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| 4000LBSBSC  Semester 1  *Business* | Business and the Economy  (20c) | *Aim:*  To provide students with an ability to understand the importance of the UK economic environment in which firms and financial institutions operate. To enable students to consider the consequences of economic policy decisions on business. | *Learning activities:*  Formal lectures workshops and tutorials | *Assessment:*  Individual Essay (50%) Examination (50%) |
| 4000SSLN  Semester 1  *Business* | Events Industry  (20c) | *Aim:*  To gain knowledge and understanding of:  a) the role of events in society  b) the event industry, the external environment of events and the importance of stakeholders | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and event site visits. | *Assessment:*  Essay (30%) Report (70%) |
| 4001BPR  Semester 1  *Business* | Business Environment  (20c) | *Aim:*  To provide a comprehensive foundation for the application or theory and practice in the business environment. | *Learning activities:*  Workshops, incorporating individual and group learning activities. | *Assessment:*  Presentation (40%) Report (60%) |
| 4001SSLN  Semester 1  *Business* | Professional Skills Development 1  (20c) | *Aim:*  This module aims to develop students as independent and reflective learners, using a broad range of academic skills; able to take responsibility for their own performance, learning and actions; within the context of the events management profession. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. Material from other modules in the programme will form the basis of some of the activities where students will reflect on feedback from peers and tutors. Fieldwork will be used to develop team skills and information collection/evaluation skills. Support for Personal Development Planning will be built into the module encouraging self-evaluation and personal action planning. | *Assessment:*  Self Awareness Statement (10%) Portfolio (90%) |
| 4002BPR  Semester 1  *Business* | Public Relations: Practice and Principles  (20c) | *Aim:*  To gain a practitioner based insight into the practice and positioning of the public relations function. | *Learning activities:*  Workshops, guest speakers, practitioner led sessions | *Assessment:*  Portfolio (100%) |
| 4002LBSBSC  Semester 1  *Business* | Finance and Accounting for Managers  (20c) | *Aim:*  To provide students with both a theoretical understanding and practical application of management level accounting and finance skills. This will include from how an organisation first decides which business structure to form; how trading activities are recorded and evaluated; to how to decide which products to make or buy; through to evaluating its success. The syllabus also includes a review as to what are the key considerations when in need of additional expansion funds and how this should be evidenced / supported.  From having completed the above considerations, it will enable students to contribute effectively and efficiently within their future workplace, as they will realise just how crucial such areas are for a successful organisation (s). | *Learning activities:*  In order to stimulate the students they will be actively involved in identifying the rationale behind key operational and management decisions of UK and international based companies, throughout the semester.  They will create a newly formed business structure, be able to select the locality, operational costs of production, capacity factors, to produce supporting calculations within Excel models.  Students will be informed of the different financing options available and prepare a supporting additional funding request business plan presentation, considering current and expected economic and market conditions.  Usage of SAGE accounting software, allowing students to gain ‘hands-on’ experience as to how it functions, from entering financial raw data into the software package, through to the preparation of financial statements i.e. a statement of profit or loss and other comprehensive income, statement of financial position, cash flow statement and forecast budgets.  The module is fully supported by Canvas including lecture notes, case studies, internet links and appropriate literature sources.  Students will link apply knowledge gained through the other core modules of business operations, marketing and contemporary business issues. | *Assessment:*  1 HR Multi-choice Exam (40%) Report (60%) |
| 4003BPR  Semester 1  *Business* | Communication Theory  (20c) | *Aim:*  To introduce the concept of communication and to enable students to recognise the communication process through the application of theoretical communication models. | *Learning activities:*  Workshops, guest speakers. | *Assessment:*  Portfolio (100%) |
