

Module Code and title*	BMGT3000 Digital and Social Media Marketing Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		<p>This module provides the student with an understanding of digital marketing strategy, multichannel management, social media platforms evaluation and tactics. Key questions and critical thinking relate key concepts to personal promotion, a business case or industry and explore how content marketing and social media can increase efficiency and improve communication within a business.</p> <p>This module utilises indispensable tools and advanced methodologies used by the world's best brands to enable students to learn best practices for influencer engagement; and to 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, students will evaluate current digital presences within a business case and develop a comprehensive and effective social media strategy (Digital STP) based on a business scenario.</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 challenges, and opportunities of tactical and strategic roles (Digital STP), in digital and social media marketing.2. Critically evaluate how an established effective online presence could impact individuals or an organisation's strategic marketing performance.3. Develop and audit a digital and social media presence to enhance audience engagement.4. Critically analyse environmental forces that affect a company's digital and social media marketing presence.5. Critically analyse tools, performance measurement and mechanism to enhance digital social media marketing strategy for a business/case.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Portfolio and social media campaign	1500 words equivalent	40%	2, 3	No
		Case Study Report	2500 words	60%	1,4, 5.	Yes

Module Code and title*	BMGT3001 Brand Management Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		<p>This module provides a comprehensive understanding of how brands operate at a product/ service/ and/or organisational level. The module allows students to identity, evaluate, propos, implement and evaluate brand management strategies for its development.</p> <p>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.</p> <p>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.</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 the key streams of thought in the brand management discipline2. Critically reflect on the role of brands in society and their impacts on consumption3. Critically apply models of brand management to establish the basis of an organisation/product/ service’s competitive advantage4. Develop a brand strategy critically evaluating the expected outcomes based on Brand Management theories and models.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Report	4000 words	100 %	1,2,3,4	Yes

Module Code and title*	BMGT3002 International Marketing Level 6, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Demonstrate a critical understanding of the key steps in the international marketing planning process</div></div> <div><div>2.</div><div>Identify and critically analyse key similarities and differences between international markets</div></div> <div><div>3.</div><div>Critically appraise a broad range of appropriate international market data</div></div> <div><div>4.</div><div>Critically analyse how the marketing mix may require modification for different international markets</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual report	3,000 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT3003 Customer Relationship Management Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		This module examines ways organisations establish and maintain customer relationships. Relationship management has been a central topics 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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Demonstrate a critical understanding of the challenges inherent in customer relationship management. 2. Critically evaluate and apply relationship management theories and frameworks to the customer’s service experience. 3. Critically analyse the contribution of service employees and technology to relationship management. 4. Demonstrate a critical awareness of current issues in relationship management.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Report (individual)	3,000 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT3010 Spin Doctors, Lobbyists & Other Influencers Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		<p>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.</p> <p>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.</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 the impact of the main strands of theories and models in contemporary PR campaigns and communications2. Critically analyse the effectiveness of an organisations’ PR communications from a theoretical perspective.3. Demonstrate the main loci of PR activity within an organisation4. Critically evaluate the organisation’s social, economic and political impact of public relations5. Demonstrate communication skills appropriate for PR professionals.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Group Presentation and Report	15 minutes 1000 words	30%	3,5	Yes
		Individual Report	3000 words	70%	1,2,4	Yes

Module Code and title*	BMGT3020 Advertising & Digital Communications Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		This module assesses the theories of marketing and digital communications and how the theories are used to develop advertising plans. The module progresses from the first stage of product interrogation through to 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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Critically assess the marketing communications context in relation to a given organisation. 2. Produce a creative brief and associated concept to critically propose a strategic solution to the organisation’s current communications context. 3. Create a range of communications solutions that meet the given creative brief. 4. Demonstrate high-level technical skills in relation to a series of creative executions or communication opportunities				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Presentation	7 minutes	20%	1	No
		Report	1500 words	30%	2	Yes
		Creative portfolio	Artefact	50%	3, 4	No

