

## 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 you - 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 you 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 you 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. You 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, you 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 you to have already completed specific modules or equivalents at a lower level.

e.g. **4MBS662 Retail Management**  
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**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4WBS504	The Internship Toolkit	2	5	15

## **DEPARTMENT OF ECONOMICS AND QUANTITATIVE METHODS**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4ECQ450	Economics for Business	2	4	15
4ECQ451	Essential Data Analysis	2	4	15
4ECQ453	The Evolution of Macroeconomics in the UK	2	4	15
4ECQ454	Information Economics	2	4	15
4ECQ550	Business Decision Making	2	5	15
4ECQ551	European Economics and Politics	2	5	15
4ECQ552	Global Economic Issues	2	5	15
4ECQ553	Microeconomic Theory and Applications	2	5	15
4ECQ556	Macroeconomic Theory and Applications	2	5	15
4ECQ558	Asian Economic Systems: China and Japan	2	5	15
4ECQ559	Applied Business Statistics	2	5	15
4ECQ650	Advanced Business Economics	2	6	15
4ECQ651	Business and Financial Forecasting	2	6	15
4ECQ652	Advanced Macroeconomics	2	6	15
4ECQ654	International Economics	2	6	15
4ECQ655	Development Economics and Policy	2	6	15
4ECQ656	Environmental Economics	2	6	15
4ECQ658	Management Science and Business Logistics	2	6	15

## **DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4HRB450	Interpersonal Skills for Business	2	4	15
4HRB451	The Role of the Manager	2	4	15
4HRB550	Organisational Behaviour	2	5	15
4HRB552	Work Psychology	2	5	15
4HRB555	The Employment Relationship	2	5	15
4HRB650	Managing Business Organisations	2	6	15
4HRB651	Equality and Diversity in Employment	2	6	15
4HRB654	Human Resource Development	2	6	15
4HRB657	Managing the Changing Employment Relationship	2	6	15
4HRB658	Social Psychology of Organisations	2	6	15
4HRB660	The Management of Enterprise	2	6	15

## **DEPARTMENT OF FINANCE AND BUSINESS LAW**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4FBL450	Introduction to Accounting and Finance	2	4	15
4FBL452	Introduction to Corporate Governance	2	4	15
4FBL550	Management Accounting	2	5	15

4FBL551	Business Law	2	5	15
4FBL651	Advanced Aspects of Management Accounting	2	6	15
4FBL652	Auditing	2	6	15
4FBL653	International Accounting	2	6	15
4FBL656	European Union Law	2	6	15
4FBL659	Company Law	2	6	15
4FBL660	Employment Law	2	6	15
4FBL661	Corporate Finance	2	6	15
4FBL662	International Financial Management	2	6	15
4FBL663	Quantitative Finance	2	6	15
4FBL664	Investment Analysis & Strategy	2	6	15
4FBL667	Financial Strategy	2	6	15

### **BUSINESS INFORMATION MANAGEMENT AND OPERATIONS**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4BIM400	Introduction to Information and Communication Strategies	2	4	15
4BIM402	Software Development 1	2	4	15
4BIM403	Creating a Website	2	4	15
4BIM451	Business Information Systems 2	2	4	15
4BIM501	Databases	2	5	15
4BIM502	Operations Management	2	5	15
4BIM504	Data Communications	2	5	15
4BIM505	Software Development 2	2	5	15
4BIM507	Images of Corporate Identity	2	5	15
4BIM508	Systems and Databases	2	5	15
4BIM600	Information Systems for Management	2	6	15
4BIM601	IS/ICT in the Strategy Process	2	6	15
4BIM605	Data Management	2	6	15
4BIM606	Decision Support Systems	2	6	15
4BIM609	Knowledge and Innovation Systems	2	6	15
4BIM611	Planning and Developing a Commercial Website	2	6	15
4BIM612	Multimedia Systems Development	2	6	15

