposes. It examines good practice in terms of professional and legal requirements and ethical considerations.

MANAGEMENT FOR THE INTERNATIONAL MANAGER

Module Code 4HRB656 Level 6 Credit 15 Semester 1

This module is intended to develop your ability to evaluate management issues in international organisations. The module looks at issues such as globalisation, the influence of different cultures on organisations and the need for managers to adapt their style to the context in which they are operating. As future managers, you will consider the context of managing in an international environment and develop key skills you will need.

SOCIAL PSYCHOLOGY OF ORGANISATIONS

Module Code 4HRB658 Level 6 Credit 15 Semester 1

The module focuses on an in-depth analysis of the area of social psychology as applied to business and management problems and issues. It critically explores the way that psychological theory has informed HR practice, especially in the area of team building, change management and organisational development. The module critically examines empirical research in this area, and explores the main theoretical underpinnings that have informed the development of social psychology. The module focuses especially on the social and cultural underpinnings of management practice. It is concerned with developing your skills as a critical observer and participant in management teams and seeks to encourage you to critically explore methodological and measurement issues in social psychology of organisations.

FINANCE AND BUSINESS LAW

INTRODUCTION TO ACCOUNTING AND FINANCE

Module Code 4FBL450 Level 4 Credit 15 Semester 1

The module introduces you to the discipline of accounting. Making the distinction between financial accounting and management accounting and emphasising their usefulness in a business context.

INTRODUCTION TO CORPORATE GOVERNANCE

Module Code 4FBL452 Level 4 Credit 15 Semester 1

The module provides an introduction to corporate governance issues, developments and regulation which are essential knowledge for any business student. It focuses on the roles of, and interaction between, the key players in corporate activities and examines corporations in the context of the wider society within which they operate.

MANAGEMENT ACCOUNTING

Module Code 4FBL550 Level 5 Credit 15 Semester 1

Pre-Requisite: 4FBL450 Introduction to Accounting and Finance

This module will give you an insight into the management accounting process, viewed both from the perspective of the provider and the user. There will therefore be a balance between both providing and using information and the analysis thereof.

BUSINESS LAW

Module Code 4FBL551 Level 5 Credit 15 Semester 1

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

INTERNATIONAL ACCOUNTING

Module Code 4FBL653 Level 6 Credit 15 Semester 1

Pre-Requisite: 4FBL450 Introduction to Accounting and Finance

This module provides practical knowledge and skills essential for anyone wishing to understand how the financial statements of multinational groups are put together and how to interpret them. This module is for those with an excellent background with an absolutely secure knowledge of lower level undergraduate financial accounting.

FINANCIAL REPORTING AND ANALYSIS

Module Code 4FBL654 Level 6 Credit 15 Semester 1

Pre-Requisite: 4FBL450 Introduction to Accounting and Finance

The module focuses on the use of corporate reports as a primary source of information about company activities. It explains the principles and techniques of group accounting and examines the use of financial statements for reporting financial position and performance and assessing future prospects. It also considers aspects affecting corporate reporting such as the regulatory framework, corporate governance and issues of creative accounting.

BUSINESS TAXATION

Module Code 4FBL655 Level 6 Credit 15 Semester 1

Pre-Requisite: 4FBL450 Introduction to Accounting and Finance

The module focuses on the application of taxation principles and practice to business. It considers the UK taxation system and the particular taxes that affect business, such as corporation tax, capital gains affecting business assets, income tax for employees and the profits of unincorporated businesses, National Insurance contributions and VAT. It also considers international aspects of taxation affecting companies.

EUROPEAN UNION LAW

Module Code 4FBL656 Level 6 Credit 15 Semester 1

This module enables you to understand the working of the European Union, and the impact of European Union law upon business. The role of EU institutions and the effect of EU law upon the legal systems of member states are considered. The importance of the single market policies relating to goods, persons and services is explored.

INTERNATIONAL TRADE AND FINANCE LAW

Module Code 4FBL657 Level 6 Credit 15 Semester 1

This module aims to enable you to understand the law relating to international trade and finance, in the context of the complex interactions of legal relationships relating to the sale of goods and services in an international trading transaction in a global market economy.

CONSUMER LAW

Module Code 4FBL658 Level 6 Credit 15 Semester 1

This module introduces you to the rationales for consumer law and consumer protection, the institutions of consumer protection and specific areas of consumer law.

