## Module Catalogue Westminster Business School Undergraduate Exchange 2025/6 Semester 2

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
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| **Business Information Management and Operations** | | | | |
| 4EBUS001W | [Online Entertainment Management](#4EBUS001W) | 4 | Semester 2 | 20 |
| 4EBUS002W | [Creating and Managing an Online Presence](#4EBUS002W) | 4 | Semester 2 | 20 |
| 5BDIN002W | [Project Management](#5BDIN002W) | 5 | Semester 2 | 20 |
| 5BDIN003W | [Web-enabled Business](#5BDIN003W) | 5 | Semester 2 | 20 |
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| 5EBUS001W | [Digital Business](#5EBUS001W) | 5 | Semester 2 | 20 |
| 5MARK021W | [Digital Marketing Technologies](#5MARK021W) | 5 | Semester 2 | 20 |
| 6BDIN003W | [Digital Analytics](#6BDIN003W) | 6 | Semester 2 | 20 |
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| **Economics and Quantitative Methods** | | | | |
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| 5MNST006W | [Management Decision Making for Business](#5MNST006W) | 5 | Semester 2 | 20 |
| 6BUCL004W | [Consumer Protection](#6BUCL004W) | 6 | Semester 2 | 20 |
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| **Entrepreneurship** | | | | |
| 4ENTP002W | [Creating New Business](#4ENTP002W) | 4 | Semester 2 | 20 |
| 5ENTP005W | [Entrepreneurial Practice](#5ENTP005W) | 5 | Semester 2 | 20 |
| 6ENTP005W | [Creating Entrepreneurial Leadership](#6ENTP005W) | 6 | Semester 2 | 20 |
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| 6FNCE015W | [International Banking](#6FNCE015W) | 6 | Semester 2 | 20 |
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| **Human Resource Management + Leadership and Professional Development** | | | | |
| 4HURM007W | [The Role of the Manager](#4HURM007W) | 4 | Semester 2 | 20 |
| 4HURM012W | [Introduction to Organisational Behaviour for Marketing](#4HURM012W) | 4 | Semester 2 | 20 |
| 5HURM005W | [Work and Organisational Psychology within the HR Context](#5HURM005W) | 5 | Semester 2 | 20 |
| 5HURM006W | [Leadership and Management](#5HURM006W) | 5 | Semester 2 | 20 |
| 5HURM007W | [Sociology of Work and Industry](#5HURM007W) | 5 | Semester 2 | 20 |
| 5HURM009W | [Business Ethics and Corporate Social Responsibility](#5HURM009W) | 5 | Semester 2 | 20 |
| 6HURM004W | [Assessing and Developing Talent](#6HURM004W) | 6 | Semester 2 | 20 |
| 6HURM005W | [Cultural Differences and People Management](#6HURM005W) | 6 | Semester 2 | 20 |
| 6HURM006W | [Coaching and Mentoring in the Workplace](#6HURM006W) | 6 | Semester 2 | 20 |
| 6HURM009W | [Comparative International Management](#6HURM009W) | 6 | Semester 2 | 20 |
| **Management and Marketing** | | | | |
| 4MARK006W | [The Power of Brands](#4MARK006W) | 4 | Semester 2 | 20 |
| 4MARK009W | [Digital Marketing Enterprise and Innovation](#4MARK009W) | 4 | Semester 2 | 20 |
| 4MARK010W | [Web Design and Content Creation](#4MARK010W) | 4 | Semester 2 | 20 |
| 4MARK012W | [Marketing for Business Managers](#4MARK012W) | 4 | Semester 2 | 20 |
| 5MARK006W | [Retail Marketing](#5MARK006W) | 5 | Semester 2 | 20 |
| 5MARK010W | [Sports Marketing](#5MARK010W) | 5 | Semester 2 | 20 |
| 6MARK015W | [Interactive and Digital Marketing](#6MARK015W) | 6 | Semester 2 | 20 |
| 6SPMN004W | [Sponsorship and Partnership Management in Sport](#6SPMN004W) | 6 | Semester 2 | 20 |
| 6SUEV002W | [Social and Green Innovation](#6SUEV002W) | 6 | Semester 2 | 20 |
| 6SUEV003W | [Sustainable Supply Chain Management](#6SUEV003W) | 6 | Semester 2 | 20 |
| **Tourism** | | | | |
| 6TOUR002W | [Sustainable Tourism in the Developing World](#6TOUR002W) | 6 | Semester 2 | 20 |
| 6TOUR007W | [City Tourism and Urban Change](#6TOUR007W) | 6 | Semester 2 | 20 |
| **Westminster Plus Elective** | | | | |
| 5WSEL020W | [Applying the Tools of Positive Psychology for Personal and Professional Development](#5WSEL020W) | 5 | Semester 2 | 20 |