### **MARKETING AND BUSINESS STRATEGY**

<b>Module Code</b>	<b>Title</b>	<b>Semester</b>	<b>Level</b>	<b>Credits</b>
4MBS450	Theory and Practice of Business	2	4	15
4MBS451	Introduction to Brand Management	2	4	15
4MBS550	Principles of Marketing	2	5	15
4MBS552	Entrepreneurship & Small Business Development	2	5	15
4MBS650	Business Strategy	2	6	15
4MBS655	Consumer Behaviour for Marketing	2	6	15
4MBS657	Marketing Communications	2	6	15
4MBS658	Approaches to E-Business	2	6	15
4MBS659	IT for Marketing	2	6	15
4MBS660	Marketing Research	2	6	15
4MBS661	International Business Management	2	6	15
4MBS662	Retail Management	2	6	15

4MBS670	Developing a Small Business	2	6	15
4MBS671	Innovation and Management of Change	2	6	15
4MBS673	Advanced Marketing Practice	2	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>

## **DEPARTMENT OF ECONOMICS AND QUANTITATIVE METHODS**

### **ECONOMICS FOR BUSINESS**

**Module Code 4ECQ450 Level 4 Credit 15 Semester 2**

The module will describe the macroeconomy of the UK, analyse the basis of the market economy system, study the behaviour of firms in theory and in real markets, and examine some problems caused by the 'failure' of some markets.

### **ESSENTIAL DATA ANALYSIS**

**Module Code 4ECQ451 Level 4 Credit 15 Semester 2**

This module will enable you to present and analyse data using some quantitative tools currently used to solve business problems. There is increasing need for people working in all areas of business to be numerate and handle data, with a view to critical analysis and presentation of the data in a report format for management.

### **THE EVOLUTION OF MACROECONOMICS IN THE UK**

**Module Code 4ECQ453 Level 4 Credit 15 Semester 2**

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 2**

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 behavior in the 'new economy'. It will show that economic theory can provide a useful framework for understanding the impact of the information economy on the economic and business environment.

### **BUSINESS DECISION MAKING**

**Module Code 4ECQ550 Level 5 Credit 15 Semester 2**

***Pre-requisites: 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 decision, and the difficulties associated with risk and uncertainty. A feature of the module is the extensive use of Excel for problem formulation and solution. The use of a simple Decision Support System (DSS) is used to demonstrate the practical application of the various decision-making techniques. The module incorporates and integrative case study as a teaching device to draw together the different elements of the module, which is used to

illustrate the value of DSS for flexible decision-making in a changing internal and external business environment.

### **EUROPEAN ECONOMICS AND POLITICS**

**Module Code 4ECQ551 Level 5 Credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

The module will examine aspects of European integration with special emphasis on political institutions, legal frameworks, and economic policy making. The economic foundations of European integration will be examined with reference to the theory of customs unions and the arguments for free trade. This will be followed by an examination of policies in key areas. Current European issues will be analysed in relation to the process of enlargement and the creation of the European constitution.

### **GLOBAL ECONOMIC ISSUES**

**Module Code 4ECQ552 Level 5 credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

The purpose of this module is to extend your understanding of economic analysis and its application to global economic issues. It will select key, and currently ongoing issues, for you to develop your ability to research, analyse and problem solve.

### **MICROECONOMIC THEORY AND APPLICATIONS**

**Module Code 4ECQ553 Level 5 Credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

Recently there have been significant developments in areas of microeconomic policy such as privatisation and competition policy. There are also currently a number of key corporate governance matters under discussion that are likely to have important implications for the relationships between the main stakeholders and of firms and for corporate objectives. In order to appreciate the key factors involved in these and other microeconomic issues, it is necessary to develop an understanding of the conceptual tools and underlying analytical framework and how it can be applied to particular situations. This involves exploring the fundamental decisions made by economic agents as producers, consumers and suppliers in factors of production.

### **MACROECONOMIC THEORY AND APPLICATIONS**

**Module Code 4ECQ556 Level 5 Credit 15 Semester 2**

***Pre-requisites: 4ECQ450 Economics for Business***

This module builds on the macroeconomics taught at Level 4. The object of this module is to broaden and develop your understanding of the main macroeconomic models, and to help you 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 2**

***Pre-requisites: 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 2**

***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 2**

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

This module aims to develop your ability to apply given methodology to problems and issues relevant to business within the appropriate theoretical framework of industrial/business organisation and economics.

