## Module Catalogue Westminster Business School Postgraduate Study Abroad 2024/5 Semester 2

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Economics and Quantitative Methods** | | | | |
| 7ECON001W | [Data Analysis](#7ECON001W) | 7 | Semester 2 | 20 |
| 7ECON013W | [Sustainable Energy Policy](#7ECON013W) | 7 | Semester 2 | 20 |
| 7FNCE016W | [Global Financial Markets](#7FNCE016W) | 7 | Semester 2 | 20 |
| **Finance and Accounting** | | | | |
| 7ACCN012W | [Managerial Accounting](#7ACCN012W) | 7 | Semester 2 | 20 |
| 7FNCE015W | [Global Banking](#7FNCE015W) | 7 | Semester 2 | 20 |
| 7FNCE019W | [International Risk Management](#7FNCE019W) | 7 | Semester 2 | 20 |
| 7FNCE032W | [Compliance and Banking Law](#7FNCE032W) | 7 | Semester 2 | 20 |
| **Human Resource Management + Leadership and Professional Development** | | | | |
| 7DIBU009W | [Digital Disruption and Sustainable Innovative Business Models](#7DIBU009W) | 7 | Semester 2 | 20 |
| 7HURM021W | [People Practice](#7HURM021W) | 7 | Semester 2 | 20 |
| 7SUEV001W | [Innovation and Sustainability Management](#7SUEV001W) | 7 | Semester 2 | 20 |
| **Human Resource Management + Leadership and Professional Development** | | | | |
| 7HURM005W | [Human Resource Management](#7HURM005W) | 7 | Semester 2 | 20 |
| 7HURM006W | [Human Resource Management and the Business Context](#7HURM006W) | 7 | Semester 2 | 20 |
| 7HURM013W | [Organisational Analysis, Design and Development](#7HURM013W) | 7 | Semester 2 | 20 |
| **Management and Marketing** | | | | |
| 7BUSS016W | [Strategic Management](#7BUSS016W) | 7 | Semester 2 | 20 |
| 7MARK006W | [Multi-Platform Marketing Communications](#7MARK006W) | 7 | Semester 2 | 20 |
| 7MARK017W | [Public Relations and Reputation Management](#7MARK017W) | 7 | Semester 2 | 20 |
| 7MARK030W | [Digital Marketing and Innovation](#7MARK030W) | 7 | Semester 2 | 20 |
| 7MARK033W | [Social Media and Content Marketing](#7MARK033W) | 7 | Semester 2 | 20 |
| 7MARK034W | [Web Design and Analytics](#7MARK034W) | 7 | Semester 2 | 20 |
| **Property and Construction** | | | | |
| 7CNMN001W | [Design and Construction: Principles, Application and Management](#7CNMN001W) | 7 | Semester 2 | 20 |
| 7CNMN008W | [Developing Effective Project Teams](#7CNMN008W) | 7 | Semester 2 | 20 |
| 7CNMN013W | [Managing Uncertainty in Projects](#7CNMN013W) | 7 | Semester 2 | 20 |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Economics and Quantitative Methods

### Data Analysis

[**Module Code: 7ECON001W**](#7ECON001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module develops the student’s understanding and use of fundamental statisticaland econometric techniques used in economics, namely, the Classical Linear Regression Model, Ordinary Least Squares and introduction to maximum likelihood estimation; testing linear restrictions; Chow test; problems of multicollinearity and misspecification; dummy variables; simultaneous estimation and the identification problem; autocorrelation; heteroscedasticity; time series analysis; stationarity; unit root tests; cointegration; error correction model; volatility modelling and forecasting; value-at-risk forecasting and model evaluation. Computing and econometrics software has seen substantial development during the last decades and students will learn to use these necessary tools.   
**Assessment:** Coursework Practical (40%), Set exercises and test (not exam conditions) (60%)

### Sustainable Energy Policy

[**Module Code: 7ECON013W**](#7ECON013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The focus of this module is on fundamentals of energy economics, global and national energy issues and energy policies to address energy transition and climate change. This module will explore a number of key themes and conceptual issues. These will include: an analysis of the global energy demand and supply, issues such as energy access, energy poverty, energy efficiency, energy investment, energy security and related challenges, energy policies for renewable energy and Demand-side and Supply-side energy policies. It will also provide you in depth knowledge of the principal drivers of demand and supply for energy and build an awareness of common approaches to demand, supply and their limitations. It will cover energy policies to increase innovation, investment and integration of renewable energy sources in the energy system.   
**Assessment:** Coursework Group (50%), Coursework (50%)