## Business Information Management and Operations

### Online Entertainment Management

[**Module Code: 4EBUS001W**](#4EBUS001W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Online technology has altered how many industries operate in the modern business environment. One of the industries that has changed most is the entertainment industry, this module will explore how online technologies have effected this industry and what lessons can be learnt for other industries.  
**Assessment:** Portfolio (50%), Presentation - submissions only (50%)

### Creating and Managing an Online Presence

[**Module Code: 4EBUS002W**](#4EBUS002W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides an introduction to a range of topics associated with creating and managing the online presence of an organisation. By the end of this module students will be able to make multifaceted digital presence as well as designing, implementing and managing a website that is high quality, usable & accessible.  
**Assessment:** Project (50%), Coursework (50%)

### Project Management

[**Module Code: 5BDIN002W**](#5BDIN002W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Project Management plays an ever more important role in the competitive world of modern businesses and organisations. Increasingly projects are being instigated across a wide range of initiatives to stay competitive and maintain standards. Innovation, development and design and marketing of new products and services all involve project management. Second year students interested in applying the theoretical, practical and technical skills of project management in a variety of business contexts are encouraged to apply and develop these important attributes through a mixture of hands on classroom based learning and self-directed study.  
**Assessment:** Presentation (50%), Coursework (50%)

### Web-enabled Business

[**Module Code: 5BDIN003W**](#5BDIN003W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module develops an in-depth understanding of all aspects relating to the creation, maintenance and success of web-enabled businesses. It also helps students gain a practical insight into key strategic considerations when developing or working within a web-enabled business. In addition, the module provides insights into identifying, modelling, analysing and enhancing online customer journeys. Finally, students will gain the knowledge of the inner workings of an e-commerce organisation, including aligning web presence with business objectives and strategy.  
**Assessment:** Coursework (50%), Project (50%)

### Digital Business and Operations Management

[**Module Code: 5DIBU004W**](#5DIBU004W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; operational strategic alignment; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; sustainability; innovation and design in products and services; and developments in technology and systems.  
**Assessment:** Presentation - submissions only (50%), Coursework (50%)

### Digital Business

[**Module Code: 5EBUS001W**](#5EBUS001W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Dis-requisite: 5BDIN001W Operations and Digital Business***

The module focuses on the application of digital technologies on today’s changing business world. The module explores current topics such as E-Commerce and it’s different types, E-Business, the Web and mobile platforms ,a managerial perspective on building an E Commerce perspective, security and payment systems, digital strategies, business and revenue models and social, mobile and local marketing tools. The module highlights the importance of the implementation of these tools and theories to businesses for value creation both to the customer and business and competitive advantage.

**Assessment:** Coursework (50%), Presentation - submissions only (50%)

### Digital Marketing Technologies

[**Module Code: 5MARK021W**](#5MARK021W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

In a fast-paced online world environment, it is also imperative to use new media and digital technologies to achieve marketing goals. The growth of digital marketing is the most important yet unpredictable trend currently in marketing, so organisations need to harness the appropriate digital technologies to grow their marketing impact. This module endeavours to introduce students to the fast-moving world of digital marketing technologies and their applications, alongside theoretical frameworks and models which are relevant to digital marketing practice.  
**Assessment:** Portfolio (50%), Presentation - submissions only (50%)

### Digital Analytics

[**Module Code: 6BDIN003W**](#6BDIN003W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Digital Analytics is a fast developing area within many organisations, where there is a great need to understand and analyse the online/offline behaviour of consumers, markets and competitors and data generated from various business processes. This module will explore social media analytics, web analytics (WA) and business intelligence (BI).   
**Assessment:** Coursework Practical (50%), Coursework (50%)

### Social Media for Business

[**Module Code: 6BDIN004W**](#6BDIN004W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The purpose of the module is to investigate the role of social media platforms inan organisational context and explore how their adoptionfits intooperations and supports business objectives. The module willenable students to tailor social media to given business needs and develop strategies for successfully using social platforms in proactive and reactive environments.  
**Assessment:** Presentation - submissions only (50%), Coursework (50%)

### Project and Programme Management

[**Module Code: 6BDIN005W**](#6BDIN005W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module is aimed at students interested in developing their project and programme management skills and knowledge. This module will provide an overview of the fundamentals of project management and will then explore challenges of strategic and international project/programme management  
**Assessment:** Coursework (50%), Coursework (50%)

### Enterprise Transformation in Digital Business

[**Module Code: 6DIBU003W**](#6DIBU003W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module builds on student learning at Level 5 and prepares students for participation in the digital economy which is redefining the market. Students will cover Disruptive Digital business models and their impact, the increased emphasis on customer expectations of experience and how these are met through digital transformation of the business organisation.The paradigm shift where Services are seen as the new consumption mode and implications of this for the developing and leading strategies for digital business transformation  
**Assessment:** Presentation (50%), Portfolio (50%)