### **BUSINESS AND FINANCIAL FORECASTING**

**Module Code 4ECQ651 Level 6 Credit 15 Semester 2**

***Pre-requisite: 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 2**

***Pre-requisite: 4ECQ556 Macroeconomic Theory & Applications***

The object of this module is to develop an understanding of the present state of macroeconomic policy and its application in the UK, Europe and USA. The focus is on a range of microeconomic issues including the business cycle, time inconsistency and economic growth. It will, for example, consider the role of economic forecasting and simulation experiments in formulating macroeconomic policies. 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 pre-requisite.

### **INTERNATIONAL ECONOMICS**

**Module Code 4ECQ654 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

This module will broaden your knowledge and extend their 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.

### **DEVELOPMENT ECONOMICS AND POLICY**

**Module Code 4ECQ655 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

This module examines the characteristics of developing countries and the problems facing them in their bid to meet development goals. The course teaches you to evaluate government and international development policies. The module will explore the analytical approaches utilised by economists for dealing with development issues and will familiarise you with the current research in key areas. The module covers development measures, the contribution of agriculture, industry and trade to development. The module also covers the role of development planning, international institutions and foreign direct investment. Development problems such as the debt crisis will also be addressed.

### **ENVIRONMENTAL ECONOMICS**

**Module Code 4 ECQ656 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4ECQ450 Economics for Business***

The module deals with the economic approach to environmental issues and sustainable development. Using the framework of welfare economics this module will address environmental issues such as pollution and climate change. The theoretical foundation is supplemented by analysis of national and international policies using case studies such as congestion charging and emissions trading.

### **MANAGEMENT SCIENCE AND BUSINESS LOGISTICS**

**Module Code 4ECQ658 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4ECQ451 Essential Data Analysis***

As organisations become larger and more complex, the decisions required by such organisations become more difficult, and costly if an error is made. At the same time globalisation, competition and better communication have led to the need for faster decisions. Therefore we need better logical or scientific methodology for decision making. The purpose of this module is to broaden your knowledge and extend your understanding of these logical

and scientific business models and how they help provide optimal solutions for many common business problems in marketing, finance, human resources, production and operations.

## **HUMAN RESOURCE MANAGEMENT**

### **INTERPERSONAL SKILLS FOR BUSINESS**

#### **Module Code 4HRB450 Level 4 Credit 15 Semester 2**

The focus of the module is the development, through practice, of: group-working, communication skills, time management, self-management, evaluation of learning achieved, a record of learning and a plan for future development. You are given input on the concepts underlying effective time and self management, on communication and group performance and their application to business situations. You are then provided with the opportunity to apply these skills in practical sessions. Throughout the module you are encouraged to evaluate your own performance and provide feedback to your peers.

### **THE ROLE OF THE MANAGER**

#### **Module Code 4HRB451 Level 4 Credit 15 Semester 2**

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. The module is intended to help you identify how people become managers, what the role of the manager is and how to maximise effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management required by different organisations and different cultures taken into consideration.

### **ORGANISATIONAL BEHAVIOUR**

#### **Module Code 4HRB550 Level 5 Credit 15 Semester 2**

The module enables you to develop an in-depth knowledge and understanding of how people work together in an organisation and how this influences the achievement of organisational goals. You will work in and be assessed in teams for your coursework and individually for your in-class test. You will develop both career management and higher education skills and will make transparent the transferability of such skills.

### **WORK PSYCHOLOGY**

#### **Module Code 4HRB552 Level 5 Credit 15 Semester 2**

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.

### **THE EMPLOYMENT RELATIONSHIP**

#### **Module Code 4HRB555 Level 5 Credit 15 Semester 2**

***No access restrictions, but students are strongly advised that they will need to have some familiarity with the UK employment environment.***

An introduction to the subject of employee relations, this module examines the nature of the formal and informal interactions between the parties to the employment relationship: *primary parties* - the employer/manager and the employee; *secondary parties* - the agents of the employer/management e.g., employers' organisations, and of the employee e.g., trade unions; *third parties* - the UK government, EU and government agencies e.g., ACAS, Employment Tribunals.

### **MANAGING BUSINESS ORGANISATIONS**

#### **Module Code 4HRB650 Level 6 Credit 15 Semester 2**

This module requires you to critically examine the concept of management within the current global business environment. Through the appraisal of real life business cases, a variety of models and approaches are systematically applied and considered. This module is designed to complement the module Business Strategy, by examining the key problems and dilemmas

that may emerge for all stakeholders in contemporary organisations from the attempt to manage and implement strategic change.