Module Code and title*	BMGT3100 Advanced Management Accounting Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		This module assesses different approaches to performance measurement and management and explores decision making techniques in contemporary business environments. Skills are developed in the evaluation of quantitative and qualitative management information and the systems that might be used to provide strategic information to decision makers. Critical evaluation of such systems is a key part of the module with the challenges and limitations of techniques being reviewed. The module includes topics such as pricing strategies, beyond budgeting, Kaizen costing and divisional performance management, including transfer pricing. Linear programming techniques are used to solve optimal solutions to linear problems. This module is linked to exemptions to several professional accountancy examinations.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Critically evaluate performance measurement techniques used to support decision making in different organisational contexts e.g. modern manufacturing environments, large organisations and not for profit.</div><div>2.</div><div>Critically discuss the use of budgeting for adaptive planning and the development of the beyond budgeting movement</div><div>3.</div><div>Critically evaluate decision making techniques e.g., linear programming, learning curve effect, and factors that influence pricing decisions</div><div>4.</div><div>Critically appraise the use of management information and big data to assess aspects of business performance and impact, e.g., across Environmental, Social and Governance (ESG) criteria.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Written Closed-Book Examination	2 hours	100%	1,2,3,4	Yes

Module Code and title*	BMGT3110 Advanced Financial Reporting Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Appraise and critically evaluate current developments in financial reporting. 2. Explain how to account for transactions in accordance with complex IFRS accounting standards. Demonstrating the impact of these transactions on the statement of financial position, statement of profit and loss and other comprehensive income. 3. From an ethical perspective, analyse critically a range of topical issues drawn from professional accounting contexts 4. Prepare the statement of financial position, statement of profit or loss for complex groups, accounting for any changes in group structure.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Closed-book examination	2 hours	100%	1,2,3,4	Yes

Module Code and title*	BMGT3111 Strategic Financial Management Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		<p>This module studies the role and purpose of the financial management function, considering strategic decision making within the economic environment of the business.</p> <p>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.</p> <p>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.</p>				
Intended Learning Outcomes*		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Understand the financial management function and the impact of the business economic environment.2. Evaluate business finance requirements and its cost of capital.3. Critically analyse and evaluate working capital and its effective management4. Critically evaluate investment appraisal techniques and extend its application to asset and business valuation5. Synthesize and critically evaluate methods of risk management for interest rate, foreign currency and other factors.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Assignment 001: Individual Project Report	1,500 words	25%	1, 2, 3	Yes
		Assignment 002: Closed Book Examination	3 hours (plus 10 minutes reading time)	75%	1, 2, 3, 4, 5	Yes

Module Code and title*	BMGT3113 International Banking and Finance Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Utilise a variety of financial techniques to evaluate financial statements and assess the current strategic position of banks. 2. Critically evaluate the efficacy of current regulatory measures in relation to the sector. 3. Evaluate banking assessment of corporate credit provision and critically evaluate banking corporate risk within a variety of strategic business scenarios. 4. Analyse and evaluate the financial methods adopted by government and business conducting international trade. 5 Identify and analyse the role played by international finance institutions as providers of capital to business, central & local government. 6. Critically evaluate the balance between risk, return and liquidity in international financial markets and recommend suitable strategies for managing multi-currency operations.				
Summative Assessment		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Assignment 001 Closed Book Banking Examination	2.5 hours (plus 10 minutes reading time)	50%	1, 2, 3	Yes
		Assignment 002 Closed Book International Finance Examination	2.5 hours (plus 10 minutes reading time)	50%	4, 5, 6	Yes

	<i>BOTH Assignment 001 & 002 must be passed to pass the module overall.</i>
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Module Code and title*	BMGT3114 Audit & Ethics Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Explain the purpose and structure of the audit process 2. Apply auditing techniques to a range of business scenarios 3. Identify and discuss an appropriate audit opinion based on evidence gathered throughout the audit process. 4. Evaluate the role of the auditor, their social, ethical and legal responsibilities				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Closed-Book Examination	3 hrs (plus 10 minutes reading time)	100%	1, 2, 3, 4	yes

