

Short Module Descriptors – Undergraduate Business Programmes

Year 3

[BMGT3000 Digital and Social Media Marketing](#)

This module introduces a comprehensive knowledge of digital marketing strategy management platforms and social media. Key questions and critical thinking relate key concepts to a business case or industry and explores how social media can increase efficiency and improve communication within a business.

This module utilizes indispensable tools and advanced methodologies used by the world's best social brands and gain a comprehensive understanding of how to build and scale social media in complex organisations. Through a combination of theory, case studies and practical sessions, participants will evaluate current digital presences of a business case and develop a comprehensive and effective social media strategy based on a business scenario.

Sample assessment:

Take and pass an Industry Certification exam. Multiple attempts are allowed to complete the randomly generated questions to pass the certificate. Publish the certification to a digital platform and enhance a digital presence for further promotion.

[BMGT3001 Brand Management](#)

This module provides a comprehensive understanding of how brands operate at a product/ service/ and/or organisational level. The module allows students to identify, evaluate, propose, implement, and evaluate brand management strategies for its development. Through the course, the main streams of thought in brand management are assessed and applied to contemporary brand issues; as well as critically evaluating the function of brands in contemporary culture and the nature of brand consumption. Students will have the opportunity to practically apply theoretical models and concepts to existing brands. Students are required to take a critical strategic perspective on branding in society.

Sample assessment:

Choose a brand and conduct the following activities as Portfolio:

1. For a brand of your choice, identify a current brand problem using appropriate models/concepts, discuss how branding has affected their competitive advantage or created problems.
 2. Suggest a brand strategy to solve the problem.
 3. Design and justify measurement, and evaluation techniques for the brand strategy you have proposed.
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[BMGT3002 International Marketing](#)

Marketing increasingly takes place in an international context. World trade has grown rapidly in recent years and now exceeds US\$15 trillion. Therefore, marketing professionals need to be able to engage with marketing, markets, and consumers in an international context rather than a purely domestic one. This module aims to provide a sound understanding of the international marketing process and of how to deal with international marketing situations. The module has a strong emphasis on looking at the issues that firms have faced when entering new markets. Real-world company case studies and examples are used to explore the roots of both successful and less successful international expansion.

Sample assessment:

Students will adopt the perspective of an International Marketing Manager working at a given company to research and produce a marketing strategy that will further develop international sales outside the company's home market. The strategy will take the form of a report to senior decision makers at the company and include appropriate analysis and recommendations for the company's next steps.

[BMGT3003 Customer Relationship Management](#)

This module examines ways organisations establish and maintain customer relationships. Relationship management has been a central topic in business management and marketing over the last two decades. The module addresses questions such as 'What is customer loyalty?', 'How can customer loyalty be increased?' and 'How can technology track loyalty?' A selection of other important relationships which can influence customer satisfaction is examined. For example, the customer-to-customer relationship, in its many forms, is explored in depth. Ways in which some customers try to take advantage of relationships with firms is investigated. Concepts, frameworks, and theories relevant to relationship management are introduced and critically appraised, including B2B aspects of relationship management.

Sample assessment:

The assignment will require students to write a report on one of a choice of customer relationship management issues, such as customer service, complaint management and customer-to-customer interaction. Effective answers will require careful reflection on relationship management concepts and theory.

[BMGT3010 Spin Doctors and other Persuaders](#)

This module examines the theories and models of public relations (PR) practice. The sometimes-contradictory key theories and models that underpin PR practice are appraised. The theories are applied to solve organisation's PR issues by critically evaluating their effectiveness in order to make recommendations as to what needs to be done how and why. The module examines PR in a variety of corporate, government and other types of entities, and evaluates the social impact of PR on consumers and citizens. Methods of managing PR publics, crisis PR, lobbying and political spin are assessed in light of the social and ethical impacts of PR campaigns.

Sample assessment:

Students will be presented with a case study where an organisation is facing a PR situation; using PR theories and models, students will be required to:

1. Discuss why the organisation is facing this situation
2. Identify and explain the source of the problem
3. Propose a solution to manage the situation
4. Assess the possible effects of their proposal and the challenges they may face.

BMGT3020 Advertising & Digital Communications

This module assesses the theories of marketing and digital communications and how the theories are used to develop advertising plan. The module progresses from the first stage of product interrogation through the final stage of creative proposals to create an effective corporate advertising campaign. A variety of research and analysis using case studies and technology tools will be used, including reviewing target markets, media consumption, positioning, and creative development. Analysis of advertising concepts such as concepting, colour, repetition, media evaluation, copy and taglines and campaign development will be emphasised. A creative media portfolio will be produced which includes research of a specific brand regarding current target market communication strategy.

