



**UNIVERSITY of
WORCESTER**

Short Module Descriptors – Undergraduate Business programmes

Level 4

BMGT1000 – CUSTOMER INSIGHT AND MARKETING

This module provides you with the ultimate toolkit to understand and apply the latest marketing, economics, and innovation ideas. Ready to put your skills to the test? On this module, you'll be challenged with real-world projects, creating marketing strategies for actual businesses through a mix of coursework and presentations.

BMGT1001 – DATA DRIVEN DECISIONS

In today's digital society, data is one of the most valuable marketing assets for a firm. This module introduces the value of data, and the techniques used to analyse it to inform decision making using a variety of sources.

Spreadsheet models will be used to develop simple decision-support tools to convert raw data into useful information for better business decisions. Concepts such as "big data" are explored, supported by practical hands-on uses of Business Intelligence (BI) and tools to create visualisations.

BMGT1002 – GENERATION DIGITAL

Advancements in technology are driving forces for today's business, and a business manager must scan the ever-changing environment and identify which factors are most important to ensure competitiveness and high levels of customer service delivery. The module reviews the rapid changes in the digital environment, showing leaders how to identify technology for business innovation and to manage the implementation of new digital solutions. Case studies and practical hands-on digital exercises will explore how firms use technology in both domestic and international marketplaces to gain competitive advantage. Political, legal, ethical and social aspects of emerging digital economies are explored.

BMGT1100 – INTRODUCTION TO MANAGEMENT ACCOUNTING

This module provides an introduction to all aspects of management accounting, including budgetary processes, forecasting techniques and performance measurement systems, financial planning and control. It provides an understanding of the cost behaviour and different cost accounting techniques such as marginal and absorption costing. Analytical skills are developed by interpreting the management information to assist in the decision making process.

BMGT1110 – INTRODUCTION TO FINANCIAL ACCOUNTING

This module introduces and develops the underlying principles and concepts of financial accounting. It discusses the nature and role of financial accounting, who uses financial accounting information and for what purposes. It continues with the processes used to record, summarise and present business transactions. It develops 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. Financial accounts need to be understood by key users and stakeholders. The module studies a wide range of analytical techniques that support practical investigation into the three key financial statements, enabling evaluation and discussion of reported financial performance.

BMGT1111 – FINANCIAL MANAGEMENT

This module explores key accounting and financial concepts that are needed to ensure business viability. The differing nature of accounting information from internal and external perspectives will also be examined. In addition, the macro economy will be explored so that students recognize and understand the impact that the macroeconomic environment has in terms of influencing short and long term business decisions. Strategies to manage the impact of the external economic environment and decision making will be studied.

BMGT1120 – LAW FOR ACCOUNTING & FINANCE

This module introduces the various ramifications of the law and provides a practical and accessible framework to understand basic legal principles. The overall emphasis is on the interaction between aspects of law as related to accounting and finance. The module introduces essential elements of the English Legal System, the law of obligations (Contract and Tort Law), the law relating to employment relationships and various aspects of corporate law. The aim is to provide the knowledge, skill and ability to apply these principles to everyday situations encountered by finance and accountancy practitioners. A range of learning and teaching approaches provides skills needed to prepare for a career in finance and accountancy.

BMGT1224 – INTRODUCTION TO BUSINESS MANAGEMENT

This module will open your eyes to who you are, your capabilities and where you could be in the future. Through a combination of one-to-one tutoring with your personal academic tutor, group coaching, traditional classes and experiential learning we will explore your personality, attitudes and values, relationships to others and group interactions. The module will support you in the transition to higher education and explores your future employment and personal aims.

BMGT1225 – FUNDAMENTALS OF PERSONAL EFFECTIVENESS

This module will open your eyes to who you are, your capabilities and where you could be in the future. Through a combination of one-to-one tutoring with your personal academic tutor, group coaching, traditional classes and experiential learning we will explore your personality, attitudes and values, relationships to others and group interactions. The module will support you in the transition to higher education and explores your future employment and personal aims.

BMGT1400 – RESPONSIBLE AI

Responsible AI focuses on ethical and responsible use of artificial intelligence, emphasizing skills such as critical thinking, information searching, AI prompting, and understanding AI technologies. The curriculum includes designing, building, and testing AI artifacts within chosen use cases, supported by reliable sources and critical evaluation, culminating in various assessment formats like portfolios, presentations, and live demonstrations.

BMGT1401 – INCLUSIVE PRACTICE

You'll be equipped with critical knowledge, skills, and perspectives in Equality, Diversity, and Inclusion (EDI), preparing you to contribute effectively within contemporary organisational settings. Through the exploration of current, real-world case studies, you'll gain a practical understanding of the relevance and application of inclusive practices in today's workplaces. Learning will be delivered through a blend of lectures and interactive seminars, complemented by guest speakers where appropriate. These varied approaches are designed to foster deep engagement with EDI concepts and support the development of practical competencies essential for the workforce. This module will complement the "your journey towards professional success" approach running throughout the business and management courses.