Module Code and title*	BMGT3115 Strategic Business Management Level 6, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		This module delivers a strong grasp of the issues and theoretical perspectives underlying the practice of strategy. It provides and 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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Identify and analyse the consequences of a business' current objectives, market position and direction, considering the influences of external and internal factors. 2. Drawing upon current research, critically examine the different strategy formulation processes and evaluate the likely consequences of strategic choices. 3. Formulate appropriate strategies to meet the objectives of a business and recommend appropriate methods of implementing these strategies 4. Explain how management information can be used to measure and monitor strategic performance. 5. Evaluate ethical issues arising from the organisations business objectives and strategic analysis, taking into consideration all stakeholders.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Closed-book examination	2.5 hrs (plus 10 minutes reading time)	100%	1,2,3,4,5	Yes

Module Code and title*	BMGT3116 Taxation Level 6, 30 credits – Across Semester	Likelihood of running: Medium				
Short Module Descriptor		<p>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.</p> <p>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.</p>				
Intended Learning Outcomes*		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Describe and explain the scope, operation and administration of the tax system as it applies to individuals and companies.2. Compute the income tax liabilities of individuals and corporation tax liability of companies.3. Compute the chargeable gains arising on individuals and companies4. Compute Inheritance tax arising on individuals.5. Explain the VAT system and make decisions regarding registration for individuals and companies.6. Explain how National Insurance complements the Income tax system and perform calculations for individuals and companies.7. Explain and demonstrate how a tax payer's tax liabilities may be legitimately minimised and/or deferred, where appropriate.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Assignment 001 In-class closed book Test	1 hour (plus 10 minutes reading time)	25%	1-7	Yes
		Assignment 002 Closed Book Examination	3 hours (plus 10 minutes reading time)	75%	1-7	Yes

Module Code and title*	BMGT3130 Applied Economics Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		This module address 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.				
Intended Learning Outcomes*		<div>1. Critically evaluate economic frameworks in the analysis of the operations of business organisations.</div> <div>2. Critically evaluate economic theory with reference to academic debate and empirical evidence.</div> <div>3. Critically appraise the role of economic theory and debate in influencing the development of government policy.Critically evaluate the role of the state and market across different national economies in the current global economy.</div> <div>4. Critically assess economic performance both historically and comparatively with reference to commonly used economic measures.</div> <div>5. Critically evaluate the role of economic freedom, and entrepreneurship as a determinant of economic performance.</div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Examination (a)	2 hours	50%	4, 5, 6	Yes
		Report	1,500 words	30%	1, 2	Yes
		Examination (b)	1 hour	20%	3	Yes

Module Code and title*	BMGT3200 International Business Strategy Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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 can entities 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. This module is mapped to a CMI qualification. If you wish to make any amendments to this module please ensure CMI are consulted beforehand.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Demonstrate a critical understanding of the key theoretical concepts and frameworks underpinning the analysis and development of strategy in organisations. 2. Critically analyse the external and internal environmental context in which organisations operate 3. Critically evaluate the implications of the environmental context on strategy development. 4. Generate and critically appraise strategic options to enhance the competitive advantage of organisations and appreciate the implementation implications of such options. 5. Develop abilities to critically evaluate strategic issues through the examination of case study examples using suitable tools and models.				
Summative Assessment		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Unseen Examination	2 hours	50%	1, 2, 3, 4, 5	Yes
		Individual Report	3,000 words	50%	1, 2, 3, 4, 5	Yes

