

Module Code and title	BMGT2000 Integrated Marketing Communications Level 5, 30 Credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Demonstrate a systematic and comprehensive understanding, interpretation and application of the theory and practice of marketing communications.</div></div> <div><div>2.</div><div>Analyse the organisation environment for a full understanding of the external and internal issues facing the organisation.</div></div> <div><div>3.</div><div>Appraise marketing communication strategy, including branding, positioning, audiences and content.</div></div> <div><div>4.</div><div>Appraise messages, media channels and platforms for creative marketing communications executions.</div></div> <div><div>5.</div><div>Develop a marketing communication plan within a given context.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual presentation	1000	25%	2, 4	Yes
		Marketing communications plan	3000	75%	1, 2, 3, 4, 5	Yes
		All elements of assessment are aggregated according to their weighting to arrive at the module grade. The assessment must be passed to pass the module.				

Module Code and title*	BMGT2001 Lifestyle Marketing Level 5, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Review personal experience of consumer behaviour and evaluation to academic theory</div></div> <div><div>2.</div><div>Evaluate the performance of a consumer industry using commercial research reports</div></div> <div><div>3.</div><div>Apply academic theory and research of consumer behaviour to explain industry performance</div></div> <div><div>4.</div><div>Apply academic theory and module concepts to propose recommendations on how consumers could be more positively engaged.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Reflection and Report	3000 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT2002 Market Insight Level 5, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Demonstrate knowledge and understanding of the concepts and process of marketing research. 2. Translate a marketing problem into an attainable research objective. 3. Appreciate practical situations in which specific methods are appropriate in the context of particular research objectives. 4. Design and execute a basic market research study.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Report	2500 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT2010 Essential PR Level 5, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Appraise the theoretical foundations of organisational communication 2. Evaluate the effectiveness of Public Relations campaigns. 3. Examine the social, technological, financial and ethical challenges related to public relations 4. Evaluate the social, psychological, business and communication background to the creation of lasting impact 5. Design a PR campaign applying relevant PR concepts and models.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Essay	2500 words	100%	1,2,3,4,5,6	no

Module Code and title*	BMGT2011 PR & Campaigning Level 5, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <ol style="list-style-type: none">1. Assess the differences between PR, marketing and advertising2. Appraise the contribution of effective PR to commercial and non-profit organisations3. Produce an effective PR campaign applying different PR techniques4. Develop and critically evaluate an effective PR campaign applying a range of PR techniques5. Apply professional PR skills to achieve effective communications.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Portfolio	4000 words	100 %	1, 2, 3, 4, 5	Yes
		Both forms of assessment (oral and written) give high importance in developing students communication skills and aim the ability to express themselves in forms appropriate for PR professionals. All elements of assessment are aggregated according to their weighting to arrive at the module grade. Both assessment items have to be passed to pass the module.				

Module Code and title*	BMGT2021 Value Chain Management Level 5, 15 credits – Semester 1	Likelihood of running: Low				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Demonstrate an understanding of the main issues in the management of value-creating and consumer-driven operations in local and global context</div></div> <div><div>2.</div><div>Apply successfully, operations management concepts, techniques and tools to identify issues for improvement</div></div> <div><div>3.</div><div>Employ operations management methodologies to develop improvements in operations and in relevant work situations</div></div> <div><div>4.</div><div>Demonstrate an appropriate research strategy and bibliographic search skills</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Report based on a case study	3000 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT2100 Fundamentals of Management Accounting Level 5, 30 credits – Across Semester	Likelihood of running: Medium				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Explain the purpose of management accounting and understand the information required to assist within the decision making process 2. Perform cost behaviour calculations including high-low techniques and carry out cost-volume profit analysis 3. Discuss standard costing and calculation of material, labour and overhead variances 4. Apply different costing techniques such as marginal, absorption and process costing to calculate the cost of a unit of output and calculate profit and losses using each method. 5. Discuss and calculate the purpose of the budgetary process and calculate different forecasting techniques 6. Discuss different performance measurement systems and the relevance of information to an organisation				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		001 Written assignment	1,000 words	25%	2, 4*	Yes
		002 Closed book examination	3 hours	75%	1, 3, 4*, 5, 6	Yes

