University of Worcester

Module Description

Module Title	Operations and Value Chain Management
Module Code	BMGT4304
Subject	Business and Management

Module Overview

Operations management is concerned with creating products and services and delivering value to customers. Managing the value chain is critical to the success of all types of organisations. Globalisation increasingly demands organisations to operate internationally and to continuously improve their value proposition to their customers. This module aims to evaluate the vital role operations management plays in contemporary organisations and its contribution to enhancing their competitive advantage. As cross-functional team working is vital for successful operations management, students are required to work together to carry out a critical analysis of real-life cases, identify issues relevant to the management of the operations and the value creation process before proposing improvement recommendations.

Specific exposure to the business context will be provided through links to live case studies to enable students to gain an appreciation of this subject in its application.

Intended Learning Outcomes

By the end of the module, students will be able to:

1. Critically analyse customer value and discuss how effective operations management can enhance the value proposition and the competitive advantage of contemporary organisations.

2. Utilise your knowledge of the subject to analyse the value proposition and operations management practice in real-life cases

3. Demonstrate your ability to apply various operations management concepts, models, and techniques to inform your analysis and to develop improvement recommendations

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	Group Presentation based on group research project	30 minutes	50%
	Individual Consultancy Report	1250 words	50%

University of Worcester

Module Description	
Module Title	**Global Strategy**
Module Code	**BMGT4306**
Subject	**Business and Management**

Module Overview
The module introduces students to what strategy is, explores the context of business and analyses the decision-making practices of organisations whose activities are embedded in, and constrained by, the intense global environment. It examines the process of strategy development to evaluate and recommend ways for organisations to maintain their competitive advantages. With a focus on real business cases, the module will provide a real world understanding of contemporary strategic issues. Strategy provides the direction for any organisation; hence, it is essential for future business leaders to develop a good understanding of its principles and its paramount importance for business success.

Intended Learning Outcomes
On successful completion of the module, students should be able to: 1. Evaluate strategic aspects that influence the competitive advantage of organisations.   2. Critically apply strategic models and theories to case study situations.   3. Systematically analyse strategic issues in a specific context.   4. Synthesise analysis findings to offer strategic recommendations.

Assessment			
	Summative Assessment Items	**Indicative Word Limit or equivalent (e.g. time)**	**Weighting**
Summative Assessment*	Exam	2 hours	100%

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Module Description

Module Title	**Managing the Logistics and Supply Chain**
Module Code	**BMGT4311**
Subject	**Business and Management**

Module Overview

This module will teach you the major strategies used in managing the logistics and the supply chain. In today's competitive environment, no business can succeed without mastering the key issues in SCs and adopting the right strategies for dealing with the emerging challenges. The rapid changes in the market, such as customer preference, new competitors' appearance, economic and global uncertainties, have made it crucial for organisations to fully understand the SC they belong to and to adopt suitable strategies to maximise their competitiveness. New technologies and information systems (IS) must be utilised to create an integrated approach managing the SCs. The module will also cover the political, economic, sustainability and environmental factors that are shaping the scope of supply chain management.

Intended Learning Outcomes

On successful completion of the module, students should be able to:

1. Critically evaluate the tools and techniques available to enable logistics/supply chain managers to analyse the effectiveness of managing supply chain networks
2. Appraise the role of ICT in integrating the supply chain and in enhancing the performance of the network.
3. Critically investigate the challenges of managing logistics and supply chain and research the measures used to manage the supply chain risks
4. Utilise your knowledge of the subject to develop effective logistics and supply chain solutions for real-life cases.

Assessment

	Summative Assessment Items	**Indicative Word Limit or equivalent (e.g. time)**	**Weighting**
Summative Assessment*	**Individual Consultancy Report**	2500	100%

Module Description

Module Title	Contract and Procurement
Module Code	BMGT4312
Subject	Business and Management

Module Overview

Contract and Procurement management is a key function of any successful business or project. It is an essential part of managing business operations, the supply chain and a key part of successful project management.

This module examines theory, tools, techniques, and strategies of managing the procurement process and contract negotiation. It will enable an opportunity to use theoretical and practical tools to create a procurement strategy for a chosen organisation/project. This will enable students to develop skills in developing a plan to implement, monitor and manage the strategy including the assessment of risks and opportunities included in the strategy.

Intended Learning Outcomes

By the end of the module, students will be able to:

1. Critically apply procurement models to identify the benefits and risks associated with the procurement function and its impact on an organisation or project
2. Apply tools including web based and automated applications that support the implementation of successful procurement practices
3. Develop the skills and knowledge required to analyse and evaluate suppliers, implement, monitor and manage contract development and procurement strategies

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	**Individual Presentation**	15 minutes	50%
	Individual Report	1500 words	50%

Module Description

Module Title	**BMGT4314**
Module Code	**Project Management Theory and Practice**
Subject	**Business and Management**

Module Overview

Project management (PM) skills are becoming sought after in today's job market. Fierce competition is driving companies towards more innovative products and services, and successful (PM) is key for survival and growth.

