

Module Description			
Module Title	Marketing Management		
Module Code	BMGT4302		
Subject	Business and Management		
Module Overview			
Marketing plays a central role in creating, communicating, capturing and sustaining value for organisations, customers and society. The role of marketing management involves the identification and consistent delivery of customer perceived value offerings to targeted customers in a dynamic marketplace. In this module you will gain a comprehensive understanding and critical evaluation of marketing management practices, underpinned by relevant theories and conceptual frameworks. These frameworks are applied to contemporary issues and marketing strategies.			
Intended Learning Outcomes			
On successful completion of the module, students should be able to:			
<div><div>1.</div><div>Critically assess the marketing mix and how the environment influences the various aspects of the mix.</div></div> <div><div>2.</div><div>Critically appraise and infer how insight into buyer behaviour can enhance the effective use of marketing tools.</div></div> <div><div>3.</div><div>Assess how sustainability principles could be integrated into the marketing mix.</div></div> <div>Systematically evaluate how marketing mix decisions influence the firm’s competitive advantage.</div>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Individual Report	2,500	100%

Module Description			
Module Title	Marketing Communications		
Module Code	BMGT4303		
Subject	Business and Management		
Module Overview			
Communication is a fundamental aspect of marketing, and a key success factor in organisations. Marketing communications not only represent the voice through which organisations can engage with customers and other stakeholders but is as such a multi-billion-pound industry. This module will examine theories, principles and practice of marketing communications from a management perspective. An appreciation of the roles and applications of marketing communications, as well as the planning, developing and evaluating of marketing communications campaigns will be provided.			
Intended Learning Outcomes			
<i>On successful completion of the module, students should be able to:</i> <div><div>1.</div><div>Critically evaluate the tactical and strategic role of marketing communications.</div></div> <div><div>2.</div><div>Analyse and evaluate organisation environment, target audiences and brand strategy.</div></div> <div><div>3.</div><div>Analyse and evaluate the respective roles of major communication tools available to marketers.</div></div> Evaluate the use of messages, media and channels and suggest strategic options.			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Individual Report	2,500	100%

Module Description			
Module Title	Services Marketing		
Module Code	BMGT4307		
Subject	Business and Management		
Module Overview			
<p>This module reviews the theory and practice of services marketing. The scope of the module is broad and examines the ways in which service organisations create and deliver services both to, and with, their customers. An emphasis will be placed on the need to integrate the human resource, marketing and operations functions in marketing services. Developing a deep understanding of the role of employees and customers in marketing services will be a central feature of the module. A wide range of concepts, frameworks and theories relevant to services marketing will be introduced and critically appraised. A range of contemporary and emerging issues in services marketing will be discussed.</p>			
Intended Learning Outcomes			
<p><i>On successful completion of the module, students should be able to:</i></p> <ol style="list-style-type: none">1. Critically review the key challenges inherent in marketing services.2. Differentiate between services in diverse cultural contexts and critically discuss the consequent marketing implications.3. Critically evaluate and apply services marketing theories and frameworks to the customer’s service experience and its management.4. Identify and critically review recent research on current issues in services marketing, such as sustainability, co-creation and self-service.			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Report (individual	2,500	100%

Module Description			
Module Title	Managing Corporate Reputation		
Module Code	BMGT4309		
Subject	Business and Management		
Module Overview			
Nowadays, corporate reputation is a complex business and an essential aspect of contemporary management, drawing together a variety of disciplines. The aim of this module is to provide an insight into why corporate reputation and communications work in a particular way, exploring the ways in which organizations can manage their corporate reputation by minimizing the gap between what they do, what they say and how they are perceived by the audiences that matter to them.			
Intended Learning Outcomes			
<i>On successful completion of the module, students should be able to:</i>			
<div><div></div><div>1. Define, analyse and evaluate the tactical and strategic role of Reputation Management and its practice as a management function</div><div>2. Effectively articulate the relationship between Reputation Management, Corporate Branding and Public Relations</div><div>3. Critically analyse organisations, their stakeholders and the environments in which they function</div><div>4. Create, implement and evaluate effective, legal, ethically and socially responsible Reputation Management strategies.</div></div>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Individual Written Report	2,500	100%

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:			
<div><div></div><div>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.</div><div>2. Evaluate key characteristics of a national business environment.</div><div>3. Critically analyse and assess how organisations respond to variations in the global business environment.</div></div>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Group presentation	20 minutes	25%
	Exam	1.5 hours	75%