	<i>*ILO 4 will be assessed in both the written assignment and closed book examination. This ILO covers three different types of costing techniques that will be assessed separately. For instance, absorption costing may be assessed in the written assignment, with marginal and process costing being assessed in the examination. The same costing technique will not be assessed twice.</i>
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Module Code and title*	BMGT2101 Management Accounting Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Identify and explain appropriate cost drivers under ABC and calculate costs per driver and units using ABS</div></div> <div><div>2.</div><div>Explain specialist methods such as, throughput accounting, lifecycle costing and target costing. Discuss the management of environmental costs and the challenge businesses may incur</div></div> <div><div>3.</div><div>Calculate and interpret all material, labour and overhead variances including mix and yield, planning and operational variances</div></div> <div><div>4.</div><div>Explain and calculate CVP analysis including calculation of limiting factors. Calculate methods which will take into consideration risk and uncertainty</div></div> <div><div>5.</div><div>Discuss different types of budgetary systems and conflict that may arise within the budgeting process. Calculate and discuss all performance measurement ratios and suggest improvements within the organisation.</div></div> <div><div>6.</div><div>Explain the process of investment appraisal and apply different investment techniques such as NPV, taking into consideration tax and inflation, payback and ARR</div></div> <div><div>7.</div><div>Critically evaluate the limitations of the selected management accounting techniques.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Presentation	10 minutes	25%	5	No
		Closed Book Examination	3 hours	75%	1-7	Yes

Module Code and title*	BMGT2110 Fundamentals of Financial Accounting Level 5, 30 credits – Across Semester	Likelihood of running: Medium				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Explain the scope and purpose of financial accounting for external reporting and for addressing the differing needs of all stakeholders. 2. Define qualitative characteristics of financial information. 3. Utilise and apply double entry book-keeping techniques, together with journal entries to construct and draw up the extended trial balance. 4. Prepare and reconcile control accounts. 5. Prepare single entity financial statements in accordance with the requirements of IFRS, including the statement of financial position, statement of profit or loss and statement of cash flows from the trial balance. 6. Interpret, compare and discuss the performance and position of an entity using a variety of analysis techniques.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		001 In-class test (closed book)	1 ½ hours	25%	1, 3	Yes
		002 Closed book examination	3 hours	75%	2, 4, 5, 6	Yes

Module Code and title*	BMGT2111 Financial Reporting Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		<p>The professional accountant and financial manager are required to construct complex financial statements within a legal framework. They must satisfy the needs of legitimate stakeholders, for strategic financial analysis and the supply of appropriate financial information.</p> <p>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.</p> <p>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.</p>				
Intended Learning Outcomes*		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Discuss and apply the conceptual frameworks on which standards are based. Explaining the regulatory framework for financial reporting, the role of standard setters and how IFRS is adopted in the UK.2. Discuss and evaluate the limitations of financial reporting, including an evaluation of current developments in financial reporting.3. Prepare single entity complex statement of financial position, statement of profit or loss and other comprehensive income and statement of cash flows for single entities, which comply with IFRS and Companies Act.4. Discuss the application of established financial accounting standards and analysis techniques.5. Prepare consolidated statement of financial position and statement of profit or loss for group companies, which include parent and subsidiary entities, in accordance with IFRS.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		001 Written assignment	1,000 words	25%	1, 4*	Yes
		002	3 hours	75%	2, 3, 4*, 5	Yes

	Closed book examination				
	<i>*ILO4 will be assessed in both the written assignment and the closed-book examination. However, students will be required to discuss different accounting standards in the closed-book examination to those in the written assignment. As such, there will be sufficient difference in what is being assessed.</i>				

Module Code and title*	BMGT2112 Financial Markets and Investment Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Explain the goals of financial management, how financial markets work and the main financial instruments found in them 2. Appraise the principles of efficient financial markets and empirical challenges to market efficiency 3. Assess derivative contracts (futures, options and swaps) and evaluate and apply pricing and trading methods 4. Calculate and interpret asset pricing models to determine the fundamental value of an asset and the appropriate return 5. Evaluate potential risk and uncertainty in financial markets and investment, including the relationship between risk and return and apply appropriate risk profiles in portfolio design and management 6. Evaluate the investment planning process and design of an investment approach; evaluate the performance of portfolios, including portfolio diversification and portfolio theory.				
Summative Assessment		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Assignment 001 Closed book examination	2 hours	40%	1, 2, 3, 4	Yes
		Assignment 002 Written assignment	3,000 words	60%	1, 5, 6	Yes