This module examines professional (PM) theory, tools and techniques. This practical, hands-on module will introduce students to the key stages of a typical project life cycle and cover topics as project justification, project business case, project planning, risk management, project execution and control and project evaluation and closure. Teamwork skills will be enhanced through groupwork on delivering a project plan that aims to achieve specific objectives based on a given client brief.

Intended Learning Outcomes

By the end of the module, students will be able to:

1. Demonstrate critical evaluation and deep knowledge of Project Management theory, tools and techniques
2. Critically apply various PM tools and techniques for developing a project plan
3. Critically analyse the factors that impact on managing projects successfully in light of theory and standards of project management best practices
4. Apply project management skills through working on projects of your own choice

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	*Assignment 1 –* **Group Presentation** based on a group project activity	20 min	40%
	Assignment 2 – **Individual Report** based on a group project activity	1500 words	60%

Module Description

Module Title	**Business Information Systems**
Module Code	**BMGT4316**
Subject	**Business and Management**

Module Overview

This module provides an opportunity to combine an understanding of information systems with management practices for the management of information systems within a business/organisational context. It allows exploring organisational and management theories, concepts and issues of information management and examining the role of IS in shaping the business and organisational context. In today's business environment IS plays a pivotal role in integrating the supply chain and enhancing business performance and competitiveness.

Intended Learning Outcomes

By the end of the module, students will be able to:

1. Critically examine how the implementation of information systems (IS) shape organisational context and how organisations cope with change to a new or updated IS implementation

2. Investigate how managers can be better prepared for unpredictability, unintended outcomes and possible harmful consequences of changes caused by the introduction or update of information systems.

3. Evaluate the need to provide seamless integration across a business/organisational structures, operations and processes to accommodate a new IS.

4. Critically examine the complexities of social, cultural, governance, ethical and structural aspects of IS management.

Assessment

	Summative Assessment Items	**Indicative Word Limit or equivalent (e.g. time)**	**Weighting**
Summative Assessment*	Case Study	2500	100%

Module Description

Module Title	Research Methods
Module Code	BGMT4375
Subject	Business and Management

Module Overview

This module aims to introduce students to the research process and develop their research skills and ability in order to undertake an independent research project. The module provides approaches to systematic search of the literature and helps students underpin their research project within an appropriate academic field through the development of research aims, questions and objectives/hypothesis. The module examines the appropriateness of different research methodologies and methods from theoretical, practical and organisational perspectives. The module culminates with the students submitting a research proposal. The research proposal provides a foundation from which students can progress to undertake an independent research project.

Intended Learning Outcomes

On successful completion of the module, students should be able to:

1. Formulate as appropriate, research aims, questions and objectives / hypotheses for the proposed research study
2. Critically evaluate academic literature relevant to the field of proposed study to inform the research rationale and design
3. Design research methodologies and methods to achieve stated research aims
4. Evaluate the suitability of particular research approaches and methods to analyse business and/or organisational issues to achieve research aims
5. Critically discuss key ethical issues related to the proposed research study

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	Research Proposal	2500	100%

Module Description

Module Title	Research Project
Module Code	BMGT4376
Subject	Business and Management

Module Overview

The Research Project requires students to apply appropriate research methods to a topic in their specialist area in order to produce a structured and academically sound 15,000-word report. The Research Project is an independent piece of work which draws on wider skills and knowledge and it is guided by a member of academic staff who acts as a supervisor/facilitator.

Intended Learning Outcomes

'On successful completion of the module, students should be able to:'

1. Apply skills and knowledge in order to produce a rigorous and well researched written report that either addresses a current business issue or organisational context.
2. Critically evaluate current research and advanced scholarship in their specialist area of study.
3. Devise and implement appropriate methodology and methods to produce rigorous answers to stated research questions.
4. Marshall evidence and draw appropriate conclusions and recommendations based on a sound understanding of the appropriate theories, concepts and models.
5. Produce written work to a high level of competence, based on accepted standards of clarity and coherence, supported by appropriate references to the sources used and adherent to the University ethical policy and process.

Critically review personal learning as a researcher and the potential impact of the research on an organisation or organisational context.