Module Description			
Module Title	Research Methods		
Module Code	BGMT4375		
Subject	Business and Management		
Module Overview			
<p>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.</p>			
Intended Learning Outcomes			
<p><i>On successful completion of the module, students should be able to:</i></p> <ol style="list-style-type: none">1. Formulate as appropriate, research aims, questions and objectives / hypotheses for the proposed research study2. Critically evaluate academic literature relevant to the field of proposed study to inform the research rationale and design3. Design research methodologies and methods to achieve stated research aims4. Evaluate the suitability of particular research approaches and methods to analyse business and/or organisational issues to achieve research aims5. Critically discuss key ethical issues related to the proposed research study			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	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			
<i>‘On successful completion of the module, students should be able to:’</i>			
<div><div>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.</div><div>2. Critically evaluate current research and advanced scholarship in their specialist area of study.</div><div>3. Devise and implement appropriate methodology and methods to produce rigorous answers to stated research questions.</div><div>4. Marshall evidence and draw appropriate conclusions and recommendations based on a sound understanding of the appropriate theories, concepts and models.</div><div>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.</div></div>			
Critically review personal learning as a researcher and the potential impact of the research on an organisation or organisational context.			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Research Project	15,000 words	100%

Module Description			
Module Title	Corporate Entrepreneurship and Innovation		
Module Code	BMGT4305		
Subject	Business and Management		
Module Overview			
<p>Big organisations are only too aware of the challenges of dynamic and changing markets and the competitive challenge of small, entrepreneurial firms. Entrepreneurship and innovation are at the core of wealth and social creation and continuous innovation, both incremental and radical, is increasingly seen as essential to maintain competitive advantage both for companies and for nations as a whole. Innovation may be risky, but no innovation is riskier still.</p> <p>Whilst entrepreneurship is about self-development, corporate entrepreneurship is about organisational development. This module takes an organisational design approach to the challenge of innovation, focusing upon the four pillars of organisational architecture in order to assess an organisations entrepreneurial orientation.</p>			
Intended Learning Outcomes			
<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Critically analyse what is meant by the term ‘entrepreneurial architecture’ and how it might be shaped through leadership, culture, structure and strategies so as to make an organisation more innovative and entrepreneurial.2. Critically evaluate the role of corporate entrepreneurship as organisations respond to environmental change.3. Research and critically evaluate the architecture of an organisation using entrepreneurial/innovation audits.4. Propose and critically appraise a number of strategic options/areas to improve its entrepreneurial orientation.			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Individual Written Report	2500	100%

Module Description			
Module Title	Cyber Security and The Online Market		
Module Code	BGMT4315		
Subject	Business and Management		
Module Overview			
<p>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</p> <p>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.</p>			
Intended Learning Outcomes			
<p><i>On successful completion of the module, students should be able to:</i></p> <p>1. Analyse the basic requirements for keeping an on-line system secure and meeting GDPR requirements and to redesign as appropriate</p> <p>2. Evaluate the use of a web analytics tool like Google Analytics to improve website effectiveness regarding acquisition and retention of customers</p> <p>3. Evaluate how web scraping and other tools such as UCINET can be used by an organisation for marketing advantage</p>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Consultancy Report	1250 words	50%
	Practical Solution	1250 words equivalent	50%

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:			
<div><div>1.</div><div>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</div></div> <div><div>2.</div><div>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.</div></div> <div><div>3.</div><div>Evaluate the need to provide seamless integration across a business/organisational structures, operations and processes to accommodate a new IS.</div></div> <div><div>4.</div><div>Critically examine the complexities of social, cultural, governance, ethical and structural aspects of IS management.</div></div>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	Case Study	2500	100%

Module Description			
Module Title	Managing Across Cultures		
Module Code	BMGT4317		
Subject	Business and Management		
Module Overview			
<p>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.</p>			
Intended Learning Outcomes			
<p>On successful completion of the module, students should be able to demonstrate good research, analysis and critical evaluation through the following:</p> <div><div>1.</div><div>Evaluate theories of cultural difference with regard to their impact on international management practices.</div></div> <div><div>2.</div><div>Assess the applicability of management theory to specific cultural contexts.</div></div> <div><div>3.</div><div>Analyse appropriate management practices and leadership styles for specific cultural contexts.</div></div>			
Assessment			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting
	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			
<p>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.</p> <p>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.</p>			
Intended Learning Outcomes			
<p>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</p> <p>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</p> <p>3. Collect, critically analyse and synthesise qualitative and quantitative data effectively by the application of methodological techniques and evaluate the findings</p>			
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%