| 4005LBSBSC  Semester 1  *Business* | Managing People and Organisations  (10c) | *Aim:*  This module aims to give students an understanding of some of the theoretical and practical applications relevant to the management of people and their behaviour in organisations. It looks at work psychology underpinning management theory and introduces students to the role of the manager and leader, the management process and contemporary management practice. | *Learning activities:*  Formal lectures and workshops | *Assessment:*  Group written coursework (100%) |
| 4005SSLN  Semester 1  *Business* | Management and Leadership in Tourism  (20c) | *Aim:*  This module aims to provide an introduction to management and leadership theory with particular reference to tourism. It aims to develop management and leadership skills in students, which they can apply in employment or in practical elements of their degree. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, and case study discussions, all contextualised to the tourism industry. | *Assessment:*  Presentation (50%) Exam (50%) |
| 4006SSLN  Semester 1  *Business* | Introduction to Management and Leadership  (20c) | *Aim:*  This module aims to provide an introduction to management and leadership theory with particular reference to the events industry. It aims to develop management skills in students which they can apply in employment or in practical elements of their degree. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, and case study discussions, all contextualised to the events industry. | *Assessment:*  Group Presentation (50%) Exam (50%) |
| 4010SSLN  Semester 1  *Business* | The Business of International Tourism  (20c) | *Aim:*  To introduce students to the business of international tourism in order to gain fundamental knowledge of the tourism industry its structure, organisation and impact. Moreover, since tourism is part of the service industry this module also aims to introduce the students to relevant issues related to the consumer. The students will also get an introduction to the tourism industry through different forms of business contacts. | *Learning activities:*  Delivered via lectures and seminars | *Assessment:*  Presentations (30%) Essay (70%) |
| 4011SSLN  Semester 1  *Business* | Tourism Concepts  (20c) | *Aim:*  To enable the students to gain an understanding of tourism as a phenomenon and to introduce relevant tourism concepts. The aim of the module is also to provide the students with skills referring to academic conduct and writing. | *Learning activities:*  Delivered via lectures and seminars | *Assessment:*  Portfolio (90%) Self Awareness Statement (10%) |
| 4032BUSMK  Semester 1  *Business* | Foundation of Marketing 1  (20c) | *Aim:*  To introduce students to the underlying principles of marketing as a whole and a range of specific marketing activities | *Learning activities:*  Lectures  Seminars  Student centred feedback and feed forward | *Assessment:*  Group (max 4) 2500 word rept (100%) |
| 4033BUSMK  Semester 1  *Business* | Management in Practice  (20c) | *Aim:*  This course offers to marketing students an introduction to key concepts underpinning management theory and an overview of key management functions. Core topics related to management practices will be covered. | *Learning activities:*  Through directive learning, class discussions, case studies and group presentations the students are encouraged to engage in a critical and practical understanding of management and its functional areas. | *Assessment:*  Group work report 1,000 words (40%) Individual essay 1,500 words (60%) |
| 4100LBSBW  Semester 1  *Business* | Business and Economic Decisions  (20c) | *Aim:*  The module aims to provide an introduction to business economics as a foundation for further study. The emphasis will be economic theory and concepts developed from real world business issues. Essentially this module introduces students to economics and applications related to business. | *Learning activities:*  There are THREE components to learning activity :  1. Lectures - introduction of new material  2. Workshop - Recapping and developing material  3. Seminars - applying and testing of material | *Assessment:*  ESSAY (50%) EXAM (50%) |
| 4101LBSBW  Semester 1  *Business* | Contemporary Business Issues  (20c) | *Aim:*  This module provides the essential frameworks to understand current issues in business and their impact on companies and society. | *Learning activities:*  Lectures, seminars, workshop, case studies, guest speakers. | *Assessment:*  POSTER (40%) ESSAY (60%) |
| 4102LBSBW  Semester 1  *Business* | Academic and Business Skills  (20c) | *Aim:*  To enable students to develop the concepts and skills necessary to be effective learners and gain sufficient work base skills to enhance their future employability. | *Learning activities:*  Lectures, workshops and on-line multimedia teaching materials including specifically targeted help videos and media content. | *Assessment:*  PRESENTATION (25%) REPORT (65%) SELF AWARNESS STATEMENT (10%) |