Sample assessment:

Using the given creative brief, produce an electronic campaign portfolio of 5-6 items based on one or more media. This will offer solutions to the organisations 'challenge' and should include a digital advertisement with audio, suitable for tv broadcast or similar. This artefact should be accompanied by a justification of up to 1500 words

BMGT3100 Advanced Management Accounting

This module assesses different approaches to performance measurement and management and explores contemporary techniques to cost accounting such as JIT and TQM. Various performance management control systems, including key ratios and balance scorecards, value chain analysis, transfer pricing and pricing and costing strategies are reviewed. Along with applications and limitations. Linear programming techniques are used to solve optimal solutions to linear problems. Learners are expected to evaluate performance and recommend improvements to close any strategic gap that may occur by internal and external factors. This module is linked to exemptions to several professional accountancy examinations.

Sample assessment:

The drug licensing authorities in Waltonia give new drug treatments licences allowing exclusive production for four years from the launch of any new treatment before other companies are then allowed to make and sell similar, generic versions of these drugs. Carsley Inc. must maximise the profitability of selling treatment L44EL within Waltonia before larger competitors can start producing generic treatments more cheaply than Carsley Inc. are able to.

BMGT3110 Advanced Financial Reporting

The professional accountant and financial manager need to construct, within a legal framework, and analyse complex financial statements. They must satisfy needs of legitimate stakeholders by providing appropriate financial information. The increasingly complex nature of the accounting regulatory framework requires the accounting professional to be familiar with International Financial Reporting Standards (IFRS). This module explores areas of IFRS such as operating segments, impairment of assets, financial instruments, the effect of foreign currency exchange rates, share based payments and non-current assets held for sale and discontinued operations. This module develops the skills required to prepare consolidated financial statements for more complex group structures, including associates and joint ventures, together with stepped acquisitions.

Sample assessment:

Preparation of consolidated statement of profit or loss and/or statement of financial position. The group is to include parent, subsidiary associate and/or joint venture. The group may have been formed via stepped acquisition.

[BMGT3111 Strategic Financial Management](#)

This module studies the role and purpose of the financial management function, considering strategic decision making within the economic environment of the business. The various sources of business finance are explored including the funding options available for companies at the various stages of their corporate growth, including investment in working capital and long-term investment appraisal. The principles of valuation of financial assets are studied and the cost of capital is explored, including other factors that may influence the choice of capital a business might raise. The nature of business risk and techniques to minimise risk are studied.

Sample assessment:

You are provided with the first 5 years' financial statements for a synthesized small company XYZ Ltd. In the role of a consultant financial manager identify the financial resources required, and produce detailed yearly financial plans, to expand the business. The business is to grow its current turnover by 100% and its current profitability by 300% over a 3 year period. Justify your choice of financial strategy.

[BMGT3113 International Banking & Finance](#)

This module initially studies the purpose, framework and operations of retail and investment banking. It provides both a sound understanding of, and aids business decision making in relation to, modern banking organisations. Secondly, the module examines in some detail the methods and techniques, such as, hedging, futures and options, by which international finance is facilitated. Strategic decisions will be explored in the context of the international institutions and regulations that function in this field.

Sample assessment:

Referring to the case study, review the position of the large European City council aiming to raise US\$5 billion to fund the building of several new teaching hospitals. As an international finance consultant, recommend an appropriate course of action to the city council finance committee.

[BMGT3114 Audit & Ethics](#)

Many chartered accountants begin their careers working for registered audit firms. This module provides a foundation for understanding the principles of auditing, striking a balance between theory and practice. Auditing theory will be applied to real life situations experienced by organisations using a virtual audit simulation. The module covers the audit process including acceptance, planning (risk assessment, materiality), internal control, analytical procedures, substantive testing, completion, and the audit report. The evaluation of internal controls, audit evidence and financial statements are reviewed. This module addresses ethical issues faced by auditors and enables a critical understanding of the role of audit in ensuring the accountability of organisations to their stakeholders.

Sample assessment:

You are the audit manager of Prentice & Co and you are planning the audit of Brown Financials, an investment bank specialising in providing financial advice to individuals and companies. The engagement partner, Stanley Rice, has been involved in overseeing the audit for the past 10 years and really enjoys his role with the client. Stanley regularly plays golf on Sundays with Percy Hall, the finance director of Brown Financials. They both feel that their good relationship helps to ensure that the audit runs smoothly each year. The Finance Director offers senior members of the audit team financial advice and products at a significantly reduced rate as a reward for their efforts.