## Economics and Quantitative Methods

### Entertaining London

[**Module Code: 4BUSS002W**](#4BUSS002W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

London is one of the entertainment centres of the world. It is home to world-class theatres, music venues, museums, galleries, festivals and much else. A varied ‘cultural’ sector is essential for a world city; it generates income, builds creativity and attracts tourists and other visitors. This module covers the business of entertainment – its funding, management and marketing, and the role played by private, non-profit organisations and government in its provision.  
**Assessment:** In-Class Test/Assignment exam conditions (50%), Presentation Group (25%), Coursework Group (25%)

### The Business of Sport

[**Module Code: 4BUSS003W**](#4BUSS003W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Sport is a high profile global business, which excites and entertains, builds allegiances and generates intense rivalries. As such it provides the perfect medium to explore important business concepts of relevance for private, public and not-for-profit organisations. The module looks at concepts such as of value and price in sport, the market for (and marketing of) sports products and services, issues of CSR and ethics in sport and the role of government regulations.  
**Assessment:** Presentation Group (50%), Essay (50%)

### Statistics for Economists

[**Module Code: 5ECON004W**](#5ECON004W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: 4ECON003W Quantitative Economic Analysis or equivalent***  
The module will provide an overview of probability theory and the theory of statistical inference, and will develop a range of applications derived from this theoretical framework. A particular emphasis will be placed on the development of the single equation regression model, emphasising the applications of the model within a causal modelling context and the manner in which the model can be used for prediction/forecasting purposes.   
**Assessment:** Coursework (100%)

### Money Banking and Financial Markets

[**Module Code: 5ECON005W**](#5ECON005W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to provide an overview into the flow of funds in the economy, the banking sector and to financial markets and systems, all of which are essential to the functioning of modern economies. Although the module is about financial systems in general, there will be frequent reference to contemporary issues and problems, and to their historical antecedents. The approach will incorporate a blend of published economic and financial data, and as far as possible, international comparisons.

**Assessment:** Presentation Group (50%), Set exercises and test (not exam conditions) (50%)

### Global Economic Issues

[**Module Code: 5ECON006W**](#5ECON006W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Globalisation has created a constantly changing and interconnected international economic environment. This module draws on economic analysis to provide critical insights and analysis of the causes, consequences and policy solutions to a diverse range of topical global economic issues. These might include: managing international labour migration, tackling poverty and global inequality, mitigating against climate change, international trade tariffs and trade wars, Brexit, 2008/09 global financial crisis, and the challenges of sustainable energy and development.   
**Assessment:** Essay (50%), Coursework (50%)

### Digital Economy

[**Module Code: 5ECON007W**](#5ECON007W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores the impact of the digital economy. Digital products are unique products in terms of their consumption and also in terms of their  cost of production, compared with tangible products. The growing availability of ‘Big Data’ creates scope for new competitive insights for companies. At a macroeconomic level, too, the growth of the internet and digital technology offers major opportunities for governments seeking to harness the potential of the ‘new economy’.   
**Assessment:** Film/Video (50%), Coursework (50%)

### The Economics and Finance of Sport

[**Module Code: 5ECON028W**](#5ECON028W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

A good knowledge and clear understanding of the principles, insights and applications of finance and economics (and how these disciplines overlap and reinforce each other) is essential for effective sports management, whether this is in the private, public or voluntary sectors. This module utilises key concepts and techniques of economics analysis and financial management to identify how sport enterprises – from large, profit-seeking corporate entities to community-based organisations – might best make evidence-based decisions to achieve their objectives.  
**Assessment:** Coursework (25%), Portfolio (75%)

### Management Decision Making for Business

[**Module Code: 5MNST006W**](#5MNST006W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Decision making is about making choices, often with incomplete or uncertain information and with competing goals. The ability to make effective decisions is a key management requirement which comprises a range of different skills. These skills are highly valued by employers because they are required across many business areas – from everyday tasks through to more complex projects or unforeseen situations. This module offers a practical introduction to decision-making concepts and techniques that are commonly used in organisations to make business decisions. It looks at the ‘psychology’ of choice – how intuition, analysis and judgement affect both individual and group decisions – and how to use a range of models and ‘hard’ and ‘soft’ decision making skills to choose between different courses of action.  
**Assessment:** Presentation Group (25%), Coursework (75%)