## **EQUALITY AND DIVERSITY IN EMPLOYMENT**

### **Module Code 4HRB651 Level 6 Credit 15 Semester 2**

The module explores the implications of inequality and differences for employment, and the implementation and management of equality and diversity in the workplace. The causes, nature and effects of discrimination are considered in relation to a range of social groups, including those defined by race, gender, age, disability and sexual orientation. Historical, sociological, psychological and economic perspectives are discussed and some time is devoted both to attitudes to diversity and the effects of individual behaviour on the attainment of equality, and to patterns and trends in employment. Different models of equality and diversity and the influence of organisational practices and cultures are considered, together with the role and impact of UK and EU legislation.

## **HUMAN RESOURCE DEVELOPMENT**

### **Module Code 4HRB654 Level 6 Credit 15 Semester 2**

One of the basic tenets of HRD is that organisations should treat learning as a deliberate business process. This module is therefore concerned with the management of individual and organisational learning to achieve business goals. It explores the relationship between the theory and practice of learning and development at work and seeks to provide insights into the division of responsibilities and roles in HRD. It contains a strong practical element, introducing participants to some of the essential practitioner skills. The term 'practitioner' is used here to denote any individual who has responsibility for developing others.

## **MANAGING THE CHANGING EMPLOYMENT RELATIONSHIP**

### **Module Code 4HRB657 Level 6 Credit 15 Semester 2**

*Pre-requisite: you are strongly advised to have studied module 4HRB555 The Employment Relationship, and/or be familiar with UK employee relations*

Change is a dominant feature within the field of employee relations. The ethical management of a workforce subject to demographic, legislative and technological change requires a flexible approach in order to promote motivated and productive employees. This module examines the dynamics of the UK employment relationship, emphasising the impact of changing economic, political, legal and ideological factors on the parties and considers the skills needed to manage the changing relationship. It explores specific issues affecting employee relations e.g., demands for flexible working practices, contract change and termination, employee participation ("voice"), influence of the EU, reward management. This exploration will consider the impact of the changes to the relationship on perceptions of fairness, and the expectations of the parties. It will also examine the associated implications for conflict management, including managerial skills: communication, consultation, interviewing, listening, negotiation.

## **SOCIAL PSYCHOLOGY OF ORGANISATIONS**

### **Module Code 4HRB658 Level 6 Credit 15 Semester 2**

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 critical observers and participants in management teams, and seeks to encourage you to critically explore methodological and measurement issues in social psychology of organisations.

## **THE MANAGEMENT OF ENTERPRISE**

### **Module Code 4HRB660 Level 6 Credit 15 Semester 2**

The module examines the management of small and medium enterprises and start-ups. It will look at managing innovation and creativity, managing enthusiasm and managing small organisations through communication, delegation and negotiation. It will also look at managing a small operation in a global economy as well as managing a niche operation.

Finally, there will be some comparison between managing small organisations and much larger ones.

## **FINANCE AND BUSINESS LAW**

### **INTRODUCTION TO ACCOUNTING AND FINANCE**

#### **Module Code 4FBL450 Level 4 Credit 15 Semester 2**

The module provides fundamental accounting knowledge and skills essential for any business student. It focuses on the purpose, historical development and terminology of accounting and the use of financial statements to analyse the performance and financial position of businesses. It also provides an introduction to finance for UK businesses.

### **INTRODUCTION TO CORPORATE GOVERNANCE**

#### **Module Code 4FBL452 Level 4 Credit 15 Semester 2**

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 2**

##### ***Pre-Requisite: 4FBL450 Introduction to Accounting & 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. You will be aware of the importance of management accounting information, both in financial and non-financial terms as crucial to assisting managers to make more informed decisions.

### **BUSINESS LAW**

#### **Module Code 4FBL551 Level 5 Credit 15 Semester 2**

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.

### **ADVANCED ASPECTS OF MANAGEMENT ACCOUNTING**

#### **Module Code 4FBL651 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4FBL450 Introduction to Accounting and Finance, and 4FBL550 Management Accounting***

To be successful in management accounting there is a requirement for numerical proficiency, but also an appreciation of the effects of these numbers and the consequences of the decisions made through these. This module aims to explore the basic understanding of management accounting from earlier modules, and develop this further into analytical skills and knowledge, for improved decision making.