Module Code and title*	BMGT3201 The Dark Side of Management Level 6, 15 credits – Semester 1	Likelihood of running: Low				
Short Module Descriptor		No company would employ a psychopath; or would they? This module examines the assumption that individuals who possess the traits and characteristics of personality disorders don't enter into the workforce. Evidence for the presence of 'dark personalities' in the workplace and how they come to be successful within organisations will be explored, as will the consequences of employing individuals with dark traits using a range of theory and real-world case studies. You'll never look at your boss in the same way again.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Conduct a review of the range of personality disorders theoretically linked to workplace success</div></div> <div><div>2.</div><div>Critically analyse models of 'dark side' behaviour within organisations</div></div> <div><div>3.</div><div>Critically evaluate evidence for and against the association of 'dark personality' traits with individual and organisational outcomes</div></div> <div><div>4.</div><div>Generate and critically appraise possible management solutions to the presence of individuals with 'dark side' traits in labour markets.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Case Study	2500 words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT3210 Strategic Challenges for HRM Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Critically evaluate HR responses to contemporary challenges and key business and external context factors affecting them.</div></div> <div><div>2.</div><div>Debate the role and contribution of the HR function to meeting contemporary challenges</div></div> <div><div>3.</div><div>Critically evaluate different forms of employee involvement and conflict management</div></div> <div><div>4.</div><div>Debate different perspectives on power and conflict in the workplace.</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Briefing paper	2500	50%	1, 2	Yes
		Case study	2500	50%	3, 4	Yes

Module Code and title*	BMGT3221 Rethinking Organisational Values Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: 1. Apply and critically analyse current ethical and responsible management concepts and different forms of sustainability along with their impact on organisations 2. Critically Appraise organisational performance using business tools and frameworks 3. Communicate a critical understanding of the complexity of the environmental, social, economic and ethical responsibility and potential strategic organisational responses to business challenges 4. Demonstrate the ability to analyse, synthesise and present qualitative and quantitative data, both in an individual and group environment, by the application of methodological techniques				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Group presentation	1000 words (equivalent)	25%	2,3	No
		Individual report	1500 words	30%	1,4	Yes
		Individual audit and report	2000 words (equivalent)	45%	2,3,4	Yes
		All elements of assessment are aggregated according to their weighting to arrive at the module grade. All assessment items have to be passed to pass the module.				

Module Code and title*	BMGT3222 Intercultural Business Perspectives Level 6, 30 credits – Across Semester	Likelihood of running: High			
Short Module Descriptor		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.			
Intended Learning Outcomes		On successful completion of the module, students should be able to: <ol style="list-style-type: none"> 1. Critically evaluate key models of culture and concepts of intercultural management in a business context. 2. Develop a self-reflective approach in order to critically evaluate the impact of culture on personal/group performance. 3. Synthesise intercultural theory to critically appraise intercultural business scenarios. 4. Critically appraise how culture may affect business strategy and business planning in a global context. 			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	Case study	1,500	40%	1, 3, 4	Yes
	Individual report	2,500	60%	1, 2, 3, 4	Yes

Module Code and title*	BMGT3300 Digital Business Level 6, 15 credits – Semester 1	Likelihood of running: High				
Short Module Descriptor		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 build a functioning digital business system.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Build a digital business solution for a business case, by utilising a content management system.</div></div> <div><div>2.</div><div>Critically evaluate and justify technological factors for a digital business solution.</div></div> <div><div>3.</div><div>Critically analyse the main reasons for adoption of digital business and barriers that may restrict adoption.</div></div> <div><div>4.</div><div>Critically evaluate the ongoing business challenges of managing digital business in an organisation.</div></div>				
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	BMGT3310 The Next Big Thing Level 6, 15 credits – Semester 2	Likelihood of running: High				
Short Module Descriptor		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 also 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 how the world`s most successful companies disrupt and innovate using platform ecosystems instead of conventional organisational structures and business models is also considered.				
Intended Learning Outcomes		On successful completion of the module, students should be able to: 1. Critically evaluate the techniques for identifying future technological trajectories and trends and their likelihood of adoption. 2. Critically analyse the key technologies impacting business and social environments. 3. Critically evaluate the unique platform, ecosystem structures and models of the world`s most disruptive and innovative companies. 4. Critically analyse the role of data and the Internet in driving modern innovation.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Written Report	3,000 Words	100%	1, 2, 3, 4	Yes