### Consumer Protection

[**Module Code: 6BUCL004W**](#6BUCL004W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module will examine legal and regulatory controls on the marketing of goods and services. Consideration will be given to issues arising from the application of consumer legislation and policy making as they apply to marketing problems within the organisation. The module seeks to build on the students’ knowledge of contract and tort law and consider current legislation including the Consumer Protection Act 1987, Consumer Rights Act 2015 and cases dealing with consumer protection issues such as product liability, misrepresentation and unfair trading regulations. Module content includes civil and criminal law as related to business transactions, an appreciation of the institutional framework, voluntary and pressure groups and their impact on consumer protection and a general examination of proposals for enhancing consumer protection.   
**Assessment:** Coursework (50%), Coursework (50%)

### Development Economics

[**Module Code: 6ECON004W**](#6ECON004W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module focuses on the economic and social challenges and opportunities facing low and middle income countries as they strive to achieve sustained economic growth and development. It explores a range of contemporary development issues including the role of human capital, international trade, development finance, governance and political systems in facilitating economic development. Students will gain a thorough insight into a range of contemporary development challenges and an understanding of the theoretical debates and policy options open to development managers and other policy makers.

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

### Forecasting for Managers

[**Module Code: 6ECON006W**](#6ECON006W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Forecasting is necessary for business success because it helps reduce uncertainty surrounding business decisions. This quantitative module provides an insight into the major methods of forecasting, including time series forecasting techniques and econometric models. In addition to considering the theoretical aspects of the methods, students will gain practical experience of applying some of the most commonly used procedures to real life data. Minitab software will be used for data analysis.  
**Assessment:** Coursework (100%)

## Entrepreneurship

### Creating New Business

[**Module Code: 4ENTP002W**](#4ENTP002W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module will engage students in the more practical elements of innovation and enterprise activity, not just in terms of creating new businesses, but also in terms of entrepreneurship within the corporate environment. This module will prepare students for enterprise activity across a variety of contexts.  
**Assessment:** Presentation Group (50%), Coursework (50%)

### Entrepreneurial Practice

[**Module Code: 5ENTP005W**](#5ENTP005W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is an action based entrepreneurial practice in generating revenue for a chosen organisation. The student is expected to fulfil the modules learning outcomes through the entrepreneurial project and written assessment. The student is expected to organise a revenue generation project with a team of students which has to be approved by the module leader. This module provides a way for students to pursue enterprise and entrepreneurial skills through the process of entrepreneurial learning.  
**Assessment:** Coursework Group (25%), Coursework (75%)

### Creating Entrepreneurial Leadership

[**Module Code: 6ENTP005W**](#6ENTP005W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

To empower learners with the competencies (knowledge, values and skills) necessary to optimally utilise Entrepreneurship as a way to economic wealth and growth. Learners will be empowered with the necessary competencies such as knowledge, values and skills to be entrepreneurial at different levels of management in a variety of environments. Successful learners will be able to act as change agents, ensuring that business entities not only have the competitive edge through new products, service and processes, but are also more effective and efficient. Entrepreneurial leaders will contribute to employee satisfaction and retention. Learners credited with this module will have the ability to develop their entrepreneurial skills, so that they have the potential to become efficient and effective leaders in the business environment.   
**Assessment:** Presentation Group (50%), Coursework Practical (50%)

### Innovative Consultancy Solutions

[**Module Code: 6ENTP010W**](#6ENTP010W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Innovative Consultancy Solutions is designed to provide students with the opportunity to work on a live business project in an inter-disciplinary team made up of 5-7 students from different pathways.It will help students develop the skills necessary to become agile professionals in a practical and challenging learning environment.The projects are pre-determined by faculty and will require self-managed team working over one semester with the support of a coach. Each member of the team will be responsible for viewing the project using the lens their discipline provides so that the solution presented to the project sponsor is clearly enriched by a variety of perspectives. The module will provide students with an opportunity to assume the role of consultants; they will need to be proactive, professional and enterprising in working together and applying themselves to projects.Students will need to be inquisitive, industrious, curious, creative and innovative as they collaborate with each other and project sponsors.  
**Assessment:** Presentation Group (50%), Portfolio (50%)

### Intrapreneurship and Business Development

[**Module Code: 6ENTP011W**](#6ENTP011W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The face of work is drastically changing. Organisations are seeking innovative minds in the form of intrapreneurs who can help them achieve their organisational goals and meet key performance indicators. Business Development is key if firms are to sustain competitive advantage. Intrapreneurship is the bedrock of any successful organisation. These sought after intrapreneurs are change agents working within organisations who have an eye for innovation, efficiency and the ability to envisage new business opportunities. This can come in the form of new product development resulting in competitive advantage or the development of new services that foster organisational excellence. Key concepts within intrapreneurship will be comprehensively examined from the outset so that students from non-business programmes can fully engage in this deeply experiential and exciting module.    
**Assessment:** Presentation - submissions only (50%), Coursework (50%)

## Finance and Accounting

### Accounting and Finance for Business

[**Module Code: 4ACCN009W**](#4ACCN009W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

In this module, you will gain a fundamental grounding in a wide range of accounting and financial issues. You will also have the opportunity to develop decision-making skills that are essential for managers through the analysis and interpretation of financial information. You will appreciate this module because you will gain a desirable skill set recognised by employers including analytical skills using a variety of techniques that will keep you interested and engaged throughout the module.