### **AUDITING**

#### **Module Code 4FBL652 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4FBL450 Introduction to Accounting and Finance***

This module offers an introduction to auditing as a key component of the capitalist system, concentrating on both the underlying theory and the practical application of auditing. The nature, purpose and execution of the audit role are explored at a practical, theoretical and developmental level.

### **INTERNATIONAL ACCOUNTING**

#### **Module Code 4FBL653 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4FBL450 Introduction to Accounting and Finance***

This module aims to provide you with the knowledge and skills essential in order to understand and interpret the reports of multinational groups. Having studied this module you will have an excellent background for range of roles in investment banking and financial analysis or for a Masters degree in finance and accounting. You will acquire the ability to interpret and compare financial statements from different countries, and to deal with foreign currency translation and transactions.

## **EUROPEAN UNION LAW**

### **Module Code 4FBL656 Level 6 Credit 15 Semester 2**

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. The module also covers the impact of EU social policy (especially sex discrimination) and EU competition policy upon business activity.

## **COMPANY LAW**

### **Module Code 4FBL659 Level 6 Credit 15 Semester 2**

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

## **EMPLOYMENT LAW**

### **Module Code 4FBL660 Level 6 Credit 15 Semester 2**

This module explores the rationales for employment law and employment protection, the institutions of employment protection; sources and specific areas of employment law. This module aims to enable you to understand the law relating to employment protection, the context of employment law in a modern market economy; the rationales for employment law and protection and its goals.

## **CORPORATE FINANCE**

### **Module Code 4FBL661 Level 6 Credit 15 Semester 2**

#### ***Pre-requisite: 4 FBL450 Introduction to Accounting and Finance***

A specialised final level undergraduate module designed to prepare you for a career in the accounting or finance world or to give you a thorough understanding of the finance decisions faced by organisations.

## **INTERNATIONAL FINANCIAL MANAGEMENT**

### **Module Code 4FBL662 Level 6 Credit 15 Semester 2**

The International Financial Management module is a final level undergraduate module that looks at the risk faced by business through trading internationally. Translation, transaction, economic and political risks are identified and analysed. The methods available to manage these risks are analysed. The module investigates the advantages to a company of raising finance through the international finance markets, both equity and debt, and the different rules and regulations covering these markets. The areas of transfer pricing, the dividend decision for international firms and methods of reducing tax through the use of tax management are also investigated.

## **QUANTITATIVE FINANCE**

### **Module Code 4FBL663 Level 6 Credit 15 Semester 2**

#### ***Pre-requisites: 4ECQ451 Essential Data Analysis***

This module teaches both quantitative methods applied to financial data as well as the use of mathematics in modern finance. It shows you how to apply both quantitative and mathematical techniques using real world financial data & problems. It covers a variety of statistical & mathematical tools & models used in modern finance, and simulation methods in finance.

## **INVESTMENT ANALYSIS AND STRATEGY**

### **Module Code 4FBL664 Level 6 Credit 15 Semester 2**

A specialised final level undergraduate module designed to prepare you for the investment management with a thorough grounding in issues facing investment managers and professionals involved with investment decisions.

## **FINANCIAL STRATEGY**

**Module Code 4FBL667 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4FBL550 Management Accounting***

This module is intended to develop the ability to critically appraise corporate treasury management decisions using an appreciation of the relevant theories of financial strategy. The module will enable you to evaluate long term and short term financing decisions, as well as providing an understanding of the importance of working capital management. The module will demonstrate how decisions are made regarding proper pricing of assets in merger and acquisition situations and the appropriateness of the various methods of valuing securities. The module also considers the effects of corporate reorganisation and capital reconstruction schemes.

## **BUSINESS INFORMATION MANAGEMENT AND OPERATIONS**

### **AN INTRODUCTION TO ICT**

**Module Code 4BIM400 Level 4 Credit 15 Semester 2**

This module aims to give all you an introduction to Information and Communications 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. You will consider aspects of E-business and will explore IT specific legislation as well as aspects of ethical issues as they may affect the modern computer literate manager.