| 4201SSLN  Semester 1  *Business* | Sport Business 1  (20c) | *Aim:*  This module is an introduction to the concepts that surround the sports business and will examine the areas that make up this fast-developing industry. Students will learn both practically and theoretically, explore key agencies and organisations. In addition students will look historically and explore the possibilities for the future in sport business. | *Learning activities:*  Students will participate in workshops and online learning introducing real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials. Activities will be student-centred and will enable participants to realistically develop an understanding of the sport business. | *Assessment:*  Portfolio (100%) |
| 4203SSLN  Semester 1  *Business* | Sport Management  (20c) | *Aim:*  This module is designed to introduce students to the basic management principles in a range of sports settings and use theory to design solutions for a range of initiatives. | *Learning activities:*  Students will participate in workshops that include case studies, and working alongside external organisations students will work both in groups and as individuals. Activities will be student-centred and will enable participants to realistically develop an understanding of management principles. Students will have the opportunity to apply the theory developed in this module to a work-based experience that is part of 4204SSLN. | *Assessment:*  Essay (40%) Exam (60%) |
| 5000SSLN  Semester 1  *Business* | Staging Events 1  (20c) | *Aim:*  The aim of this module is to equip students with the theoretical knowledge and understanding and practical skills needed to plan a live event. | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and event site visits. | *Assessment:*  Group Presentation (70%) Portfolio (30%) |
| 5002BPR  Semester 1  *Business* | Media Management  (20c) | *Aim:*  To demonstrate the various media campaign tactics available to the modern PR manager. | *Learning activities:*  Centred around a logical series of skill-based media workshops, interspersed with mini lectures. | *Assessment:*  Client-led media presentation (40%) Press Pack (60%) |
| 5002SSLN  Semester 1  *Business* | Research Design  (20c) | *Aim:*  To enable students to understand a variety of research methodologies and be able to understand and critically analyse the application of different research methods to a diverse range of research topics. | *Learning activities:*  Interactive lectures during which students will participate in discussions based around material presented in the lectures, as well as drawing on prescribed reading and case studies. | *Assessment:*  Essay (100%) |
| 5003BPR  Semester 1  *Business* | Corporate Communications  (20c) | *Aim:*  To enable students to critically evaluate the role of strategic internal communication in enabling organisations to be more effective from both a theoretical and practitioner perspective | *Learning activities:*  Workshops, guest speakers, online activities | *Assessment:*  essay (100%) |
| 5004SSLN  Semester 1  *Business* | Integrated Marketing Communications  (20c) | *Aim:*  This module equips students with the skills and knowledge needed to manage integrated marketing communications and brand support activities, contextualised to events. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, practical workshops and case study discussions, all contextualised to integrated marketing communications. | *Assessment:*  Report (50%) Event (50%) |
| 5005BPR  Semester 1  *Business* | Graduate Enterprise  (20c) | *Aim:*  To develop a business idea in response to an identified business opportunity | *Learning activities:*  Lectures  Guest speakers  Action learning  Research activities  Business networking  Utilisation of business resources | *Assessment:*  Group work business proposal (70%) Reflection on learning (30%) |
| 5006SSLN  Semester 1  *Business* | Professional Skills Development 2  (10c) | *Aim:*  To develop knowledge and skills required to improve performance in a professional capacity | *Learning activities:*  Delivered via workshops. Wherever possible the activities will relate to experiences within the workplace. This module will be linked to Personal Development Planning and Peer Learning Groups | *Assessment:*  Portfolio (100%) |
| 5010SSLN  Semester 1  *Business* | Managing Tourism Operations  (20c) | *Aim:*  This module aims to develop students' skills in finding solutions to conceptual and practical problems relevant to managing tourism operations | *Learning activities:*  Delivered via lectures, workshops, guest speakers and industry liaison. | *Assessment:*  Presentation (50%) Essay (50%) |