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

### Law and the Business

[**Module Code: 5BUCL003W**](#5BUCL003W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module focusses on those aspects of business law that are relevant to business operations, including contract, tort, company and employment law.  
**Assessment:** Coursework (50%), Coursework (50%)

### Corporate Governance

[**Module Code: 5FNCE005W**](#5FNCE005W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module introduces and develops students understanding of key concepts and features of corporate governance. Students develop an understanding of the theories of corporate governance and get comprehensive knowledge of the UK system of corporate governance and its development. The students also learn the guidelines and regulations which corporation have to follow in relation to corporate governance.  
**Assessment:** In-Class Test/Assignment exam conditions (25%), Coursework (75%)

### Global Accounting and Multinational Enterprises

[**Module Code: 6ACCN001W**](#6ACCN001W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides a systematic understanding and appreciation of the principles and practices underlying global financial accounting and the key accounting issues faced by multinational companies. The diversity in global financial accounting will be discussed and the arguments for the international accounting standards convergence project critically evaluated. Accounting issues related to foreign currency transactions and translation, business combinations, segment reporting, transfer pricing and wider corporate governance, faced by multinational companies will be discussed.

In addition, current developments in international accounting will be examined. An appreciation of the practical application of the theory, knowledge and understanding gained, will be made through reference to industry cases. Learning activities include directed lectures, seminars and workshops. The workshops and seminars will be used to engage students in debate and use of sources from real-life companies and contemporary events to illustrate international financial accounting in practice.

**Assessment:** In-Class Test/Assignment exam conditions (25%), Coursework (75%)

### Company Law

[**Module Code: 6BUCL005W**](#6BUCL005W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is especially useful for those students who intend to study Company Law from UK professional bodies, but is also relevant for anyone who wishes to learn about the nature, function and place of company law in business. The module is concerned with the significance of the inter-relationship between shareholders, company directors, creditors, customers and members of the public and the role of the government and other institutions in company law.

**Assessment:** Essay (50%), Presentation (50%)

### Banking Theory and Practice

[**Module Code: 6FNCE001W**](#6FNCE001W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module will provide students with a wide-ranging knowledge of modern banking theories and bank functions in practice. It focuses on issues related to banking structure, regulations, lending policies and procedures and risk management. These banking themes are addressed from a global perspective.  
**Assessment:** Coursework (25%), Coursework (75%)

### Global Financial Markets and Institutions

[**Module Code: 6FNCE003W**](#6FNCE003W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module will provide students with a wide-ranging knowledge of financial markets and financial institutions. It focuses on issues related to the role of a financial system, the functions of different types of financial institutions, and the understanding of financial products commonly traded in each financial market (including equity market, money market and bond market). These topics are addressed from a global perspective.  
**Assessment:** Coursework (25%), Essay (75%)

### International Financial Management

[**Module Code: 6FNCE005W**](#6FNCE005W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module introduces and develops students understanding of key features of international financial management. In markets which operate internationally, students develop an understanding of the choices of investment, risk management, acquisition activity and other aspects of financial policy. Students learn to analyse exchange rates, country risk factors and how different macroeconomic factors are interrelated.   
**Assessment:** Presentation - submissions only (50%), Portfolio (50%)

### International Banking

[**Module Code: 6FNCE015W**](#6FNCE015W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

In this module, students will develop a good understanding of global banking in the twenty first century. In particular, students will be exposed to the types of banking beyond personal banking that encompasses wholesale and investment banking. Students will be exploring international risk in banking as well as global banking regulations  
**Assessment:** Presentation (50%), Coursework (50%)

### Sustainable Finance

[**Module Code: 6FNCE016W**](#6FNCE016W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides a comprehensive overview of sustainable finance integrating environmental, social and governance (ESG) factors from a global perspective. It covers key frameworks like the UN Sustainable Development Goals, Paris Agreement, EU Sustainable Finance regulations, and reporting standards such as TCFD, GRI and SASB as examples. The module explores practical applications of sustainable finance including ESG data analysis, climate risk modeling, sustainable investing strategies, impact measurement and avoiding greenwashing. Case studies and software tools like Bloomberg are utilised to build technical skills relevant for sustainable finance roles.   
**Assessment:** Presentation (50%), Coursework (50%)

### Wealth Management

[**Module Code: 6FNCE017W**](#6FNCE017W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module aims at developing students' knowledge of wealth management and provides advice on individual financial planning. The module equips students the knowledge in personal financial planning, portfolio management, taxation, pensions, and insurance. This enhances the employability of students in financial institutions for offering services in wealth management.  
**Assessment:** Coursework (25%), Coursework (75%)