### **SOFTWARE DEVELOPMENT**

**Module Code 4BIM402 Level 4 Credit 15 Semester 2**

To introduce you to the basic principles of computer programming and good program design. It will also provide you with the opportunity of using a Visual Programming Environment. The programming language taught will be one of the popular high level languages used today.

### **CREATING A WEBSITE**

**Module Code 4BIM403 Level 4 Credit 15 Semester 2**

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 2**

***Pre-requisite: Ideally you will have already taken 4BIM400 An Introduction to ICT, or 4BIM401 An Introduction to IT***

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.

### **DATABASES**

**Module Code 4BIM501 Level 5 Credit 15 Semester 2**

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

The module covers concepts, tools and techniques for specifying, designing and developing database applications. The purpose is to develop ability in data analysis and data modelling in order to specify and design a database for a given set of organisational requirements & to develop practical skills implementing requirements in a suitable database environment. Emergent database trends are overviewed.

### **OPERATIONS MANAGEMENT**

**Module Code 4BIM502 Level 5 Credit 15 Semester 2**

***Pre-requisite: 4MBS450 Theory and Practise of Business***

This module explores the role of operations management in competitive organisations; new product and service development; location and layout; inventory systems, JIT and MRP; supply chain management; capacity management and control; queuing; quality management.

## **DATA COMMUNICATIONS**

**Module Code 4BIM504 Level 5 Credit 15 Semester 2**

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

Information is the life blood of modern business and Information and Communications Technology (ICT) play an ever-increasing role in delivering timely information when and where required. The popularity and pervasiveness of the internet has led to a heightened awareness of the potential of computer networks. Computer networking technologies, both local area networks and enterprise networks and the internet continue to develop at a pace. Recent developments include wireless networks, broadband and new network security options. This module will give you a firm grounding in the fundamentals of data communications - how computers communicate with other computers across a network, using the internet TCP/IP protocols, and key data communications applications for business.

## **SOFTWARE DEVELOPMENT 2**

**Module Code 4BIM505 Level 5 Credit 15 Semester 2**

***Pre-requisite: 4BIM402 Software Development***

This module will build upon the content of an introductory programming module by introducing more advanced techniques commonly used in programming. It will also introduce 'event-driven' programming which is commonly used these days with GUI interfaces, as opposed to 'procedural' programming - normally taught for introductory programming modules.

## **IMAGES OF CORPORATE IDENTITY**

**Module Code 4BIM507 Level 5 Credit 15 Semester 2**

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

Images of corporate identity is a module suitable for those interested in finding out why business today spend as much as they do on design, print and publishing, and how modern technology has revolutionised the processes involved in getting from original concept to distribution of the finished product. It will appeal especially to students majoring in computing or marketing, but is suitable for anyone with an eye for visual design, an interest in learning new software, and the ability to pay attention to detail.

## **SYSTEMS AND DATABASES**

**Module Code 4BIM508 Level 5 Credit 15 Semester 2**

This module covers the fundamental principles and techniques used in business system analysis and design and implementation of databases. It aims to provide the ability to use an appropriate range of models to represent the key features of business applications, the ability to analyse the data requirements of a business information system and the ability to design and implement a database system.

## **INFORMATION SYSTEMS FOR MANAGEMENT**

**Module Code 4BIM600 Level 6 Credit 15 Semester 2**

This module looks at a range of management issues in terms of the effects of information systems on organisations. This is accomplished through considering the role of management and the types of information systems available to support the management functions. Additionally the module considers the information tools that can enable the organisations and its employees to function effectively, efficiently and flexibly at a national and global level. Some hands-on sessions will support the module content and there will be opportunities to work on aspects of management information systems.

## **IS/ICT IN THE STRATEGY PROCESS**

**Module Code 4BIM601 Level 6 Credit 15 Semester 2**

This module is a reflection of the pervasive and increasingly central role of Information Systems (IS) and Information and Communications Technology (ICT) within business activity; representing its shift from the role of a support resource to one of central importance and even mission criticality. IS/ICT has extended the reach of all organisations globally and the escalating requirement is to find new ways: of working, of organising, of meeting changing customer requirements and the ever increasing demands of logistics in the supply chain.