[BMGT3115 Strategic Business Management](#)

This module delivers a strong grasp of the issues and theoretical perspectives underlying the practice of strategy. It provides an understanding of how businesses develop and implement strategy and the ethical considerations which may arise. It uses a combination of theory, practice, and cases to apply principles of strategies to companies. This module examines how strategy is currently practiced in a wide variety of contexts; commercial, entrepreneurial, and not-for-profit organisations. A number of case studies will be used to present the material in a variety of perspectives on appropriate strategy models.

Sample assessment:

Using the information provided in the case study for SE Enterprise:

Write a report to the board of directors in which you:

- (a) Draw a value chain diagram for SE Enterprise's existing business model
- (b) Explain how the elements of SE Enterprise's value chain supports its current low-cost strategy.

[BMGT3116 Taxation](#)

This module studies the range of taxation applicable to Individuals, companies, and groups of companies. For accountants to function effectively in the business world, a working knowledge of the taxation system in the UK is essential. Key areas of taxation concerning employment, self-employment and investments will be explored, together with corporation tax for companies. The application of Capital taxes to Individuals and companies is also covered. Inheritance tax will be explored, and VAT introduced. The system of administration of taxation will be examined and the need for tax planning will be explored and developed.

Sample assessment:

On 24 October 2015, Robyn disposed of an investment property for £385,000. The property had cost £126,000 when purchased and Robyn had spent £25,000 adding a conservatory six years ago. Incidental costs of acquisition and sale amounted to £7,700. For the tax year 2015-16 Robyn has taxable income of £54,800 and no capital losses brought forward.

Robyn's capital gains tax liability for the tax year 2015-16 is:

- A £21,520
- B £38736
- C 69,300
- D £60,256
- E None of these

[BMGT3130 Applied Economics](#)

This module addresses microeconomic and macroeconomic concepts and issues in order to enhance an understanding of the strategic decision making by business organisations and the national environments in which businesses operate. Different theoretical perspectives can be applied to gain a deeper appreciation of contemporary economic issues. For instance, merger activity might be explained by the desire to increase market power, rationalisation, or managerial theories of the firm. At the macroeconomic level, an historical and comparative perspective will be utilised to evaluate different economic systems and how they have performed. For instance, Japan's economic miracle, wasted decades and more recent monetary, fiscal and supply-sides policy initiatives are explained and evaluated.

Sample assessment:

Evaluate the effectiveness of UK Competition Policy regime both historically and comparatively.

[BMGT3200 International Business Strategy](#)

Ever wondered how certain organisations or people manage to stand out from competition and make it to the top league? This module focuses on that very question and provides students with tools to investigate how entities can achieve a sustainable competitive advantage in our increasingly competitive and complex global world. Participants will generate and implement a range of strategic options to achieve competitive positioning and drive organisational performance. The module will create opportunities to develop business-ready mind-sets by working on real-life case studies to appreciate strategic challenges and opportunities. Analytical and problem-solving skills are also enhanced through delivering and evaluating strategic business recommendations.

Sample assessment:

Individual Report sample: students will be presented with a number of strategic challenges facing certain organisations and will need to recommend strategic ways forward to achieve or maintain competitive advantage.

[BMGT3210 Strategic Challenges for HRM](#)

Human resource professionals operate within increasingly complex and dynamic contexts that present them with a range of strategic challenges. This module examines some of those challenges, and critically evaluates the ways in which HR responds to them. In doing this, it analyses the roles of different stakeholders in the employment relationship and looks critically at the implications of these for power and control within organisations.

Sample assessment:

Write a briefing paper for the HR director of an organisation of your choice on one of the following:

Global labour markets

The ageing workforce

The development of the gig economy

The paper should:

1. Set out the business and external context of these challenges and their implications for the management of human resources in the organisation
2. Identify and evaluate different HR responses the organisation could take to these challenges
3. Identify and evaluate the possible roles of the organisation's HR function and HR professionals in those responses.

[BMGT3221 Rethinking Organisational Value](#)

The module will explore differing organisational responses to internal and external demands for economic, environmental, social and ethical responsibility. Students will apply the core knowledge and skills developed throughout the in-class activities, games, and discussions to evaluate the performance of organisations and critically examine how managers can respond to the positive and negative performance identified and communicate effectively and responsibly.