## Human Resource Management + Leadership and Professional Development

### The Role of the Manager

[**Module Code: 4HURM007W**](#4HURM007W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is intended to prepare students for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial & leadership styles, motivation; chairing meetings, workplace counselling, staff development, identifying and managing conflict and negotiating skills. The module aims to help students identify how people become managers, what the role of the manager is and how to maximise their effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management and leadership required by different organisations and different cultures taken into consideration.  
**Assessment:** Coursework (50%), Coursework (50%)

### Introduction to Organisational Behaviour for Marketing

[**Module Code: 4HURM012W**](#4HURM012W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The module is designed to facilitate understanding of the behaviour of others in organisations and to improve self-insight.??It draws on the theory and literature of Organisational Behaviour to stimulate awareness of the key challenges and factors that affect behaviour in organisations.??The module promotes a challenging and critical perspective, drawing on organisational examples and personal experiences, to help you to develop essential skills for your future success.  
**Assessment:** Coursework (25%), Essay (75%)

### Work and Organisational Psychology within the HR Context

[**Module Code: 5HURM005W**](#5HURM005W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores different psychological theories and their application in organisational settings. The module provides the student with an appreciation of the psychological study of work organisations and work behaviour in a contemporary HR business context. The sessions will critically explore the application of contemporary work and organisational psychology to HR business issues and function.  
**Assessment:** Essay (25%), Coursework (75%)

### Leadership and Management

[**Module Code: 5HURM006W**](#5HURM006W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Dis-requisite: This module cannot be taken with 5HURM008W Managing People.***  
The module is proposed to be structured into two parts.Part 1 involves reviewing theories and approaches related to what is the nature of leadership and management, and what are the factors that influence the effectiveness of the leadership and management process. Part 2 involves helping students to develop the core skills and understanding needed to deal with management responsibilities and develop as leaders.This includes how to co-ordinate the activities of people and guiding their efforts towards the goals and objectives of the organisation.  
**Assessment:** Presentation Group (25%), Essay (75%)

### Sociology of Work and Industry

[**Module Code: 5HURM007W**](#5HURM007W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module seeks to develop students’ understanding of the nature of work in contemporary society and, in particular, how it is experienced from the perspective of the worker or employee. This includes consideration of the divergent interests and power differentials between the employer and the employed and the meaning and value that work has both to individuals, and to society as a whole.  
**Assessment:** Coursework (25%), Essay (75%)

### Business Ethics and Corporate Social Responsibility

[**Module Code: 5HURM009W**](#5HURM009W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Do businesses have any ethical responsibilities – what might these be?This module considers the role of ethics in business in a market economy and marketised society, the implications for types of corporate social responsibility (CSR). Considers the ethical dilemmas thrown up by business operations and implications for suppliers, employees, consumers, wider society and the environment. Looks at corporate governance and role of governments, international & regional institutions. Looks at labour standards, consumer protection, corporate market behaviour, environmental problems.   
**Assessment:** Presentation Group (25%), Project (75%)

### Assessing and Developing Talent

[**Module Code: 6HURM004W**](#6HURM004W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module will explore the theoretical and conceptual underpinnings of psychological, psychometric and organisation-based assessments, and consider their practical use in employee assessment & selection, and organisation-wide interventions. Students will undergo assessments as a candidate; they will examine the role and responsibilities of HRM in overseeing the use of assessments; and learn how assessments should be administered and used following legal and ethical good practice guidelines.  
**Assessment:** Essay (25%), Coursework (75%)

### Cultural Differences and People Management

[**Module Code: 6HURM005W**](#6HURM005W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module draws on students’ lived experience of culture (national, as opposed to organisational culture) and the research on cultural differences. It provides a useful base for those finding themselves working in multicultural settings, and also for those managing in those settings, including in a HRM role.  The module requires students to reflect critically on theory, personal experience and observation of the world at large, with a view to understanding the degree to which assumptions and preferences are culturally derived. Participants are invited to review their personal views and experiences of national culture and explore new concepts and skills to develop appropriate personal and intercultural competencies.   
**Assessment:** Coursework (25%), Portfolio (75%)

### Coaching and Mentoring in the Workplace

[**Module Code: 6HURM006W**](#6HURM006W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module focuses upon the theory and applied practice of coaching and mentoring. It covers the principles, theories, models and emerging trends from the discipline of psychology that contribute to the mainstream coaching of individuals and teams in a HR context. The content of the module focuses upon the core psychological approaches and their application when coaching individuals and teams within organisations  
**Assessment:** Coursework (50%), Portfolio (50%)