Module Code and title*	BMGT3311 Business Intelligence and Analysis Level 6, 15 credits – Semester 2	Likelihood of running: Medium				
Short Module Descriptor		Business Intelligence tools can help managers make business decisions based on accurate and current information. This module explores the link between business and information technology, and explores how to use and evaluate technologies needed to synthesize valuable information to provide companies and businesses with a competitive edge. The module provides opportunities, in context, to understand the value of information and to enhance knowledge, skills and techniques in data manipulation and decision making and apply them to new and unpredictable situations. Solutions are developed using data mining techniques, software and web analytic tools such as Google Analytics. Participants plan, develop and test reporting systems using visualisation and other technologies.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1.</div><div>Query, analyse and develop solutions to serve various business needs and requirements using mining techniques and web analytics.</div></div> <div><div>2.</div><div>Plan, develop and test basic reporting systems using current visualisation and dashboard technologies.</div></div> <div><div>3.</div><div>Effectively use a range of software taking advantage of the relevant help resources in pursuit of IT based problem solving.</div></div>				
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*	BMGT3400 Research Project Level 6, 30 credits – Across Semester	Likelihood of running: High			
Short Module Descriptor		<p>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.</p> <p>For all research-based modules, students are expected to obtain ethical approval before conducting their projects.</p>			
Intended Learning Outcomes		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Develop an appropriate and attainable research question, aim and research objectives, ensuring that the project has a valuable contribution to knowledge 2. Develop an appropriate research methodology, taking into consideration research philosophy, data collection and analysis methods, and research ethics 3. Critically review a wide range of relevant literature using high quality resources to support arguments 4. Effectively and appropriately analyse data 5. Critically reflect of results obtained from data analysis and draw logical conclusions, including the limitations of the project and personal learning 			
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	Research Project	8000-10000 words	100%	1, 2, 3, 4, 5	No

Module Code and title*	BMGT3401 Consultancy Project Level 6, 30 credits – Across Semester	Likelihood of running: Low				
Short Module Descriptor		<p>This module requires students to engage in a workplace inquiry in a systematic, rigorous, critical and self-analytical manner, and it provides a vehicle for identifying and enabling personal development and impact on the organisation. Students will work independently in a flexible and independent style, engaging in a professional inquiry in a rigorous and critical manner furthering their development as reflective practitioners.</p> <p>NB: A WBL Initial Formative Proposal (200 words) and a completed Health & Safety Checklist (together with any other legal requirements) may need to be approved by the WBL Supervisor and the workplace representative in order to enable the student to proceed.</p> <p>For all research-based modules, students are expected to obtain ethical approval before conducting their projects.</p>				
Intended Learning Outcomes		<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none">1. Devise an appropriate methodology for their work which produces a rigorous answer to a significant question/problem faced within the workplace, and as negotiated with the workplace representative and the WBL supervisor;6. Construct a rigorous brief and evaluation process for their work in liaison with a tutor and workplace representation7. Critically reflect on the nature of the work based question/ problem and how the process has impacted on personal learning, and action within the workplace.8. Use a range of resources to develop ideas, implement the plan, and support learning and development				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Written Report of Work Based Study	8,000-10,000 words	100%	1, 2, 3, 4	No

Module Code and title*	BMGT3402 Business Investigation Level 6, 30 credits – Across Semester	Likelihood of running: High				
Short Module Descriptor		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.				
Intended Learning Outcomes*		On successful completion of the module, students should be able to: <div><div>1. Propose a research project, based on academic literature and including a clear research question, set of objectives, methodology and plan of analysis.</div><div>2. Critically review a broad range of credible, relevant literature</div><div>3. Conduct a research project, based on a clear research question and set of objectives</div><div>4. Effectively and appropriately analyse data.</div><div>5. Critically discuss the results obtained from analysis</div></div>				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Proposal Plan	1500	25%	1 & 2	No
		Business Project	6000-8000	75%	2, 3, 4, 5	No

