

# Short Module Descriptors

## Level 5 – 2022/23

NB: The full range of Level 5 options are listed here, please check your programme map for your specific programme options.

### **BMGT2000 (30 credits) – INTEGRATED MARKETING COMMUNICATIONS**

Marketing communications are a vital function of any business. Integrating the various forms of communications and messages so they align with the business' brand and resonate with target audiences, is therefore crucial. This module provides a critical awareness of the communication process, the scope of marketing communications, culture and society, and ethical issues associated with communications. The behavioural foundations underpinning marketing communication and promotion management are examined. The implications for marketing communications in a global world will also be explored.

### **BMGT2001 (15 credits) – LIFESTYLE MARKETING**

Have you ever wondered why we buy the things we buy? Who, or what, influences our purchase decisions and behaviour? Why do we shop in different situations? The module begins by introducing students to customer behaviour and decision-making theories. Then, the module focuses on demographic and social influences over our decision making. Finally, the module looks at the ways different industries affect our consumer lifestyles, and consumer behaviour trends of this generation (e.g. green behaviour, ethical behaviour). This module invites students to engage in academic literature, industry reports, and to reflect on their own behaviours and consumption decisions. This module focuses on consumers and how they behave in different sectors.

### **BMGT2002 (15 credits) – MARKETING INSIGHT**

Individual consumers and organisations increasingly receive and rely on market insight such as: price comparisons in TV adverts, top-10 companies for brand loyalty and worst organisations for customer satisfaction. Understanding how to generate reliable insight is critical to effective marketing. This module enhances market research skills needed to generate critical insight for marketing success, and identifies types of information required to meeting campaign objectives. It uses quantitative and qualitative research methods, while keeping digital data and internet search at its heart. Learners develop commercial awareness and analytical skills using a variety of data collection and software tools. A market insight research report is produced.

### **BMGT2010 (15 credits) – ESSENTIAL PR**

In our everyday lives we are bombarded by messages: 'Don't drink and drive' or 'Register to vote.' To be successful, these messages build on a range of communication theories. The module introduces the general framework, concepts and outcomes of Public Relations. It provides insight to importance of responsible, ethical and efficient communications and to what makes successful PR campaigns and programmes work. Social, technological, financial and ethical challenges facing the PR practitioners are identified. Theoretical concepts and practical sessions will develop the skills to create strategically viable, efficient campaigns that build on key communication theories.

### **BMGT2011 (15 credits) – PR AND CAMPAIGNING**

This module applies the knowledge and foundations of PR and develops the knowledge to manage strategic planning for PR. The module takes a problem-solving and decision making approach to designing a PR programme employing PR models and theories with the aim to contribute to organisational effectiveness. This module provides an overview of PR and communication techniques, for example: write news releases, organise events and photo shoots and design newsletters. A combination of theory and practical sessions and variety of analytical methods and decision making models will be used to develop skills in integrating and evaluating relevant information to develop a planned PR proposal.

### **BMGT2021 (15 credits) – VALUE CHAIN MANAGEMENT**

In today's increasingly competitive and rapidly changing business environment, organisations must create and deliver superior value to customers. Organisations must successfully manage complex operational activities for various stakeholders. It is important for organisations to develop, manage and deliver innovative products and services that are perceived to be superior by the customers as compared to the competitors' offerings. This module examines real life business operations and operational challenges. and it provides an opportunity to assess the business issues through the application of tools and techniques and offer recommendations for improving the operations management that reflect on the value added impact for the customer of the organisation.

### **BMGT2100 (30 credits) – FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

This module provides a solid grounding of all aspects of management accounting. It aims to ensure an understanding of the importance of cost behaviour and the concepts of different cost accounting techniques such as marginal and absorption costing. Learners develop analytical skills by interpreting management information (quantitative/qualitative/secondary) to assist in business decision making. The module includes discussion on the purpose of the budgetary process and how to calculate different forecasting techniques.

### **BMGT2101 (30 credits) – MANAGEMENT ACCOUNTING \*Accounting and Finance only**

This module deals with the tools and techniques that generate information needed to evaluate and control present and projected performance. Key areas such as forecasting and budgets recognise uncertainty. The budgeting topic can then be used with costing systems to evaluate actual performance. Both budgeting and forecasting emphasise the critical importance of optimising cash flow. The module introduces basics of spreadsheet modelling/financial analysis/hypothesis testing and methods to describe and/or analyse numerical data. The module is accredited by several accountancy bodies providing specific exemption from their professional examinations.