## **DATA MANAGEMENT**

**Module Code 4BIM605 Level 6 Credit 15 Semester 2**

***Pre-requisites: 4BIM501 Databases, or 4BIM508 Systems and Databases***

The module covers advanced database technology and emergent database trends from a management perspective. The purpose is to develop skills in evaluating database usage in organisations, in recommending future developments and in initiating projects to address this. Examples of database technologies covered: Data Warehouse, Data Mining, OLAP & Customer Relationship Management.

### **DECISION SUPPORT SYSTEMS**

**Module Code 4BIM606 Level 6 Credit 15 Semester 2**

***Pre-requisites: 4BIM500 Business System Analysis, or 4BIM501 Databases***

The module aims to provide you with an overview of various decision support and intelligent techniques and technologies and the ways in which they support effective decision-making in organisations. It will develop an understanding on how to use appropriate software packages to build a decision support system. It will also cover the use of decision support systems, fuzzy logic and expert systems in support of business and management decision-making.

### **KNOWLEDGE & INNOVATION SYSTEMS**

**Module Code 4BIM609 Level 6 Credit 15 Semester 2**

This module considers the role of knowledge in the organisation. It evaluates the products (or outputs) and value of knowledge management systems alongside the organisational and individual factors which must be considered when implementing such systems within organisations. The module also provides an overview of the role of knowledge in understanding innovation and the external environment. This module will draw on WBS research.

### **PLANNING AND DEVELOPING A COMMERCIAL WEBSITE**

**Module Code 4BIM611 Level 6 Credit 15 Semester 2**

In the early days the WWW was used only as an information source. It has however evolved into an E-business marketplace. This module will examine the various issues associated with E-business including web design. This module aims to provide you with the skills and knowledge to create an effective E-Business site; to provide you with the knowledge of the issues posed by E-business, such that you would be able to make informed decisions and communicate effectively with management and web developers. Furthermore, this module aims to enable you to determine the appropriate E-business model for a given commercial activity.

### **MULTIMEDIA SYSTEMS DEVELOPMENT**

**Module Code 4BIM612 Level 6 Credit 15 Semester 2**

***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 AND PRACTICE OF BUSINESS**

**Module Code 4MBS450 Level 4 Credit 15 Semester 2**

Contemporary businesses are explored in terms of their formation, organisational structure, wealth creation, management, vision, purpose and performance. Their need to adapt and adjust to both external factors and internal pressures is highlighted, so as to raise the awareness of you about the forces that create this need for change, both now and in the future. Emphasis is placed on those forces that will impact upon their careers. An introduction is provided to the frameworks that can be used to analyse these forces and you are encouraged to develop the capacity to undertake such analyses.

#### **INTRODUCTION TO BRAND MANAGEMENT**

**Module Code 4MBS451 Level 4 Credit 15 Semester 2**

The aim of this module is to make you aware of the importance of the brand in modern marketing; to furnish them with a basic understanding of the factors that help brands to flourish, and those that might lead to their demise; and to equip them with a tool box that will

enable them to assess the health of a firm's brand portfolio, and recommend strategies for improving it.

## **PRINCIPLES OF MARKETING**

**Module Code 4MBS550 Level 5 Credit 15 Semester 2**

***Pre-requisites: Core Level 4 modules***

The value of marketing in a rapidly changing environment is now universally accepted. Those organisations, which do not apply marketing knowledge intelligently, may lose their competitive edge and find survival increasingly difficult to achieve in a competitive marketplace. The aim of this course is to introduce you to the analytical and creative aspects of marketing. It will also provide you with an overview of the marketing principles underpinning marketing activities. It is an introduction to the subject area and a first step in the marketing options at level 5. The module aims to introduce the concept of marketing, an understanding of the consumer and his/her behaviour, an evaluation and application of marketing tools and an overview of the strategic planning process. These will be applied to a range of marketing applications and business situations.

## **ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT**

**Module Code 4MBS552 Level 5 Credit 15 Semester 2**

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 2**

***Pre-requisite: 4MBS450 Theory and Practise of Business, 4FBL450 Introduction to Accounting and Finance, 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.