| 5012SSLN  Semester 1  *Business* | Investigating Tourism  (20c) | *Aim:*  To enable students to understand, critically analyse and apply a variety of research methodologies and methods. | *Learning activities:*  Interactive lectures during which students will participate in discussions based around material presented in the lectures as well as using prescribed reading and case studies. Workshops will be based on putting learning from the lectures into practice, to underpin the development of their own small-scale research projects. | *Assessment:*  Presentation (30%) Portfolio (70%) |
| 5015SSLN  Semester 1  *Business* | Integrated Marketing Communications for Tourism  (20c) | *Aim:*  This module equips students with the skills and knowledge needed to manage integrated marketing communications and brand support activities. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, practical workshops and case studydiscussions, all contextualised to integrated marketing communications. | *Assessment:*  Report (50%) Group Presentation (50%) |
| 5031BUSMK  Semester 1  *Business* | Contemporary Marketing Context  (20c) | *Aim:*  This course will address issues related to marketing in contemporary culture of consumption. In general, this module will use ideas from different disciplines to discuss how and why marketing has developed, and continues to develop, as an academic discipline and a business practice. In particular, the course will cover theories that help explain the various relationships between markets and consumption relevant to marketing in a global cultural context. | *Learning activities:*  The learning activities for this module will comprise of a lecture, seminar and tutorial. The lecture will be used to introduce students to theories, concepts and models. Seminars will enable students to apply marketing theory/concepts/models to develop a deeper understanding, with tutorials used to further consolidate learning through group work and discussions. | *Assessment:*  Poster presentation (30%) Individual essay (70%) |
| 5033BUSMK  Semester 1  *Business* | Communicating the Brand  (20c) | *Aim:*  The aim of the module is to provide students with the knowledge and skills to analyse a wide range of organisational brands and understand how they are contributing to organisational value. | *Learning activities:*  This module will consist of a weekly 1 hour lecture, 2 hour seminar and 1 hour workshop.  The lecture will be interactive with the main theoretical concepts presented and applied to appropriate case studies.  The seminar will explore key areas of theory relating to branding in detail with case study activities used to apply the theory presented in the lecture in practice. These sessions will be based on group work, individual activities and encourage idea generation.  The workshop will focus on key concepts identified in the lecture and seminar in detail and allow students to practice their research, writing and presentation skills. Individual and group activities will be used to stimulate discussion and these sessions will be student led. | *Assessment:*  3,000 word Report (100%) |
| 5035BUSMK  Semester 1  *Business* | Strategy for Marketers  (20c) | *Aim:*  This module aims for students to be able to acquire knowledge about issues and dimensions of strategy in relation to marketing activities. To recognise the importance of both internal and external organisational factors, in determining the competitive success of organisations, as well as the marketing activities that influence this success. It also aims for students to appreciate the key issues when implementing marketing orientated strategy, and for students to be able to apply theoretical knowledge to practical situations involving strategic management and marketing. | *Learning activities:*  Lectures will be taught over a two hour block, one a week in semester one. They will be front loaded into the module, this is to ensure students have key information early and are able to reflect upon their learning. This will also enable time to be allocated to workshops that will give students the opportunity to practice answering case study questions in preparation of their case study exam towards the end of the semester. Seminars will run right through the semester and are designed to reinforce the theory and application, with students identifying how strategy from a marketing orientation is applied to real world situations. | *Assessment:*  3 Hour Exam (100%) |
| 5102LBSBW  Semester 1  *Business* | Organisational Behaviour  (20c) | *Aim:*  This module will introduce students to the key concepts of organisational behaviour, managing people, involving an examination of organisational, human resource management and industrial relations theory. This will be achieved through relating relevant theory to practical people and organisational management issues. | *Learning activities:*  Learning activities will take place during lecture, seminars and workshops conducted each week. Students will be provided the opportunity to work in groups and also as individual for different activities such as case study analysis, group presentations and research articles analysis during seminars and workshops. | *Assessment:*  PRESENTATION (30%) REPORT (70%) |