Module Code and title*	BMGT2113 The Global Economy: Institutions, Trade and Foreign Direct Investment Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Appraise the role that global institutions play in international trade. 2. Evaluate the different theories of trade and examine their relevance in the global economy. 3. Assess the different forms of trade and how government policies regarding trade (protectionism, tariffs, quotas and so on) will impact upon the degree of international trade. 4. Analyse the terms of trade between different economies countries through application of relevant theory and economic data. 5. Evaluate the impact foreign direct investment has on both the home and host economies countries. 6. Assess the ‘winners’ and ‘losers’ of foreign direct investment.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Presentation	15 minutes	30%	5, 6	No
		Examination	2.5 hours	70%	1, 2, 3, 4	Yes

Module Code and title*	BMGT2130 Micro Economics Level 5, 15 credits – Semester 1	Likelihood of running: Low			
Short Module Descriptor		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.			
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <ol style="list-style-type: none"> 1. Apply supply, demand and elasticity to microeconomic topics. 2. Analyse different theoretical explanations underpinning the theory of demand and supply 3. Assess the efficiency and consumer choice implications of the equilibrium positions under different market conditions 4. Evaluate some of the theories of why markets sometimes fail and how governments might intervene to improve efficiency. 			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	Exam	1.5h	60%	1, 2, 3	Yes
	Case Study	1500 words	40%	4	Yes
	Compensation is permitted				

Module Code and title*	BMGT2131 Macro Economics Level 5, 15 credits – Semester 2	Likelihood of running: Low			
Short Module Descriptor		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.			
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <ol style="list-style-type: none"> 1. Apply relevant theory such as the AD/AS model to gain an understanding of different macroeconomic problems and potential policy responses 2. Critically evaluate the theoretical impact of Fiscal Policy, Monetary Policy and Supply Side measures in the context of the changing economic climate and different schools of thought 3. Evaluate Britain's economic performance comparatively and historically including some discussion of the quality and significance of the data. 4. Critically assess the rationale and effectiveness of key policy agendas adopted over time. 			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	Examination	1 hour	50%	1, 2	Yes
	Essay	2000 words	50%	3, 4	Yes

Module Code and title*	BMGT2200 Managing Successful Projects Level 5, 15 credits – Semester 2	Likelihood of running: Medium				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Demonstrate deep knowledge and understanding of project management theory, tools and techniques</div></div> <div><div>2.</div><div>Exhibit outstanding ability to use and apply various PM tools and techniques systematically</div></div> <div><div>3.</div><div>Identify and critically evaluate the factors that impact on managing projects successfully</div></div> <div><div>4.</div><div>Develop excellent project management skills through working on projects of your own choice</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Group Presentation (Based on a group activity)	15 minutes	40%	2, 4	No
		Individual report (Based on a group activity)	1500	60%	1, 3	Yes

Module Code and title*	BMGT2210 Creating a High Performance Workforce Level 5, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Critically analyse the nature of HR functions and their relationship to employee resourcing. 2. Critically evaluate approaches to managing the employment lifecycle. 3. Assess their ability to perform efficiently and effectively as a potential HR professional.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Case study	3000	100%	1, 2, 3	Yes

Module Code and title*	BMGT2220 Unlocking Organisational Potential Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		<p>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.</p> <p>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.</p>				
Intended Learning Outcomes*		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Analyse methods of selecting individuals into teams and demonstrate competence when undergoing assessment.2. Demonstrate capacity to participate effectively in professional roles3. Reflect on and evaluate the skills required for effective team and organisational performance4. Deconstruct, diagnose and analyse team performance in an organisation <p>Critically evaluate organisational activity in relation to leadership, ethical and sustainable practices</p>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Reflective portfolio	2000 word equivalent	50%	1, 2, 3	No
		Written Assignment	2000 word equivalent	50%	2, 4, 5	No

Module Code and title*	BMGT2221 Developing Employee Talent Level 5, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Investigate and critically assess the contribution of the learning and development function in contemporary organisations. 2. Critically analyse learning and development strategies and practices including continuing professional development. 3. Recommend implementation of appropriate strategies to develop employee talent including leadership and management.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Report and personal development plan	3000	100%	1, 2, 3	Yes