### Comparative International Management

[**Module Code: 6HURM009W**](#6HURM009W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is about critically exploring some of the most important similarities and differences in the context of management and organisation across different countries and regions of the world. It seeks to provide a broad conceptual framework to analyse such variety in view of the institutional -as opposed to cultural- context in which management and organisation take place. This comparative framework draws on the distinction between Liberal and Coordinated market economies - or Anglo-Saxon and Rhine models respectively including the US, UK and Canada on the one hand, and Germany, The Netherlands, Scandinavian countries and Japan on the other. The module aims to systematically analyse - and critically evaluate - main similarities and differences across selected countries and regions in terms of the nature of firms, national models of corporate governance; national systems of employment relations; national innovation systems; societal systems of production; and socio-economic outcomes.  
**Assessment:** Coursework (50%), Essay (50%)

## Management and Marketing

### The Power of Brands

[**Module Code: 4MARK006W**](#4MARK006W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Creating and managing successful brands is a source of competitive advantage to modern organizations. This module provides students with the fundamental understanding of brands, brand positioning and brand portfolio management. It engages students by practical demonstration of the effective use of marketing and branding tools. At the heart of an effective brand strategy, is its seamless integration with the marketing mix. A successful brand plan does not only address how the brand will be communicated but also how it will be protected.  
**Assessment:** Presentation Group (50%), Coursework (50%)

### Digital Marketing Enterprise and Innovation

[**Module Code: 4MARK009W**](#4MARK009W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces students to the disruptive digital environment, the agile organisation and the application of creative approaches to business enterprise. Working in groups students will develop creative and innovative solutions to a real-world business problem, presenting their business plan for an innovative product or service to an industry panel and reflect upon the experiential learning that has taken place within the unit. Students will learn how businesses can take an entrepreneurial and enterprising approach to developing their product portfolio by employing creative problem-solving techniques.  
**Assessment:** Coursework Group (50%), Essay (50%)

### Web Design and Content Creation

[**Module Code: 4MARK010W**](#4MARK010W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to prepare students for designing online marketing collateral including websites and content marketing materials for different audiences and digital channels. It introduces production methodologies, authoring/design, optimisation and testing. Students will reflect on their learning and practice in relation to their personal and professional development.  
**Assessment:** Presentation - submissions only (50%), Portfolio (50%)

### Marketing for Business Managers

[**Module Code: 4MARK012W**](#4MARK012W_return)

**Level 4**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module aims to provide students with an introduction to the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. It aims to provide students with an understanding of the marketing environment and the importance of gathering appropriate information to inform marketing decision-making. The module considers the marketing process, examining consumer behaviour and decision-making, and understanding the marketing mix and its application and adaptation within different marketing contexts to satisfy customer needs and business goals in a constantly evolving environment. In addition, this module emphasises the significance of sustainability and ethics in marketing. Students will explore how ethical considerations and sustainable practices can be integrated into marketing strategies, ensuring that marketing activities not only drive business success but also contribute positively to society and the environment. Through this comprehensive approach, students will be equipped to make responsible marketing decisions that balance profitability with social responsibility and environmental stewardship.   
**Assessment:** Presentation Group (50%), In-Class Participation (50%)

### Retail Marketing

[**Module Code: 5MARK006W**](#5MARK006W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: 4MARK001W Marketing Principles or equivalent***  
This module examines the marketing environment facing modern retailers, the drivers behind industry change, the sustainability of retail supply chains and the aspects of marketing which present particular challenges for retailers. The emphasis will be on challenges facing all retail multiples in a rapidly evolving, highly competitive market, understanding the impact that shopper and consumers have on Retailers decision making.   
**Assessment:** Coursework (50%), Presentation Group (50%)

### Sports Marketing

[**Module Code: 5MARK010W**](#5MARK010W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module analyses the historical development and contemporary role of sport media in the marketing of online and offline sport offerings. Contextually, it critically review the impact of the media upon the growth of sport and evaluates the part played by broadcast and online social media in the evolution of sports marketing. The module will build on contemporary marketing theory and to apply it in a sports context, examining the subject within a broad framework of sport that covers both commercial and non-commercial sports from the live and non-live offerings that sport media stakeholders provide. As such, students will look at the application of marketing concepts in sport, and in particular targetted market segmentation and the roles of branding and sponsorship. The module also explores concepts of gamification, eSports, rule changes and identity/social issues, all influenced by the role sport media has played in the marketing of sport.   
**Assessment:** Coursework (50%), Portfolio (50%)

### Interactive and Digital Marketing

[**Module Code: 6MARK015W**](#6MARK015W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

An excellent module for anyone considering a career in Digital Marketing, the wider marketing communications industry or setting up your own online business. It creates an opportunity for students to participate in appraising the online presence of brands and to identify the underlying campaign strategies. You will carry out your own research, learn to reflect and give feedback to your peers and write and present succinctly - a critical skill required in industry.  
**Assessment:** Coursework (50%), Presentation Group (50%)