CORPORATE FINANCE

Module Code 4FBL661 Level 6 Credit 15 Semester 1

Pre-Requisite: 4FBL450 Introduction to Accounting and Finance

This module introduces you to modern finance theory. It covers the areas of capital structure, traditional and Modigliani and Miller, Efficient Market Hypothesis, term structure of interest rates and the use of financial derivative securities, futures, forwards, options and swaps to manage the financial risks faced by modern business.

PERSONAL FINANCIAL MANAGEMENT

Module Code 4FBL665 Level 6 Credit 15 Semester 1

This module will examine the personal financial services industry and its impact upon the economy. Additionally, the module examines the regulatory organisation responsible for individuals who advise the public, personal investment vehicles, pension planning and the impact of tax on personal financial products.

MODERN FINANCIAL SERVICES: THEORY AND PRACTICE

Module Code 4FBL666 Level 6 Credit 15 Semester 1

The module reviews the current environment of UK financial services, looking at the development of financial services in the UK since 1980. The module uses banking theory as well as practice, real world examples and computation, to explain the current environment and new developments. On completion of the module, you are equipped with a working knowledge of UK financial services.

BUSINESS INFORMATION MANAGEMENT AND OPERATIONS

INTRODUCTION TO INFORMATION & COMMUNICATION TECHNOLOGIES

Module Code 4BIM400 Level 4 Credit 15 Semester 1

This module aims to give you an introduction to Information and communication technology (ICT). The module covers theoretical aspects of ICT, ranging from how businesses communicate and information flow affects different types of business to considerations of computer security and threats to data.

INTRODUCTION TO INFORMATION TECHNOLOGY

Module Code 4BIM401 Level 4 Credit 15 Semester 1

Students who work in IT will find that there are myriad tasks that end users will want to automate concerning statistical data. The aggregation and summarising of information, the need to find a way to analyse data so that decisions can be made. These tasks can be automated using software and replace the need for long complex manual calculations. Enormous productivity gains can be made. This module will show you how the number crunching potential of the spreadsheet, combined with existing data held in databases can be combined with user a friendly front end to produce decision making models that end users will find enormously helpful in their work tasks.

CREATING A WEBSITE

Module Code 4BIM403 Level 4 Credit 15 Semester 1

This module seeks to provide an introduction to a range of topics associated with the effective design of web pages and the use of the web. In doing so it should enable you to avoid the most common errors associated with web page design. Areas covered include html, page and site design, and multimedia.

BUSINESS INFORMATION SYSTEMS 2

Module Code 4BIM451 Level 4 Credit 15 Semester 1

Pre-Requisites: ideally you will have already taken 4BIM400 Introduction to ICT or 4BIM401 Introduction to Information Technology

This module will show how in-depth potential of spreadsheets, combined with existing data held in databases, can be linked with a well designed interface to produce decision making models that users will find helpful for business-related tasks. You will learn how to create macros: commands which run applications in Microsoft Excel and Access.

BUSINESS SYSTEMS ANALYSIS

Module Code 4BIM500 Level 5 Credit 15 Semester 1

This module covers the concepts, methodologies, techniques and issues involved in business systems analysis.

OPERATIONS MANAGEMENT

Module Code 4BIM502 Level 5 Credit 15 Semester 1

Pre-requisite: 4MBS450 Theory and Practice of Business

This module will provide you with an understanding of the problems and alternative approaches to the management of work, labour and materials in both the production and service industries in the private and public sectors. The emphasis will be on the service sector. Additionally you will learn the importance of a planned approach to the design of operations.

HUMAN COMPUTER INTERACTION

Module Code 4BIM503 Level 5 Credit 15 Semester 1

Pre-requisites: 4BIM400 Introduction to ICT or 4BIM401 Introduction to Information Technology

The design of human-computer systems implies knowledge of both the human user as well as an understanding of computer systems. Competitive edge is often established by relative cost advantages measured in reduced training & ease of use. The objective of this module is to provide an understanding of the design issues involved in producing systems and, in particular, designing for usability.

ORGANISATIONS & INFO SYSTEMS

Module Code 4BIM506 Level 5 Credit 15 Semester 1

Operations Management is about the way organisations produce products and services. This module introduces you to the powerhouse of any organisation. It includes the study of design of products & services, of the operations network, layout & flow issues and how jobs are designed & organised. The use of resources, planning and control techniques are crucial topics in the module.