| 5105LBSBW  Semester 1  *Business* | Investment and Finance  (20c) | *Aim:*  The module is designed to enable the student to use investment appraisal techniques and to critically evaluate investment appraisal activity within the firm. The module will also enable students to demonstrate an awareness of the significance of finance theory and its contemporary and practical relevance. | *Learning activities:*  There are THREE components to learning activity :  1. Lectures - introduction of new material  2. Workshop - Recapping and developing material  3. Seminar - applying and testing of material | *Assessment:*  EXAM (50%) REPORT (50%) |
| 5107LBSBW  Semester 1  *Business* | Retail Management  (20c) | *Aim:*  To develop and apply an in-depth knowledge and understanding of the issues of the current retail environment  To gain an understanding of the various roles and functions of organisational management in retail  To provide the opportunity for students to apply their learning to real world problems in retail | *Learning activities:*  Lecture, Seminar, workshop | *Assessment:*  ESSAY (50%) REPORT (50%) |
| 5109LBSBW  Semester 1  *Business* | International Institutions Trade and Markets  (20c) | *Aim:*  This module aims to provide students with the knowledge and skills to understand the international aspects of contemporary business. | *Learning activities:*  Lectures will provide the theoretical foundations to discuss international business. Seminars will be used to look at case studies and analyse academic journal articles. Guest speakers will be invited to share their real-life experience of managing in an international environment. | *Assessment:*  EXAM (75%) PRESENTATION (25%) |
| 5201SSLN  Semester 1  *Business* | Sport Business - Grassroots  (20c) | *Aim:*  This module aims to give students an in-depth understanding of the delivery and development of sport grassroots level. | *Learning activities:*  Students will participate in workshops and online learning introducing real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials. | *Assessment:*  Report (60%) Group Presentation (40%) |
| 5202SSLN  Semester 1  *Business* | Research Design  (20c) | *Aim:*  This module will help students to develop an understanding of the different approaches and methodological choices within social science research, which will lead to the production of a small-scale research article to disseminate the findings. | *Learning activities:*  This module is taught through personal tutor groups and seminars and will link to module 5204SSLN to engage the student in the use of social media and its uses in collecting data. | *Assessment:*  Research Article (80%) Presentation (20%) |
| 5203SSLN  Semester 1  *Business* | Entrepreneurship for Sport  (20c) | *Aim:*  Develop a new and realistic sport enterprise idea to a point where it would have the potential to set up as a business. | *Learning activities:*  Workshops  Guest speakers  Action learning  Research activities  Business networking  Utilisation of business resources | *Assessment:*  Presentation (70%) Reflection (30%) |
| 6001SSLN  Semester 1  *Business* | Enterprise & Entrepreneurship for Events  (20c) | *Aim:*  To develop an understanding of the concepts of entrepreneurship and business enterprise. | *Learning activities:*  Students will work individually on their chosen business idea. They will present their business idea to a panel of tutors and they will receive feedback from their presentation which will inform the subsequent development of an assessed business plan | *Assessment:*  Individual Pitch (30%) Business (70%) |
| 6003LBSAF  Semester 1  *Business* | Managing People and Organisations  (20c) | *Aim:*  The aim of this module is to provide students with an understanding of management issues/decisions and their impact on individuals and the organisation as a whole.  The aims of the module are:  a) To provide an understanding of strategic management issues.  b) To examine the competitive environment.  c) To examine the role of managers/leaders within the organisation.  d) To provide an understanding of the relationship between culture and its impact on individual behaviour. | *Learning activities:*  Lectures, seminars and on-line activities to be completed on weekly basis. | *Assessment:*  Individual Report 2000 words (20%) Closed Book Examination (80%) |
| 6004BPR  Semester 1  *Business* | Issues in Crisis Management  (10c) | *Aim:*  To illustrate how a crisis can help comprehend corporate cullture | *Learning activities:*  Workshops, discussions, filmed crisis scenarios and simulations | *Assessment:*  Crisis senario (100%) |
| 6005BPR  Semester 1  *Business* | Strategic Campaign Management  (20c) | *Aim:*  To explore, develop and apply effective public relations campaigns in the context of wider strategic goals. | *Learning activities:*  A 'campaign room' where the emphasis is on students to be able to understand the practical aspects of campaigns and how they are underpinned by theory. | *Assessment:*  Campaign Structure (60%) Client Campaign (40%) |
