



**UNIVERSITY of
WORCESTER**

Short Module Descriptors – Undergraduate Business programmes

Level 6

BMGT3000 – DIGITAL AND SOCIAL MEDIA MARKETING

Dive into the world of digital marketing, exploring cutting-edge strategies, powerful social media platforms, and tactical brilliance. Through interactive activities, real-world case studies, and engaging gamification, you'll dissect existing digital campaigns and craft high-impact plans. Master the art of influencer engagement and scale your social media impact across complex organizations with industry-leading tools like Hootsuite.

BMGT3001 – BRAND MANAGEMENT

This module explores how brands operate across different levels. You will develop skills to identify, implement, and evaluate brand strategies while examining key theories and frameworks. Focus areas include brand positioning, identity, and equity, with an emphasis on the cultural role of brands. Practical projects and case studies bridge theory and practice, preparing you to lead in dynamic brand environments.

BMGT3002 – INTERNATIONAL MARKETING

Marketing increasingly takes place in an international context. This module provides students with a sound understanding of the international marketing process and of how to deal with international marketing situations. It looks at the issues that firms have faced when entering new markets. The module is assessed using a practical exercise on a real company.

BMGT3003 – CUSTOMER RELATIONSHIP MANAGEMENT

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

BMGT3017 – EVENTS MANAGEMENT

Increase your understanding of the planning, management, and operational aspects of events and festivals. Explore the evolving landscape of the industry, emphasizing adaptability, problem-solving, and innovation. Develop your practical skills in event planning, logistics, audience engagement, and risk management while analysing key industry trends. Through lectures, seminars, workshops, site visits, and guest talks, you'll have the chance to apply theoretical knowledge to real-world scenarios.

BMGT3018 – APPLIED PR

This module explores how organisations manage their relationships with different groups of people (called "publics") through public relations (PR), and how these efforts can affect society in ethical ways. You'll explore the key ideas and theories used in modern PR campaigns, and examine how well a company communicates with the public, using PR theories to support your analysis. You'll also identify the main goals and activities of PR within a business or organisation, and evaluate how PR influences society, including its social, economic, and political effects.

BMGT3020 – ADVERTISING & DIGITAL COMMUNICATIONS

Unlock the power of advanced management accounting! This module delves deep into complex linear programming techniques, strategic performance management, and decision-making tools. You'll master budgeting, transfer pricing and learning curves, equipping you with the skills to drive business strategy and financial success at the highest level.

BMGT3100 – ADVANCED MANAGEMENT ACCOUNTING

Unlock the power of advanced management accounting! This module delves deep into complex linear programming techniques, strategic performance management, and decision-making tools. You'll master budgeting, transfer pricing and learning curves, equipping you with the skills to drive business strategy and financial success at the highest level.

BMGT3110 – ADVANCED FINANCIAL REPORTING

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

BMGT3111 – STRATEGIC FINANCIAL MANAGEMENT

Explore the dynamic world of financial management in this engaging module! You'll learn to analyse financial statements, make investment decisions, manage risk, and optimise capital structures. Gain the practical skills and strategic insights needed to drive financial success and contribute to business growth.

BMGT3113 – INTERNATIONAL BANKING & FINANCE

This module 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. You will examine in 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.

BMGT3114 – AUDIT & ETHICS

This module explores the intersection of auditing and ethics, focusing on key principles like independence, risk assessment, and internal controls. Students will examine ethical dilemmas in auditing, regulatory frameworks, and develop skills to apply ethical decision-making in real-world audit scenarios.

BMGT3115 – STRATEGIC BUSINESS MANAGEMENT

This module explores organisational strategy giving you the opportunity to apply models and concepts using real-world case studies. The world is complex and ambiguous and using the knowledge and skills explored in this module, businesses plan and strategise to navigate these challenges. You will look at strategy in a wide variety of contexts, such as commercial, entrepreneurial, and not-for-profit organisations.

BMGT3116 – TAXATION

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

BMGT3130 – APPLIED ECONOMICS

This module addresses microeconomic and macroeconomic concepts and issues 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.

BMGT3200 – INTERNATIONAL BUSINESS STRATEGY

Ever wondered how certain organisations manage to stand out from the competition? This module focuses on that very question and provides students with tools to investigate how firms can achieve a sustainable competitive advantage. The module uses real-life case studies to appreciate strategic challenges and opportunities. The module is assessed using practical exercises on international firms.

BMGT3210 – STRATEGIC CHALLENGES FOR HRM

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

BMGT3221 – RETHINKING ORGANISATIONAL VALUE

This module explores differing organisational responses to internal and external demands for economic, environmental, social, and ethical responsibility. You 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.

BMGT3222 – INTERCULTURAL BUSINESS PERSPECTIVES

When working across cultures, professionals need to possess depth of cultural understanding, develop the skills to exercise leadership based on that understanding, and 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 you to work effectively in international teams. You will share and learn from their own cultural backgrounds.

BMGT3300 – DIGITAL BUSINESS

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

BMGT3310 – THE NEXT BIG THING

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 innovations currently visible are things such as the Internet-of-Things (IOT), artificial intelligence (AI), and driverless cars, and their full impact has yet to be felt. You will explore 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. 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

BMGT3400 – RESEARCH PROJECT

Embark on a thrilling research journey into the world of business. You'll formulate a compelling research question, craft a robust methodology, and delve into a wealth of academic and industry literature. Your analytical skills will be put to the test as you analyze data and draw insightful conclusions. Finally, you'll reflect on your findings, identify limitations, and celebrate your personal growth.

BMGT3402 – BUSINESS INVESTIGATION

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

BMGT3420 – BUSINESS INNOVATION & ENTREPRENEURSHIP

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