### Sponsorship and Partnership Management in Sport

[**Module Code: 6SPMN004W**](#6SPMN004W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

Sponsorship plays an increasingly important role in the organisation and funding of sport. By critically examining the relationships and the way the sponsor, the sponsored organisation and the media work in partnership, the module will provide a contextual overview of the global sports sponsorship market and critically evaluate the component parts of the business of sponsorship, the motivations of participants and how they successfully interact. Through the analyses of live case studies, students will develop creative solutions to real-world sponsorship challenges. This will equip them with the skills to apply appropriate theory when confronted with the uncertainty and complexity of unfamiliar practical challenges and understand how culture and community may affect, and be affected, by the impacts of sponsorship.  
**Assessment:** Coursework (50%), Presentation - submissions only (50%)

### Social and Green Innovation

[**Module Code: 6SUEV002W**](#6SUEV002W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

The Social and Green Innovation module introduces social and green innovation studies and explores conditions that enable these activities in businesses. Through various learning activities, students will develop an understanding of the different strategies for managing innovation and study the impact of these strategies. Students will develop creative and innovative skills, which are necessary conditions in the complex world in which business operates.  
**Assessment:** Coursework (50%), Coursework (50%)

### Sustainable Supply Chain Management

[**Module Code: 6SUEV003W**](#6SUEV003W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

This module is focused on the study of Sustainable Supply Chains and their contribution to both environmental and social sustainability, an area of increasing importance to employers. The first part of the module provides the context for sustainable supply chains, examining the importance of the organisation’s eco system and the collaboration with partners to achieve sustainability goals. The module examines how sustainability impacts are measured, monitored and improvements planned. The second part of the module focuses first on environmental auditing and the role of technology is facilitating sustainability, and then addresses Human Rights and Due Diligence in the Supply Chain with a focus on understanding Supplier Codes of Conduct and their implementation and monitoring.  
**Assessment:** Coursework Practical (25%), Portfolio (75%)

## Tourism

### Sustainable Tourism in the Developing World

[**Module Code: 6TOUR002W**](#6TOUR002W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: Previous tourism studies background required.***  
This module investigates the evolution, growth and future of the concept of sustainable tourism; exploring the origins, definitions and concepts of sustainable development and examining applications to the tourism industry and tourism destinations. The module introduces tools that have been identified as useful in the quest for more sustainable/ responsible forms of tourism development. Climate Change, environmental and social issues are addressed in detail and the context of the developing world is emphasized throughout. The module aims to give a genuinely global view of tourism development and uses a variety of perspectives and theories to achieve this.   
**Assessment:** Presentation (25%), Coursework (75%)

### City Tourism and Urban Change

[**Module Code: 6TOUR007W**](#6TOUR007W_return)

**Level 6**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Previous tourism studies background required***  
This module focuses on city tourism: in particular how the development of tourism in cities is linked to wider processes affecting the development of contemporary cities. Using ideas from urban studies, cultural geography, planning, and tourism, this module accounts for recent trends in city tourism and relates them to wider trends in leisure consumption. The module pays particular attention to the ways that tourism links to wider urban processes: e.g. regeneration, gentrification and globalisation. The module will explore the economic, cultural and policy context for urban leisure experiences, including tourism. Field study visits in London will be incorporated into the programme and used to inform the assessment. The module addresses professional practice by analysing relevant city strategies and interventions.   
**Assessment:** Portfolio (100%)

## Westminster Plus Elective

### Applying the Tools of Positive Psychology for Personal and Professional Development

[**Module Code: 5WSEL020W**](#5WSEL020W_return)

**Level 5**

**Semester 2**

**Location: Marylebone**

**UK Credit Value: 20**

***Westminster Plus Elective modules are cross-disciplinary in nature and have been***  
***co-created with students in order to provide a unique learning experience.***  
This distinct Westminster Plus Elective module will demonstrate how utilising the transformative and empowering tools of positive psychology can enhance personal and professional well-being and contribute to success. The identification and assessment of strengths, perceived as the foundation for personal development and performance management will be explored, as well as a successful alignment of strengths with personal goals and their attainment. This will be complemented by an investigation of the importance of happiness (or positive well-being) in all areas of life. Theoretical perspectives on ‘flow’ and ‘engagement’ will also be examined and techniques of coaching psychology for enhancing positivity will be practiced. This module is ideal for those students who want to develop positive strategies of resilience, innovation and creativity to achieve personal and professional growth. Students will engage with different perspectives of positive organisational behaviour, especially as they relate to developing strategies for success within a workplace environment.  
**Assessment:** Portfolio (25%), Coursework (75%)