| 6006BPR  Semester 1  *Business* | Working in the creative industries  (20c) | *Aim:*  Understand the skills and needs of creative professionals in terms of their careers and roles in the sector | *Learning activities:*  A range of workshops | *Assessment:*  Portfolio (100%) |
| 6011SSLN  Semester 1  *Business* | Tourism, Heritage and Culture  (20c) | *Aim:*  To provide students with a critical understanding and knowledge of the relationship between tourism, heritage and culture | *Learning activities:*  Delivered by lectures and seminars | *Assessment:*  Case Study Report (100%) |
| 6012LBSBSC  Semester 1  *Business* | Contemporary Economic Policy  (20c) | *Aim:*  To provide students with an ability to relate macroeconomic and microeconomic theory to the design and analysis of public policy. To assess the contribution of economics to a range of contemporary policy debates in both the public and private sectors. | *Learning activities:*  Formal lectures, seminars and workshops. | *Assessment:*  Report (50%) 2 HR Exam (50%) |
| 6013SSLN  Semester 1  *Business* | Contemporary Issues in International Tourism  (20c) | *Aim:*  To develop and extend students' ability to critically analyse contemporary issues of debate within the context of international tourism studies. | *Learning activities:*  The module will be delivered by means of lectures and interactive seminars, during which students will participate in small group discussions based around material presented in the lectures, as well as drawing on prescribed reading and case studies. Visits to field sites as required. | *Assessment:*  Exam (100%) |
| 6015SSLN  Semester 1  *Business* | Tourism Business Enterprise  (10c) | *Aim:*  To develop an understanding of the concepts of entrepreneurship and business enterprise. To introduce the principles of setting-up a small business or social enterprise. | *Learning activities:*  Students will work individually on their chosen business idea guided by a series of lectures, seminars, workshops and business plan clinics. | *Assessment:*  Portfolio (100%) |
| 6031BUSMK  Semester 1  *Business* | Consumer Psychology  (20c) | *Aim:*  This module builds upon the Level 4 Consumer Behaviour module and further drills down how the psychological elements of human cognition, such as attention and memory, apply to the understanding of consumers and their behaviours in a marketing context. | *Learning activities:*  Lectures will be taught over a two hour block, one a week in semester one. All topics will start with a dedicated reference to the academic foundation of the psychological aspect of the topic, with the latter part of the lecture dedicated to the application to marketing context. Seminars are designed to reinforce the theory and application, with students identifying how consumer psychology is applied to real world situations. | *Assessment:*  3 Hour examination (100%) |
| 6032BUSMK  Semester 1  *Business* | Digital Marketing  (20c) | *Aim:*  This module will introduce the key theoretical elements of Digital Marketing and the contribution it can make to an integrated marketing communication campaign. | *Learning activities:*  Lectures, seminars and tutorials | *Assessment:*  Exam (100%) |
| 6038BUSMK  Semester 1  *Business* | Global Marketing  (20c) | *Aim:*  To analyse the principles and techniques involved in marketing strategically within an  international context. | *Learning activities:*  Lectures  Seminars,  Case Analysis  Group work  Class discussion  Individual assignment | *Assessment:*  3,500 word report (100%) |
| 6102LBSBW  Semester 1  *Business* | Strategic Management  (20c) | *Aim:*  1.To acquire knowledge about issues and dimensions of strategic management.  2.To recognise the importance of external and internal organisational factors in determining the competitive success of organisations. | *Learning activities:*  Lectures and seminars. | *Assessment:*  REPORT (100%) |
| 6104LBSBW  Semester 1  *Business* | Innovation & Creativity for Business  (20c) | *Aim:*  To understand how to create and manage business change which leads to product or service innovation;  To understand core and secondary corporate innovation practices enabling business leadership;  To present and analyse the strategic process and business informatics necessary for creating novel ideas with commercial viability;  To provide sustainable strategies for valuing commercially innovative approaches. | *Learning activities:*  This module will employ a range of student-centred learning activities including lecture, workshops, group discussion and seminars to explore and analyse innovative approaches to contemporary business problems. Business cases and examples are going to be engaged to lead the student towards a case-based problem solving | *Assessment:*  individual report (70%) Individual presentation (30%) |