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	Research Project	15,000 words	100%

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Module Description	
Module Title	**International Business**
Module Code	**BMGT4310**
Subject	**Business and Management**

Module Overview
This module will equip students with critical insight into the complex global economic and business environment and use this insight to explore how organisations can address global environmental changes. While grounded in theory, the module will bring real practice of global business management to the fore of learning. Themes that will run across the module include variations between countries, for example in terms of politics and culture, and how organisations take advantage and adapt to the opportunities and challenges within the global environment with attention to international expansion, ethics, global value chains, outsourcing and cooperative alliances underpinned by innovation and knowledge creation.

Intended Learning Outcomes
On successful completion of the module, students should be able to:

1. Critically discuss and analyse topics in international business such as challenges in operating internationally, variations in national business environments or ethical implications of working internationally.
2. Evaluate key characteristics of a national business environment.
3. Critically analyse and assess how organisations respond to variations in the global business environment.

Assessment			
	Summative Assessment Items	**Indicative Word Limit or equivalent (e.g. time)**	**Weighting**
Summative Assessment*	Group Presentation	20 minutes	25%
	Exam	1.5 hours	75%

Module Description

Module Title	Cyber Security and The Online Market
Module Code	BGMT4315
Subject	Business and Management

Module Overview

Most aspects of Marketing are now digital. Decisions are mostly based on the sophisticated and appropriate range of market analysis of in-depth consumer, competitor and environmental data. Students will get hands-on experience of Marketing Analytics tools, including marketing research visualization, predictive analytics, key marketing models, social media research, and text analytics. Students will learn how to use software that they will need when conducting marketing analyses in real business environment

However, all this digital data needs to be kept secure, and privacy needs to be respected. An organisation that fails in either can easily go out of business. Even after a breach, there is a field within brand management that can effectively manage the fallout from a cyber-attack to maintain organisation reputation.

Intended Learning Outcomes

On successful completion of the module, students should be able to:
1. Analyse the basic requirements for keeping an on-line system secure and meeting GDPR requirements and to redesign as appropriate
2. Evaluate the use of a web analytics tool like Google Analytics to improve website effectiveness regarding acquisition and retention of customers
3. Evaluate how web scraping and other tools such as UCINET can be used by an organisation for marketing advantage

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	Consultancy Report	1250 words	50%
	Practical Solution	1250 words equivalent	50%

Module Description

Module Title	**Managing Across Cultures**
Module Code	**BMGT4317**
Subject	**Business and Management**

Module Overview

This module takes as its starting point the assumption that management of organisations, large and small, is now usually done across national boundaries. This is due to competitive forces as well as technological and political changes. These dynamic shifts have led to the need for managers to have more than a passing appreciation of the cultures that various stakeholders come from. The stakeholders include customers, employees, and suppliers as well as governments and competitors and it is the relationship between these and the manager which this module seeks to explore. This module examines the task of management in today's international and global business environment. It critically examines the key tasks of management and the theories that underpin them, considering the appropriateness of theory, models, and concepts to differing cultural environments and developing an approach which places theory in the cultural context within which it operates.

Intended Learning Outcomes

On successful completion of the module, students should be able to demonstrate good research, analysis and critical evaluation through the following:

1. Evaluate theories of cultural difference with regard to their impact on international management practices.
2. Assess the applicability of management theory to specific cultural contexts.
3. Analyse appropriate management practices and leadership styles for specific cultural contexts.

Assessment

	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
Summative Assessment*	Assessment 1: Group Poster	One poster size zero	30%
	Assessment 2: Open book (1 double sided A4 notes) exam	2 hours exam	70%

Module Description	
Module Title	**Managing for Sustainable Futures**
Module Code	**BMGT4318**
Subject	**Business and Management**

Module Overview
The module provides a critical insight into the emerging field of sustainable management by critically examining the conceptual underpinnings of sustainability to address the increasingly important sustainability agenda. It will explore differing organisational responses to (un)sustainable and (ir)responsible business in the face of growing stakeholder expectations of economic, environmental and social sustainable business futures. Students will apply the knowledge and skills developed throughout in-class lecture and seminar activities to critically evaluate the performance of organisations and critically analyse potential responses that can promote sustainable futures.

Intended Learning Outcomes
1. Evaluate and critically reflect upon the conceptual underpinnings and practical implementation of corporate sustainability in line with organisational performance indicators and international environmental and social management standards
2. Critically evaluate and develop appropriate management strategies to address sustainability challenges and respond to stakeholders' and wider societal expectations of environmental and social protection
3. Collect, critically analyse and synthesise qualitative and quantitative data effectively by the application of methodological techniques and evaluate the findings

Assessment			
Summative Assessment*	**Summative Assessment Items**	**Indicative Word Limit or equivalent (e.g. time)**	**Weighting**
	Group Presentation	20 minutes	40%
	Exam (notes on 2 sides of A4 permitted)	2 hours	60%