Sample assessment:

An audit to evaluate the case study company's environmental, social, economic, and ethical performance

[BMGT3222 Intercultural Business Perspectives](#)

When working across cultures professionals need to possess depth of cultural understanding, develop the skills to exercise leadership based on that understanding and to combine cross-cultural perspectives into organisational strategy, whether worldwide or working among local multicultural groups. This module develops these competencies set within the context of inter-cultural theory. In a globalised world, recognising cultural similarities and differences is important in nurturing a multidimensional perspective of issues and solutions. Utilising guest talks, cases, simulations, practical activities and research, the module helps participants to work effectively in international teams. Participants will share and learn from their own cultural backgrounds.

Sample assessment:

Critically assess how culture in a selected geographical area/ country impact doing business in this area/ country. You are expected to use relevant theory and draw on high quality references to structure and support your arguments.

[BMGT3300 Digital Business](#)

Today, flagship digital business such as eBay, Amazon and Google are leading brands, yet success has occurred rapidly. In this competitive environment, the survivors will use digital technology to support strategic decisions. This module explores theoretical knowledge and develops practical skills to help navigate an organisation towards digital business. It develops the ability to identify and review key strategic management decisions required by organisations moving to digital business and consider the process by which these decisions can be taken. Participants design and deploy a functioning digital business system.

Sample assessment:

Implement and develop a digital business solution. Students can choose from several business cases to create and develop a functioning solution to enhance the business with a digital resolution.

[BMGT3310 The Next Big Thing](#)

We are living in a world of continuous disruption; this module enables you to understand the sources of change in the twenty first century and to anticipate the future direction of new innovations. Many of these innovations are currently visible such as the Internet-of-Things (IOT), artificial intelligence (AI) and driverless cars. Their full impact has yet to be felt. This module explores other types of inventions and innovations that are emerging. The process of innovation and how to apply models for forecasting the trajectories of new technologies are explored. Analysis of the world's most successful companies disrupt and innovate using platform ecosystems instead of conventional organisational structures and business models.

Sample assessment:

Groups will select and research a technological innovation and evaluate its future trajectory, its level of potential disruption and its chances of success.

[BMGT3400 Research Project](#)

This module presents students with the freedom and challenge of conducting a research project of their own choice within the available timeframe and resources. Formal support sessions will provide students with guidance and support to formulate their research project. Students will craft their project taking into consideration project discipline, research philosophy, available literature, and data collection and analysis methods. Students are expected to negotiate requesting an appropriate supervisor and are to negotiate the supervisory support to complete the project within the timeframe and resources available. For all research-based modules, students are expected to obtain ethical approval before conducting their projects.

Sample assessment:

With support from the supervisor and with the condition of gaining ethical approval, students are required to conduct a research project; collect and analyse data and critically discuss the findings and draw conclusions. The written report must include the theoretical background, academic rationale for choosing the topic, research question and objectives, methodology, analysis and discussion of findings

[BMGT3402 Business Investigation](#)

This module presents students with the freedom and challenge of conducting a research project of their own choice. It begins with taught sessions on data collection methods and analysis (primary and secondary), and follows with choosing between different business areas (HR, Marketing, Finance and Economics). Based on the type of project, the methodology and the subject area chosen, students negotiate their own, appropriate supervisor. One-to-one tutor support will be used to support and guide students through this module. The outcome is that students have the opportunity to learn research and analysis skills, critical to the world of work, and in a topic of their choice.

Sample assessment:

Research Proposal Plan

Students are required to write a proposal plan of their research project, which should demonstrate the theoretical background, rationale for choosing the topic, research question and objectives, methodology and plan of the intended analysis. Students will receive feedback on their proposal and have the chance to revise their research project accordingly. In essence, the proposal will prepare the students for conducting the research and producing the final project

Written Report of Business Project

After receiving feedback on the proposal, students are required to conduct a research project; collect data, analyse data and critically discuss the findings. The written report must include the theoretical background, rationale for choosing the topic, research question and objectives, methodology, analysis and discussion of findings.

[BMGT3420 Business Innovation & Entrepreneurship](#)

This module explores the critical topics of business innovation and entrepreneurship. Due to increasing volatility in macro and micro-competitive environments driven by globalisation and new technologies, firms need to continuously re-invent themselves in order to stay relevant and survive. Markets and industries are being disrupted by new products, processes and business models at an increasingly alarming rate. The drivers of this business innovation is not coming from incumbent firms within established industries but from entrepreneurs and 'new economy' start-up businesses. The module analyses the different types of business innovation currently taking place in global markets and the role of entrepreneurs and entrepreneurship in this highly disruptive process.

Sample assessment:

Select and research an innovation and critically evaluate how this new product, process and/or business models

Regular updates may mean that exact module titles on the course may differ. For a complete list of available modules, please visit our website.