| 6106LBSBW  Semester 1  *Business* | International Corporate Finance  (20c) | *Aim:*  This module is designed to enable students to make corporate financial decisions in an increasingly volatile international marketplace, in order to increase profitability, maintain liquidity and reduce financial risk.    The module follows the growth of a company from decisions concerning the acquisition of long-term and short-term sources of finance, to the evaluation of capital investment and ultimately the international marketplace as the company seeks to expand. | *Learning activities:*  In order to simulate the World of Work students will be actively involved in the analysis and evaluation of a Case Study throughout the semester.  The Case Study, provided to students on the first day of the course, follows the life of a company, from decisions concerning the acquisition of long-term and short-term sources of finance, the evaluation of capital investment, the financing of growth including mergers & acquisitions to ultimately, facing the possibility of liquidation.  Students will also be asked to respond to real-time data such as changes in exchange rates, interest rates, oil prices etc and new information such as prices changes, new quotations etc present by the lecturer throughout the semester | *Assessment:*  REPORT (100%) |
| 6107LBSBW  Semester 1  *Business* | Marketing for Emerging Markets  (20c) | *Aim:*  This module highlights the challenges of operating internationally in a global economy by comparing and contrasting international marketing theory based on developed economies with those of emerging markets and regional economies worldwide. Students are taught the key ideological and political philosophies that exist internationally and are given an indication of emerging markets and their position in the global economy. The complexity and marketing challenges are reinforced using student-directed exploration, research, analysis and evaluation in groups of designated emerging markets. | *Learning activities:*  Lectures, seminar discussions, case studies, group exercises, group presentations, self-assessment questions. | *Assessment:*  ESSAY (40%) EXAM (60%) |
| 6109LBSBW  Semester 1  *Business* | International Business Organisations  (20c) | *Aim:*  This module explains to students the managerial challenges related to operating internationally for a business organisation. | *Learning activities:*  Lectures will provide the theoretical foundations to discuss international business. Seminars will be used to look at case studies and analyse academic journal articles. Guest speakers will be invited to share their real-life experience of managing in an international environment. | *Assessment:*  ESSAY (100%) |
| 6201SSLN  Semester 1  *Business* | Sport Business 3  (20c) | *Aim:*  To develop students' knowledge and understanding of the issues and concepts that exist within the sports business. To explore the multifaceted approach to the business that sport has become and the issues and complexities that surround it. To develop practical skills in relation to the core concepts of finance, sponsorship, marketing and technology. | *Learning activities:*  This module will be taught through a problem based learning (PBL) approach, combining workshops and tutorials. Analysis of case studies and real world examples will take place. This will be supported through guest speaker sessions with current industry practitioners. | *Assessment:*  Portfolio (100%) |
| 6205SSLN  Semester 1  *Business* | Sport Business in Practice 3  (20c) | *Aim:*  This module will support students in developing their employability and entrepreneurship skills. It is designed to provide students with an opportunity to respond to an employer's 'live' brief that will address a contemporary issue facing the current sport business industry that their host belongs to.  The module has a strong focus on independent work. This work must be original and cannot be a duplication of Sport Business in Practice 2. The student will be expected to produce a professional end product for the host organisation. | *Learning activities:*  This module requires the student to undertake a minimum of 100 hours of work in developing solutions to a 'live' brief.  This module requires the student to undertake a minimum of 100 hours on their project. The allocation of the 100 hours will be dependent on the agreed plan for completing their proposed solution for the host. | *Assessment:*  Presentation (30%) Portfolio (70%) |
| 7000LBSDB  Semester 1  *Business* | Digital Business  (20c) | *Aim:*  To develop students ability to analyse, design and deploy web based solutions in line with organisational strategic aims | *Learning activities:*  Lectures, business scenario activities, practical work | *Assessment:*  Digital commerce assignment (100%) |