### **BMGT2110 (30 credits) – FUNDAMENTALS OF FINANCIAL ACCOUNTING**

This module begins with a discussion of the nature and role of financial accounting, considering who uses financial accounting information and for what purposes. The module continues with the processes used to record, summarise and present business transactions. The objective is to develop skills to prepare sole trader, partnership and single company financial statements, including the statement of financial position, statement of profit or loss and statement of cash flows. Key users and stakeholders need to understand financial accounts, so the module studies a wide range of analytical techniques that support practical investigation into the three key financial statements, enabling evaluation and discussion on reported financial performance.

### **BMGT2111 (30 credits) – FINANCIAL REPORTING \*Accounting and Finance only**

The professional accountant and financial manager are required to construct, within a legal framework, and analyse complex financial statements. They must satisfy the needs of legitimate stakeholders, for strategic financial analysis and the supply of appropriate financial information. This module builds upon the basic skills learned in the pre-requisite module at level 4, together with introducing more complex areas of International Financial Reporting Standards (IFRS). This module therefore focuses on the needs of the more complex, larger organisation. This module introduces acquisition accounting for a simple group which include a parent and subsidiary, covering basic consolidation adjustments and acquisitions of subsidiaries part way through the year.

### **BMGT2112 (30 credits) – FINANCIAL MARKETS AND INVESTMENTS**

This module will introduce capital markets, the participants in these markets and the financial market instruments. It provides an overview of derivatives and explore derivative pricing and trading. The second half of the module focuses on designing, managing and evaluating the performance of an investment portfolio, as well as the asset allocation and international diversification. The ability to apply portfolio theory in the appropriate trading environments to maximise the performance of their investment portfolio is required. The module develops expertise and confidence in analysing various financial reports and data to make informed investment decisions.

### **BMGT2113 (30 credits) - The Global Economy: Institutions, Trade and Foreign Direct Investment**

The world economy is becoming increasingly integrated, with more products and services being sold across national boundaries and firms operating in several economies. The globalization versus protectionism debate has become more prevalent given the rise to power of Trump in the USA and the UK's decision to vote to leave the EU in June 2016. This module investigates the increase in cross-border trade, falling barriers to international trade, development of trade blocs and the increase in foreign direct investment. Economic theories will be used to evaluate the global economy, both how it has evolved historically and in the light of potential changes to come.

### **BMGT2130 (15 credits) – MICRO ECONOMICS**

This module builds the knowledge and understanding of some key underpinning micro economic ideas and principles. Concepts such as supply and demand and elasticity are explored and applied to real world markets. Theories explaining and justifying the behaviour of both consumers and firms are introduced and market models are developed that help to explain the behaviour of firms across a range of differing market structures. The main types of market failure and how these are addressed through government policy will also be analysed. The approach taken not only develops knowledge and understanding of the concepts studied, but will also develop a critical and analytical approach to contemporary micro economic issues and debate.

### **BMGT2131 (15 credits) – MACRO ECONOMICS**

This module develops an understanding of the macroeconomic performance of the UK economy, different policy objectives and approaches, both current and historically. The AD/AS model is utilised as a theoretical framework to understand and analyse the operation of the economy and forms the basis for evaluating the main policy objectives and approaches in relation to monetary, fiscal and supply side policy. Evaluation will involve comparative analysis of UK economic performance with similar developed economies. The module also recognises that different policy approaches are influenced by the perceived credibility of different schools of economic thought and opposing views of political philosophy relating to the effectiveness of the role of the state versus the market in promoting economic prosperity.

### **BMGT2200 (15 credits) – MANAGING SUCCESSFUL PROJECTS**

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 includes topics such as optimising resource allocation, project planning, risk management and project execution and control. Teamwork skills will be enhanced by delivering a project plan that aims to achieve specific objectives based on a given client scenario. The content of this module content has been developed with reference to professional bodies in order to reflect current and best (PM) practices.

### **BMGT2210 (15 credits) – CREATING A HIGH PERFORMANCE WORKFORCE**

Good employee resourcing is vital for every organisation – ensuring the right people are in the right roles at the right time. This module introduces different HR functions with a particular emphasis on exploring how these impact on employee resourcing and how in turn it impacts on longer-term issues such as future skills development, organisational performance and employer brand. In doing so it enables the learner to reflect on their own contribution as a future HR professional.

### **BMGT2220 (30 credits) – UNLOCKING ORGANISATIONAL POTENTIAL**

This module provides an overall framework for leadership and management theory and their practical applications in organisations. A combination of, group coaching, traditional classes and experiential learning methods will be used to explore the external and internal context of leadership and management with a clear eye on developing capabilities and organisational performance. This module explores your future employment and personal aims. Immersive learning opportunities will increase your capacity and confidence within an organisational setting. Knowledge and experience of how organisations use assessments for selection and development of staff will equip you with the ability to develop high performance work teams and to excel in such assessments.