Module Code and title*	BMGT2222 Selling & Sales Management Level 5, 15 credits – Semester 1	Likelihood of running: Low				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Explain the process of conducting a successful sales interaction. 2. Compare the business to business sales with the business to consumer process. 3. Evaluate a chosen company/product and communicate the strengths of the company/product to interested shareholders, stakeholders and customers. 4. Evaluate the need for account/key account management within the sales team and how these resources are to be deployed 5. Critically appraise the role and responsibilities of the sales manager in the contemporary commercial environment				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual oral presentation	15 minute	50%	1, 2, 3	No
		Written report	1,500 words	50%	4, 5	Yes

Module Code and title*	BMGT2223 Responsible Business Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Analyse the internal environmental, social and ethical opportunities and challenges for responsible organisations 2. Critically Evaluate organisational responses to these opportunities and challenges 3. Analyse barriers to responsible behaviours and how they can be overcome. 4. Develop Propose action plans to improve organisational responses to environmental, social and ethical opportunities and challenges.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Group poster presentation of CSR Audit	750 words equivalent (individual component within the group)	20%	1	No
		Individual analysis of audit findings	1250 words	30%	1	Yes
		Individual report	2000 words	50%	2, 3	Yes

Module Code and title*	BMGT2300 Digital Content Systems and Ecommerce Level 5, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Assess the business and technical issues related to contemporary digital commerce. 2. Examine the opportunities and threats arising from digital commerce and technology platforms. 3. Produce a digital commerce solution for a business case by utilising a content management system. 4. Apply technologies within the content management system to enhance online user experience.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Portfolio	Artefact	100%	1, 2, 3, 4	No

Module Code and title*	BMGT2301 Social Commerce Level 5, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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 companies 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 a social commerce web tool solutions (such as Facebook),and assessing the implementation and deployment issues involved in social commerce.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Design a social commerce solution and content based on a business case study 2. Evaluate social commerce alternatives based upon functional and technical organisational needs 3. Assess implementation and deployment issues involved in deploying social commerce solutions				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Portfolio	Artefact	100%	1, 2, 3	Yes

Module Code and title*	BMGT2320 Cultivating the Entrepreneurial Mindset Level 5, 15 credits – Semester 1	Likelihood of running: Medium			
Short Module Descriptor		<p>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.</p> <p>This module is accredited by the Institute of Enterprise and Entrepreneurs (IOEE).</p>			
Intended Learning Outcomes*		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyse relevant frameworks to identify the role of an entrepreneur in developing a new venture 2. Analyse different theoretical explanations underpinning the theory of demand and supply 3. Evaluate and assess the skills and mind-sets of effective entrepreneurs. 4. Assemble and judge your portfolio knowledge of change, failure, leadership and pragmatism which provides the basis to greater entrepreneurial resilience. 			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	Portfolio	2000 word equivalent	100%	1, 2, 3, 4	No

Module Code and title*	BMGT2321 New Venture Formation Level 5, 15 credits – Semester 2	Likelihood of running: Medium				
Short Module Descriptor		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)				
Intended Learning Outcomes*		On successful completion of the module students should be able to: 1. Identify and apply commonly used new venture business planning concepts, skills, and tools. 2. Develop a business plan describing a new business venture. 3. Construct & Assess business models, pro-forma statements and cash flow projections to plan a new venture. 4. Justify the reasons and ethics for a choice of legal formation.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Oral/Poster presentation	15 mins	30%	1	No
		Business Plan	2000 words	70%	1, 2, 3 ,4	No

Module Code and title*	BMGT2400 Consultancy and Research Methods Level 5, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Review appropriate research and consultancy philosophies and methodologies, to enable the development of a comprehensive research proposal.</div></div> <div><div>2.</div><div>Compare and contrast the merits and limitations of different research approaches and how they inform a research proposal</div></div> <div><div>3.</div><div>Demonstrate awareness of issues related to the practice of management consultancy, business research and professional conduct.</div></div> <div><div>4.</div><div>Apply effective project management through the setting of research goals, data collection strategies, intermediate milestones and prioritisation of activities, towards the development of a project proposal.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Comparative analysis report	1500 words or equivalent	50%	2, 3	Yes
		Research/Consultancy Proposal	1500 words or equivalent	50%	1, 4	No