INFORMATION SYSTEMS FOR MANAGEMENT

Module Code 4BIM600 Level 6 Credit 15 Semester 1

This module looks at the range of issues of which management should be aware of in relation to the way in which information systems are affecting organisations today. The role of management is considered as well as the types of information systems available to support the Management function. The information tools that can be exploited to enable efficient working are also considered.

ETHICAL & SOCIAL IMPLICATIONS OF ICT

Module Code 4BIM602 Level 6 Credit 15 Semester 1

The spread of information technology has resulted in far reaching ethical, political and social consequences. This module seeks to explore these issues and will cover a wide range of topics including: the ethics of IT; the digital divide; IT in the Third World; the role of the state in the development of IT; database & privacy issues; IT in education and corporate responsibility.

WEB AUTHORIZING AND DEVELOPMENT

Module Code 4BIM603 Level 6 Credit 15 Semester 1

Pre-requisites: 4BIM400 Introduction to ICT or 4BIM401 Introduction to Information Technology

Although primarily focusing on the technical aspects of web site development, the module will provide a comprehensive insight of the core aspects of e-business and will include discussion on a selected range of issues associated with commercial activity on the Web.

PROJECT MANAGEMENT

Module Code 4BIM604 Level 6 Credit 15 Semester 1

The module is aimed at final year students interested in learning the important practical and technical skills needed to successfully manage projects. You will get a solid grounding in the theory & practice of project management and, working on realistic case studies; and will have experience of managing realistic projects, using project management computer software

NETWORKING & THE INTERNET

Module Code 4BIM607 Level 6 Credit 15 Semester 1

Pre-requisite: 4BIM504 Data Communications

The module is aimed at final year students interested in studying the key role of data communications for business & the emergence of the Internet as an important technology. It aims to give you a solid grounding in data communications fundamentals & in particular the standards underpinning the Internet. Business opportunities & technical problems posed by the Internet will also be explored.

INTRANET DESIGN & MANAGEMENT

Module Code 4BIM610 Level 5 Credit 15 Semester 1

The huge growth in Web technologies provides increased opportunities for business organisations, large and small; to radically rethink the way they work. This module will explore the costs and benefits associated with the Web technology and will cover topics such as multi-media conferencing; web page design; Web security; organisational and cultural issues; the ramifications of push technology; the changing roles of search engines, and managing documents on the web. The module will also include sessions on doing business on the web as well as discussing legal problems and difficulties associated with conflicting standards.

MULTIMEDIA SYSTEMS DEVELOPMENT

Module Code 4BIM612 Level 6 Credit 15 Semester 1

Pre-Requisites: 4BIM400 An Introduction to ICT, or 4BIM401 An Introduction to IT

You will understand the use of multimedia systems in business and in particular concentrate on the hardware/software issues related to multimedia development. Topics covered will include: networked multimedia, compression techniques, use of sound and how to exploit different media to produce an effective multimedia application.

MARKETING AND BUSINESS STRATEGY

THEORY & PRACTICE OF BUSINESS

Module Code 4MBS450 Level 4 Credit 15 Semester 1

This module equips you with an overview of the principal functions and concerns of business managers and an understanding of the commercial and competitive pressures that generate and require those concerns. You are thus equipped to see where your own speciality can contribute to the objectives of a business.

INTRODUCTION TO BRAND MANAGEMENT

Module Code 4MBS451 Level 4 Credit 15 Semester 1

Among the most valuable assets that firms possess are the brand names of their products. This module explores the theoretical and practical aspects of managing brands in a way that will maximise their effectiveness and longevity. 4MBS451 is an option module that will be of interest and value to students considering a concentration in marketing, perhaps leading to a marketing cluster and "/Marketing" award designation. It will give you early exposure to fundamental marketing concepts, as outlined in the module syllabus, that they would not otherwise encounter until the Level 5 core module, 4MBS550 Principles of Marketing.

PRINCIPLES OF MARKETING

Module Code 4MBS550 Level 5 Credit 15 Semester 1

Pre-requisites: evidence of related Level 4 core modules

This module will explore the role of marketing and its relationship to corporate policy and the analysis of micro and macro-environments and their impact on marketing operations. It will examine marketing research; planning of research; identification of marketing opportunities; segmentation and analysis of target markets as well as pricing, promotion, product and distribution channels and monitoring and measuring market performance.