### **BMGT2221 (15 credits) – DEVELOPING EMPLOYEE TALENT**

In this module students will engage with cutting-edge learning and development strategies, critically evaluating different policies and practices and their contribution to the development of talent in organisations. They will draw on the latest research to recommend appropriate strategies for talent development, and to reflect on and plan their own development.

### **BMGT2222 (15 credits) – SELLING AND SALES MANAGEMENT**

This module will provide students with a thorough grounding in both the techniques of personal selling and in the practice of sales management. The module will examine the role and the skills required for effective personal selling within the context of an integrated marketing communications strategy in a contemporary business to business context. The management and control of the sales function will then be considered, including the role of technology in the management of the sales function, and the implications of such management practice in the achievement of the business objectives will be examined.

### **BMGT2223 (30 credits) – RESPONSIBLE BUSINESS**

The module provides hands-on experience of good practice displayed by organisations demonstrating different models of responsibility and the challenges involved in adopting and implementing them. It builds an understanding of the importance of a responsible approach across the whole organisation. Skills developed throughout the module will be applied to the design and development of cases, modules and games that will encourage stakeholders to act responsibly. Learners will critically evaluate organisational responses to opportunities and challenges to internal environments, social and ethical opportunities and barriers to responsible behaviours.

### **BMGT2300 (15 credits) – DIGITAL CONTENT SYSTEMS AND ECOMMERCE**

This module explores the role of technology innovation in enabling firms to achieve and maintain a competitive advantage, by studying the theories and practice of digital commerce solutions. The advantages and disadvantages firms face in analysing, implementing and utilising a content management system and methods to enhance user experience will be considered. Various online CMS solutions, functions, ease-of-use, price, security and technical aspects are compared. An online CMS package solution based on a business scenario will be designed and built. The module reflects on innovation, technology and business strategy and provides students with an opportunity to understand the online customer journey and experience.

### **BMGT2301 (15 Credits) – SOCIAL COMMERCE**

This module introduces the digital business field which utilises social networking tools to conduct e-commerce, e-marketing and e-business activities. It investigates how social commerce can provide competitive advantage to firms and enhance strategic value. Social networks can be used to communicate with customers and build customer and brand loyalty, and the module compares various platforms and technologies. Major models of social shopping and methods to measure social media and return on investment are explored. Theoretical concepts will be applied by designing and implementing a social commerce web tool solutions (such as Facebook), and assessing the implementation and deployment issues involved in social commerce.

### **BMGT2320 (15 Credits) – CULTIVATING THE ENTREPRENEURIAL MINDSET**

This module develops an understanding of the concepts of entrepreneurship, intrapreneurship (corporate entrepreneurship) and the entrepreneurial mind-set. It will explore and develop the most common characteristics associated with successful entrepreneurial behaviour, successful initiatives and entrepreneurship frameworks. The module examines how the resilient entrepreneurial mind-set can affect an individual's ability to create and/or grow organisations. A final portfolio encompasses activities and concepts within the module including reflective attitude towards risk, presentation on personal entrepreneurial mind-set and leadership and management discussions. This module is accredited by the Institute of Enterprise and Entrepreneurs (IOEE).

### **BMGT2321 (15 credits) – NEW VENTURE FORMATION**

This module introduces both the theoretical and practical concepts of entrepreneurship and the process of new venture formation. The module applies various theories and approaches to provide a holistic picture of the venture formation process, as well as the practical aspects of the intellectual property, companies house and tax considerations when starting a new business. The module is intended to give a rigorous and honest insight into the realities of entrepreneurial activity and an understanding of the role small and medium sized businesses play in a modern economy. This module is accredited by the Institute of Enterprise and Entrepreneurs (IOEE)

### **BMGT2400 (30 credits) – CONSULTANCY AND RESEARCH METHODS**

This module examines the dimensions and possibilities of undertaking research for business management or consultancy purposes. The module starts with presenting a range of research and consultancy workshops that cover different aspects of enquiry, including qualitative or quantitative approaches, using primary or secondary data, either as a piece of consultancy on behalf of clients or through independent enquiry. The second part showcases world renowned research, where researchers demonstrate their adoption of applied research methodologies, through a series of research seminars. These seminars will also showcase examples of consultancy practice. There will be the opportunity to learn consultancy, research and analysis skills. Preparation skills for future research projects will be enhanced.