



**UNIVERSITY of
WORCESTER**

Short Module Descriptors – Undergraduate Business programmes

Level 5

NB: The full range of Level 5 options are listed here, please check your programme map for your specific programme options.

BMGT2000– INTEGRATED MARKETING COMMUNICATIONS

Marketing communications are all around us and we are exposed to advertising and promotional messages on a daily basis. This module explores the theory and practice of the design and delivery of marketing and promotional campaigns, with students working on a range of brands and organisations. The module culminates with students producing their own marketing communications plan.

BMGT2001 – LIFESTYLE MARKETING

Ever wondered why we buy what we buy? Why we so badly want that “must-have” everyone is talking about? If so, this is the module for you. Lifestyle Marketing covers psychology, social influences and business trends affecting consumer behaviour in lifestyle sectors. Assessment is practical and coursework-based, applying your knowledge in real business scenarios.

BMGT2002 – MARKETING INSIGHT

This module equips students with how to generate reliable marketing insights using both primary data methods (quantitative and qualitative) as well as secondary data using Google Analytics 4. In a coursework-based assignment, students are invited to review marketing analytics data and develop proposals for gathering additional insights.

BMGT2010 – ESSENTIAL PR

Often seen as a glamorous and exciting profession, public relations is a discipline with a fascinating history. This module looks at the foundations of public relations practice and also equips students with the skills required to plan and deliver activities around relationship building, reputation management and corporate communications.

BMGT2011 – PR AND CAMPAIGNING

This module enables students to learn and apply knowledge across a range of PR activities such as events management, social and digital media, influencer engagement and celebrity endorsement. Lecturers on the module have experience of delivering public relations campaigns in a variety of high profile sectors including television, Formula 1, Premier League football and World Superbikes. Students are able to choose a brand for their assignment and create their own public relations campaign.

BMGT2100 – FUNDAMENTALS OF MANAGEMENT ACCOUNTING

This module provides a solid grounding of all aspects of management accounting and ensures an understanding of the importance of cost behaviour and the concepts of different cost accounting techniques, such as marginal and absorption costing. You will develop analytical skills by interpreting management information to assist in business decision making. The module includes discussion on the purpose of the budgetary process and how to calculate different forecasting techniques.

BMGT2101 – MANAGEMENT ACCOUNTING *Accounting and Finance only

This module develops knowledge and understanding of the tools and techniques that support management decision making. Uncertainty is difficult, techniques such as budgeting and forecasting can help deal with this aiming to optimise cash flow. The module introduces basics of spreadsheet modelling, financial analysis, hypothesis testing, and methods to describe and analyse numerical data. The module is accredited by several accountancy bodies providing specific exemption from their professional examinations.

BMGT2110 – FUNDAMENTALS OF FINANCIAL ACCOUNTING

This module discusses the nature and role of financial accounting, considering who uses financial accounting information and for what purposes, before exploring 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 you will study a wide range of analytical techniques that support practical investigation into the three key financial statements, enabling evaluation, and discussion on reported financial performance.

BMGT2111 – FINANCIAL REPORTING *Accounting and Finance only

The professional accountant and financial manager are required to construct, within a legal framework, and analyse complex financial statements. They must satisfy the needs of legitimate stakeholders, for strategic financial analysis and the supply of appropriate financial information. 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. 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.

BMGT2112 – FINANCIAL MARKETS AND INVESTMENTS

This module introduces capital markets, the participants in these markets, and the financial market instruments, providing an overview of derivatives and exploring derivative pricing and trading. You will focus 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 your investment portfolio is required. The module develops expertise and confidence in analysing various financial reports and data to make informed investment decisions.

BMGT2113 – THE GLOBAL ECONOMY: INSTITUTIONS, TRADE AND FOREIGN DIRECT INVESTMENT

The world economy is becoming increasingly integrated, with more products and services being sold across national boundaries and firms operating in several economies. The globalisation versus protectionism debate has become more prevalent given the rise of Trump to power 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.

BMGT2200 – MANAGING SUCCESSFUL PROJECTS

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 project planning, stakeholder management, risk management and project execution and control.

Teamwork skills will be enhanced by delivering a project plan with a group work that aims to achieve specific objectives. The students will also have the opportunity to reflect on their team work and project planning experience.

BMGT2210 – CREATING A HIGH PERFORMANCE WORKFORCE

Good employee resourcing is vital for every organisation to ensure the right people are in the right roles at the right time. This module introduces different human resources (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. You will reflect on your own contribution as a future HR professional.

BMGT2221 – DEVELOPING EMPLOYEE TALENT

This module is focused on how HR practitioners in different organisations and different industries and sectors develop employee talents. Students will, therefore, develop knowledge on individual and organisational learning, training needs assessment and training design, talent management as strategy, career planning, and management and leadership development.

BMGT2222 – SELLING AND SALES MANAGEMENT

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.

BMGT2223 – RESPONSIBLE BUSINESS

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.

BMGT2224 – MANAGEMENT IN ORGANISATIONAL CONTEXTS

This module is split into two components: effective management and excellence in employability skills. This module is the third module of four mandatory modules designed to help you develop, collaborate with others, and build sustainable and ethical management and leadership capabilities, each module building on the last. The golden thread of 'Your Journey towards Professional Success' will run through this module and the other three modules offered in Level 4 and Level 5. This module will, firstly, provide an overall framework for management theories and practical applications in organisations focussing on the John Adair model, task, team, and individual. Secondly, it will focus on applying for vacancies and/or placement/internship opportunities and developing skills to apply for such vacancies. Assessment Centres are very much the focus of organisations' recruitment and selection methods as part of organisations' employee lifecycle, especially for graduate opportunities and therefore very relevant to you at this time in your degree journey when you may be looking for a third-year placement. A combination of lectures and seminars will be used, together with guest speakers to provide students with the knowledge you require to be an effective manager. Employability practice will be supported by the WBS HR Team, the WBS Placement Team as well as local employers, forming networking opportunities for students should you wish to attain a placement in your third year.

BMGT2300 – DIGITAL CONTENT SYSTEMS AND ECOMMERCE

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.

BMGT2301– SOCIAL COMMERCE

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 firms 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 and implementing a social commerce web tool solutions (such as Facebook), and assessing the implementation and deployment issues involved in social commerce.

BMGT2320 – CULTIVATING THE ENTREPRENEURIAL MINDSET

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. This module is accredited by the Institute of Enterprise and Entrepreneurs (IOEE).

BMGT2400 – CONSULTANCY AND RESEARCH METHODS

This module equips students with knowledge and practical skills in qualitative or quantitative research approaches using primary and secondary data to explore research solutions to real business problems, or to address academic gaps in literature. Students also learn skills in data analysis. The coursework-based assignments invite students to develop proposals for data collection.