## **CONSUMER BEHAVIOUR FOR MARKETING**

**Module Code 4MBS655 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4MBS550 Principles of Marketing***

It is a widely accepted principle of business that to be more profitable and survive, an organisation must understand and stay close to its consumers to provide products and services consumers will purchase. Many companies today have recognised the importance of consumers and use sophisticated approaches to understand consumer behaviour which form the basis of marketing strategies. Therefore an understanding of the theory of consumer behaviour and its application to business and marketing is a vital element of a business education. This module aims at giving you an understanding of factors influencing consumer behaviour which can be used in the development of more effective marketing strategies.

## **MARKETING COMMUNICATIONS**

**Module Code 4MBS657 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4MBS550 Principles of Marketing***

This module prepares you for a career in marketing communications and for further study for professional qualifications. It provides the theoretical and practical foundations of marketing communications by considering their role and function within business organisations: their evolution particularly over the past ten to fifteen years; planning the marketing communications process; and the analysis of marketing communications dynamics as a prelude to planning and execution. The module also considers marketing communications from a consumer's point of view as opposed to organisational perspective. It considers the importance and benefits of integrated marketing communications. It explains how organisations interact with media agencies. Finally the module presents models for measuring

the success rate in evaluating the overall communication process and individual marketing communications programmes.

### **APPROACHES TO E-BUSINESS**

#### **Module Code 4MBS658 Level 6 Credit 15 Semester 2**

This module will focus on the strategic aspects of e-business. It examines the internal formulation and implementation and e-business strategies in both traditional 'bricks and mortar' and online 'pure play' organisations. In addition the module will analyse the evolution of Internet technologies and the key external aspects that impact socio-economic activity globally.

### **IT FOR MARKETING**

#### **Module Code 4MBS659 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4MBS550 Principles of Marketing***

This module concentrates on uses and applications of information technology within the marketing context. Such applications could be, but are not restricted, to the following: information technology in the STP process, IT for push and pull marketing communications, IT for research analysis, IT for marketing forecasting and planning.

### **MARKETING RESEARCH**

#### **Module Code 4MBS660 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4MBS550 Principles of marketing***

This module aims to equip you with the methodology necessary to plan and obtain data for the purpose of improved decision making in marketing management. It is concerned with how to find secondary data and how to design and collect primary data. The data analysis, interpretation of results and delivery of the research findings are also the important elements of this module. You will be introduced to the role of marketing research in relationship to the responsibilities and needs of marketing management, learn to distinguish appropriate methodologies for task related problem solving and discover how to design an appropriate marketing research project for the defined research problem.

### **INTERNATIONAL BUSINESS MANAGEMENT**

#### **Module Code 4MBS661 Level 6 Credit 15 Semester 2**

The international business environment has undergone exponential change over the past two decades. This module seeks to explore the major issues that have emerged in relation to international business and the more recent theories and literature that have been developed, as a consequence. This module does not attempt to cover aspects of international operations in finance, marketing, economics and strategy already covered in other modules. It will specifically look at theories, concepts and leading contemporary literature that analyses and examine the changing nature of international business management based on an underlying context of culture and politics.

### **RETAIL MANAGEMENT**

#### **Module Code 4MBS662 Level 6 Credit 15 Semester 2**

##### ***Pre-requisite: 4MBS550 Principles of Marketing***

The overall aim of the module is to examine how the broad range of functional areas delivers the desired retail proposition to the customer applied to different retail types and retailers of different sizes. Retail Strategy (4MBS663) sets the competitive stance to be taken in management with stores, retail management delivers the customer experience.

### **DEVELOPING A SMALL BUSINESS**

#### **Module Code 4MBS670 Level 6 Credit 15 Semester 2**

This module incorporates 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 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.

## **INNOVATION AND MANAGEMENT OF CHANGE**

**Module Code 4MBS671 Level 6 Credit 15 Semester 2**

This module brings together two important strands from the management literature traditionally delivered as separate branches of knowledge: innovation management and management of change, integrating them within a contemporary context to provide a powerful focus for analysing, designing and implementing innovation and change strategy within a wide variety of organisations.

## **ADVANCED MARKETING PRACTICE**

**Module Code 4MBS673 Level 6 Credit 15 Semester 2**

***Pre-requisite: 4MBS672 Marketing Management and Strategy***

The module aims to build on the material covered in 4MBS672, Marketing Management and Strategy and other core elements of the UG business programme to enable participants to acquire a depth and breadth of knowledge of advanced marketing practice.