### Global Financial Markets

[**Module Code: 7FNCE016W**](#7FNCE016W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is concerned with both practical and theoretical issues related to international financial markets. It is designed to provide an in-depth understanding of the structure and operation of foreign exchange markets, financial instruments used in global financial markets; and the operation of financial institutions such as banks and insurance companies whose operations expand across a number of financial markets and financial centres. The module comprehensively addresses the nature of economic exposure and foreign exchange risks that agents might face when operating across various countries. Students will learn how agents might try to avoid or take foreign exchange risk through hedging or speculation in the spot market or various derivative markets such as forward, futures and option markets. The module provides an in-depth analysis of the interest rate arbitrage and the range of activities that hedge funds and private equity funds are involved, and the way they operate in the international markets. It will also examine the theories that explain the reasons for capital movement and foreign direct investment, as well as international diversification in the form of International portfolio investments. The module covers some of the international developments in the last two three decades and explores the role of commercial banks in growth of international debt and the eventual debt crises, and sovereign default of the 1980s. It also provides a thorough analysis of the policies that contributed to the growth of emerging markets and implication of policies such as capital controls and stock market development for their economies, as well as an examination of factors that led to financial crisis in some of the emerging markets. Finally the module provides a discussion of microfinance and some of the factors that have contributed to the development of microfinance institutions and policies that countries need to adopt in relation to those institutions.  
**Assessment:** Presentation (40%), Essay (60%)

## Finance and Accounting

### Managerial Accounting

[**Module Code: 7ACCN012W**](#7ACCN012W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module explores the role of accounting in the management of organisations and the development and application of managerial accounting concepts and techniques with emphasis on practical applications, critical appraisal, contemporary approaches and international perspectives.  
**Assessment:** Coursework Group (30%), Examination - closed book (70%)

### Global Banking

[**Module Code: 7FNCE015W**](#7FNCE015W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module evaluates the role and function of domestic and global banks; their structure and operations, together with a thorough examination of the risks that they are exposed to; and the various ways to manage them.

**Assessment:** Coursework (50%), Coursework (50%)

### International Risk Management

[**Module Code: 7FNCE019W**](#7FNCE019W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module offers a detailed coverage of the fundamental ideas and tools for thinking about international risk management. Emphasis is placed on the main types of financial risk (i.e. market, credit, operational and liquidity risk), the measurement of financial risk, the management of the main types of financial risk and the regulatory means of ensuring that financial institutions hold sufficient capital reserves. Recent developments in risk management and advanced topics related to these are also examined.   
**Assessment:** Essay (30%), Coursework (70%)

### Compliance and Banking Law

[**Module Code: 7FNCE032W**](#7FNCE032W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module offers a detailed examination of the legal principles, regulation, compliance and supervision that applies to domestic and international banks. The module focuses on relevant reforms to the banking sector, such as Basel III and Mifid ii, and provides students with an understanding of the importance of these.

**Assessment:** Coursework (30%), Presentation Group (70%)

## Human Resource Management + Leadership and Professional Development

### Digital Disruption and Sustainable Innovative Business Models

[**Module Code: 7DIBU009W**](#7DIBU009W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module aims to develop students’ understanding of how new opportunities are offered for business innovation and sustainability in emerging and existing sectors and the strategic challenges in exploiting these emerging opportunities in order to transform them into sustainable economic strategies. How can digital start-ups build strategies to win against incumbents?  
**Assessment:** Presentation Group (50%), Coursework (50%)

### People Practice

[**Module Code: 7HURM021W**](#7HURM021W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module enables students to explore people resourcing and enhance their resourcing skills, which are of value within an HRM career. The module concentrates on organisations’ need to recruit and retain effective people with the necessary skills to achieve organisational objectives. It combines a strategic and practical focus on recruitment, selection, retention and dismissal with the academic rigour necessary to study resourcing and talent management in a global context. This requires an understanding of employment markets, the full range of resourcing options and relevant law.   
**Assessment:** Coursework (50%), Coursework (50%)

### Innovation and Sustainability Management

[**Module Code: 7SUEV001W**](#7SUEV001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Sustainability is one of businesses most pressing concerns: it is the key question of our time. Sustainability is a broad concept that goes beyond considering the environmental impact of business to include economic and social issues such as inclusivity and diversity. The focus of sustainability is the creation of a good quality of life for current and future generations by achieving a balance between economic prosperity, ecosystem viability and social justice.This module explores the challenges and opportunities that societal and environmental issues create for organisations. Students will explore sustainable management in all its dimensions, learning from real life examples, focussing on examining key problems and developing solutions in order to lead their organisations towards sustainable change that aligns businesses long-term goals with the broader expectations of society in a globalised, connected world.To help students understand the systematic and organisational role of sustainability in any organisation the module will give an overview of major sustainability issues, practices according to the following 3 dimensions; environmental, social and financial.  
**Assessment:** Coursework (50%), Presentation Group (50%)

## Human Resource Management + Leadership and Professional Development

### Human Resource Management

[**Module Code: 7HURM005W**](#7HURM005W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides students with opportunities to critically analyse and reflect upon contemporary approaches in human resource management, and helps students to understand the strategic contribution of these in determining the success of organisations. The module in particular focuses on the critical role that contemporary HR practices play for enabling people to add value and achieve a sustained level of superior performance. More specifically, supports students to develop critical thinking and handling of complex people management and business decisions.   
**Assessment:** Coursework Group (50%), Essay (50%)