Module Code and title*	BMGT3404 Work Placement				
	Level 6				
Short Module Descriptor	<p>Students entering Business Management or Computing undergraduate programmes are offered the opportunity of a 4-year sandwich degree with a placement year between levels 5 and 6 of study. The placement year delivers excellent employability skills, delivering real and measurable benefits to graduates seeking employment after their degree. Students are responsible for acquiring and arranging their own placements spanning a minimum period of 36 weeks in the UK. Successful completion of the placement year will be indicated on the student's final transcript. Students will be supported before, during and after their placement in line with the requirements of the QAA Code of Practice on Placement Learning.</p> <p>This is intended for only UK-Based placements.</p>				
Intended Learning Outcomes*	<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Put theory into practice and to identify the relevance of academic studies in the world of work. 2. Value and develop key skills that are in demand from employers including effective communication, time management, working as part of a team, self-reliance and the ability to solve problems. 3. Gain marketable experience and skills that will be of benefit when looking for a job following graduation. 4. Learn about workplace cultures. 5. Gain experience of working to deadlines. 6. Test whether a particular sector of work or individual company is of interest as a potential employer following graduation. 				
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	<p>The module is assessed on a pass/fail basis and carries no academic credit.</p> <p>In addition to attending a placement for a minimum of 36 weeks full-time (or part-time equivalent), in order to pass the placement year and achieve a sandwich degree, students are required to submit a portfolio containing:</p> <ul style="list-style-type: none"> • Learning Contract • Satisfactory employer appraisal • End of placement presentation feedback with copy of notes/slides • 500 written word case study or 2-3 minute video • Visiting Tutor sign-off <p>Once the placement has finished and the portfolio has been received students will be awarded a "pass" grade for the placement year. This will be recorded on the students' university transcript.</p>				

Module Code and title*	BMGT3405 Overseas Work Placement				
	Level 6				
Short Module Descriptor	Students entering Business Management or Computing undergraduate programmes are offered the opportunity of an overseas 4-year sandwich degree with a placement year between levels 5 and 6 of study. The placement year delivers excellent employability skills, delivering real and measurable benefits to graduates seeking employment after their degree. Students are responsible for acquiring and arranging their own placements spanning a minimum period of 36 weeks in Europe, North America or Australasia (non-UK). Successful completion of the placement year will be indicated on the student's final transcript. Students will be supported before, during and after their placement in line with the requirements of the QAA Code of Practice on Placement Learning.				
Intended Learning Outcomes*	<p>On successful completion of the module, students should be able to:</p> <ol style="list-style-type: none"> Put theory into practice and to identify the relevance of academic studies in the world of work. Value and develop key skills that are in demand from employers including effective communication, time management, working as part of a team, self-reliance and the ability to solve problems. Gain marketable experience and skills that will be of benefit when looking for a job following graduation. Learn about workplace cultures. Gain experience of working to deadlines. Test whether a particular sector of work or individual company is of interest as a potential employer following graduation. 				
Summative Assessment*	Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
	<p>The module is assessed on a pass/fail basis and carries no academic credit.</p> <p>In addition to attending a placement for a minimum of 36 weeks full-time (or part-time equivalent), in order to pass the placement year and achieve a sandwich degree, students are required to submit a portfolio containing:</p> <ul style="list-style-type: none"> Learning Contract Satisfactory employer appraisal End of placement presentation feedback with copy of notes/slides 500 written word case study or 2-3 minute video Visiting Tutor sign-off <p>Once the placement has finished and the portfolio has been received students will be awarded a "pass" grade for the placement year. This will be recorded on the students' university transcript.</p>				

Module Code and title	BMGT3420 Business Innovation & Entrepreneurship Level 6, 30 credits – Across Semester	Likelihood of running: Low				
Short Module Descriptor		<p>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.</p> <p>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.</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 the different types of innovation and innovation processes in SMEs.2. Identify and critically analyse systems for developing and managing innovation.3. Critically examine the factors, which contribute to innovation as well as the key constraints.4. Critically examine the factors, which support the key roles of innovation in visionary leaders, innovators, champions, entrepreneurs, intrapreneurs and teams.5. Critically analyse the characteristics of organisational climates that foster innovation and examine their outcomes.6. Critically appraise the application of how innovation strategies are developed by entrepreneurs.				
Summative Assessment*		Summative Assessment Items	Indicative Word Limit or equivalent (e.g. time)	Weighting	Intended Learning Outcomes Assessed	Anonymous Marking
		Individual Written Report	2,500 words	50%	1,2,3,6	Yes
		Individual Written Report	2,500 words	50%	3,4,5,6	Yes