THE GLOBAL MARKETS

Module Code 4MBS551 Level 5 Credit 15 Semester 1

The module primarily examines the evolution of companies in the context of the challenges they face as a result of changes in the global business environment. The material therefore

focuses on the different layers of strategy within large companies and the challenges facing smaller businesses that also need to compete globally. The main aim of the module is to outline the key areas and developments in global corporate strategy as distinct from business level strategy.

ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

Module Code 4MBS552 Level 5 Credit 15 Semester 1

Small Business Entrepreneurship throughout the world is a subject that involves many concepts that will be explored in this module, which analyses the different cultural, economic and psychological perspectives drawn from research in this area. The module explores the similarities and differences between entrepreneurial activities in the UK and the EU, and, to a lesser extent, the US. You will be required to critically analyse the theory and practice behind the decision making of policy makers when they support Small Business development in their domestic economies.

BUSINESS STRATEGY

Module Code 4MBS650 Level 6 Credit 15 Semester 1

Pre-requisites: 4MBS450 Theory and Practise of Business, 4FBL450 Introduction to Accounting and Finance or 4HRB550 Organisational Behaviour

This challenging module aims to give you the tools needed to understand the nature of competitive advantage and to develop robust strategic proposals. Topics include: environmental analysis; positioning; the value chain; strategic resources; culture and architecture; developing and evaluating strategic options; management of innovation, learning and knowledge.

INTERNATIONAL MARKETING

Module Code 4MBS656 Level 6 Credit 15 Semester 1

Pre-requisite: 4MBS550 Principles of Marketing

This module will enable you to plan, execute, monitor and adjust marketing programmes in countries other than your own. Firms start off active in a single market; they expand to become internationally active. This module examines the steps along that road. We discuss researching and selecting the target markets, selecting distribution channels, allowing for cultural differences, product and price strategies and many other items important to the exporter.

APPROACHES TO E-BUSINESS

Module Code 4MBS658 Level 6 Credit 15 Semester 1

The aim of this module is to provide you with an all-round understanding of the contexts within which e-business can be incorporated into a firm's business model. You will assess the strengths of the strategic forces promoting and/or inhibiting the development of e-commerce. You will develop the most appropriate means of fulfilling the product promise in an e-commerce environment and be aware of the implications for e-commerce of developments in the politico-legal environment.

MARKETING RESEARCH

Module Code 4MBS660 Level 6 Credit 15 Semester 1

Pre-requisite: 4MBS550 Principles of Marketing

This module will explore the role of marketing research and the relationship with marketing practice in the strategy planning and implementation process; significance and application of key methodologies to problem solving, hypothesis generation and the design of appropriate responses in the collection of data; measurement of planned outcomes and the mechanisms needed for an effective marketing information system.

RETAIL STRATEGY

Module Code 4MBS663 Level 6 Credit 15 Semester 1

Pre-requisite: 4MBS550 Principles of Marketing or other Level 5 Marketing module

This module provides a core understanding of retailing in its competitive environment. The module examines different types of retailers and the environments in which they operate so if you are thinking of or planning to work in retailing or in consumer marketing, this module will

make you aware of the main strategic issues shaping contemporary retailing and the main strategic responses available to retailers.

DEVELOPING A SMALL BUSINESS

Module Code 4MBS670 Level 6 Credit 15 Semester 1

This module introduces you to the market research to determine whether a business idea submitted by you would appear to be feasible or not. A business proposal focusing on the Promotional Mix and cash flow through including some Legal and HR sections. The important concept is Critical Analysis and how to use it in practice on the ideas and theories employed. You will need to use the Web extensively to conduct secondary research from sources such as Mintel, General Household Survey and other National Statistics. You will need to employ PESTEL, Segmentation Analysis, the Marketing Mix, AIDA, and cash flows. You are encouraged as the course progresses to view this as an individual project that they develop in the context of this module.

MARKETING MANAGEMENT & STRATEGY

Module Code 4MBS672 Level 6 Credit 15 Semester 1

Pre-requisite: 4MBS550 Principles of Marketing

Working in small groups, you will study a real organisation, applying the tools and concepts you will learn during the course of the module. You will, through learning how to write marketing plans, develop a critical awareness and insight that will be of immediate practical value in your first job in marketing and in other aspects of life and work.