### Human Resource Management and the Business Context

[**Module Code: 7HURM006W**](#7HURM006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Despite dynamic influences in the business context, all successful organisations need to create and sustain their competitive advantage. This core module will develop the student’s knowledge and understanding of key influences in the business context on organisations, their management and performance including economic, demographic, social, technological and ethical factors. The module will also focus on other influences on organisational strategy including government and regulatory environments, and the financial context.  Students will develop their financial literacy and interpret and use data and information to support strategic decision making. The module will enable the student to appreciate the use of various strategies formulated by organisations to respond to changes in the business context and associated risks and uncertainty which impact upon their performance.   
**Assessment:** Coursework (100%)

### Organisational Analysis, Design and Development

[**Module Code: 7HURM013W**](#7HURM013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module uses concepts and modes of analysis from the social and behavioural sciences to develop a mastery of both practical and theoretical issues in the study of organisations and their development. It examines ways in which employee attitudes, organisational structures, systems, technologies, work processes, cultures and the relations of authority, power and conflict may be linked to wider social factors influencing organisational design and development. It incorporates historical foundations to give context to developments of work practices and  systemic processes in relation to cultural values, relationships and power dynamics as they relate to key changes in social systems.   
**Assessment:** Essay (50%), Coursework (50%)

## Management and Marketing

### Strategic Management

[**Module Code: 7BUSS016W**](#7BUSS016W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module equips students with the knowledge and skill to analyse complex environments, judge resource deployment for whether it creates value for customers. Students then put these skills into action by developing, evaluating and selecting innovative strategies through which firms capture value from their customers in global markets. Students will draw on a range of data types and resources to integrate prior and on-going learning, identify strategic problems, and manipulate complex as well as incomplete information. Doing so, students will be able to integrate learning from other modules on the program of study that enables i) conceptual thinking at a higher level of abstraction; and ii) clear effective communication in oral and written form.   
**Assessment:** Presentation Group (60%), Essay (40%)

### Multi-Platform Marketing Communications

[**Module Code: 7MARK006W**](#7MARK006W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Constantly evolving marketing communications are characterised by increased use of multiple media platforms including a variety of digital and non-digital channels that intersect within ever more complex customer ecosystems, both domestically and internationally. These themes and an exploration of a wide array of marketing communications tools will permeate the module. Teaching will be interactive and will consist of one lecture and one seminar each week. Students are expected to contribute to class discussion.  
**Assessment:** Coursework Group (25%), Film/Video (75%)

### Public Relations and Reputation Management

[**Module Code: 7MARK017W**](#7MARK017W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module considers public relations’ (PR) role in marketing and corporate communications for both short and long-term brand reputation building. It examines PR’s origins, scope, character and applications in creating and defending corporate and brand reputation in today’s business environment. It investigates the use of PR tools and strategies to build and maintain stakeholder relationships, create trust, manage online reputation and its risks and measure and evaluate PR outcomes and value.

**Assessment:** Coursework (60%), Coursework Group (40%)

### Digital Marketing and Innovation

[**Module Code: 7MARK030W**](#7MARK030W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces the contemporary digital marketing environment. A range of innovative and disruptive approaches to digital marketing communications are considered in the contemporary business environment in a sustainable business context. Students will engage with material actively as a community of practice through classroom and online engagement, considering strategic, tactical and ethical perspectives and applying these to a range of contexts.  
**Assessment:** Coursework (30%), Coursework (70%)

### Social Media and Content Marketing

[**Module Code: 7MARK033W**](#7MARK033W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module focuses on the creation of optimised content for social media and content marketing. This includes engaging audiences and incentivising conversion, taking into account paid or organic search strategies. Students will be expected to demonstrate awareness of contemporary trends in social media marketing.   
**Assessment:** Coursework (25%), Portfolio (75%)

### Web Design and Analytics

[**Module Code: 7MARK034W**](#7MARK034W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to prepare students for designing user-centred websites and understanding audience behaviour and engagement through web analytics. It introduces agile production methodologies, search marketing, authoring/design tools, optimisation (including mobile marketing) and testing. Students will go on to use web analytics to understand the audience, acquisition, behaviour and conversions to optimise content for a website through web analytics.  
**Assessment:** Presentation Group (30%), Portfolio (70%)

## Property and Construction

### Design and Construction: Principles, Application and Management

[**Module Code: 7CNMN001W**](#7CNMN001W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Developing critical conceptual knowledge of the design and construction stages and integrated management of both processes. Evaluating, Devising and applying techniques for the design and construction projects, taking into account various factors such as user/client needs, function, structural behaviour, sustainability, buildability and aesthetics of a design and the technical requirements of its construction.  
**Assessment:** Coursework (50%), Presentation Group (50%)

### Developing Effective Project Teams

[**Module Code: 7CNMN008W**](#7CNMN008W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The selection, development and maintenance of effective and efficient teams throughout the duration of projects.The principles of team selection, group dynamics and appraisal. The process of identifying client requirements for team deliverables.  
**Assessment:** Coursework Group (75%), Portfolio (25%)

### Managing Uncertainty in Projects

[**Module Code: 7CNMN013W**](#7CNMN013W_return)

**Level 7**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module will investigate the management of uncertainty and risk in a construction project environment, examining both qualitative and quantitative techniques.  
**Assessment:** Coursework (50%), Coursework Practical (50%)