| 7001SSLN  Semester 1  *Business* | Events in a Global Society  (20c) | *Aim:*  To develop a critical perspective of contemporary issues within the international events industry from stakeholder perspectives. | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group student led seminars. The sessions may include guest lectures by practitioners. | *Assessment:*  Blog Posts (100%) |
| 7002SSLN  Semester 1  *Business* | Planning and Resourcing Events  (40c) | *Aim:*  The aim of this module is to equip students with the theoretical knowledge, critical understanding and practical skills needed to plan and resource a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to event planning and management. | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and site visits. | *Assessment:*  Report (80%) Group Presentation (20%) |
| 7020DMKT  Semester 1  *Business* | Digital Marketing in Context  (20c) | *Aim:*  1. To develop a theoretical and practical understanding of current issues and trends in digital marketing.  2. To introduce students to the impact of digital marketing on organisations and customers.  3. To analyse the nature of the digital marketing function and understand the importance of an integrated marketing  strategy within the modern organisation.  4. To evaluate creative content and appropriate technologies to engage and retain customers.  5.To understand the digital marketing industry and contributions of associated bodies. | *Learning activities:*  This module will employ a range of learning activities including lectures, case studies, student led discussions, practical activies (e.g. design a viral campaign, create visual content). | *Assessment:*  Creative & Interactive DM blog (60%) Portfolio of prof development (40%) |
| 7021DMKT  Semester 1  *Business* | Digital Marketing Current and Emerging Technologies  (20c) | *Aim:*  To enable students to exploit digital technologies in line with companies’ marketing objectives | *Learning activities:*  This module is delivered through a series of workshops involving theoretical and practical work. | *Assessment:*  Online presence with report (100%) |
| 7022DMKT  Semester 1  *Business* | Marketing, Consumer & Business Insights  (20c) | *Aim:*  1. To understand the nature of the marketing function and the importance of a marketing orientation within the modern organisation.  2. To manage the marketing function as a practical entity based on relevant and appropriate management theory.  3. To communicate the value-added benefits of marketing to internal and external stakeholders.  4. To introduce students to the economic, social, psychological and technological dimensions of buyer behaviour.  5. To demonstrate how buyer behaviour inform marketing decision making. | *Learning activities:*  This module will employ a range of student-centred learning stategies, including lectures, case studies, group discussions and problem based learning. | *Assessment:*  Report (50%) Essay (50%) |
| 7352BUSME  Semester 1  *Business* | Strategy for Market Performance  (20c) | *Aim:*  To enable students to develop meaningful and effective strategic responses and implementation plans across the entire organisation, after undertaking comprehensive strategic analysis of specific business environments. | *Learning activities:*  Seminars to include tutor input, student presentations, critiquing of application of theory to practice, critical reflection and reflective and reflexive practice. | *Assessment:*  Report and Critical Review (100%) |
| 7000BUSMGT  Semester 1 & Semester 2  *Business* | Management Theory and Leadership  (20c) | *Aim:*  To explore the meaning of management and leadership;  To provide grounding in essential business management functions from a cross-functional and integrated perspective creating a foundation in management theory and practice. | *Learning activities:*  The workshops will be interactive in nature using practical examples of management and leadership. | *Assessment:*  Group presentation (60%) Class test (MCQ) (40%) |
| 7000LBSMGT  Semester 1 & Semester 2  *Business* | Management Theory and Leadership  (20c) | *Aim:*  To explore the meaning of management and leadership;  To provide grounding in essential business management functions from a cross-functional and integrated perspective creating a foundation in management theory and practice. | *Learning activities:*  The workshops will be interactive in nature using practical examples of management and leadership. | *Assessment:*  Group presentation (60%) Class test (MCQ) (40%) |
| 7001LBSIBM  Semester 1 & Semester 2  *Business* | International Business and Trade  (10c) | *Aim:*  To gain a critical understanding of how global forces shape business environments in a world where national economies are no longer self contained entities but are interconnected and interdependent. | *Learning activities:*  A series of interactive workshops consisting of mini-lecture and student centred activities. | *Assessment:*  2,500 word individual report (100%) |
| 7001LBSMGT  Semester 1 & Semester 2  *Business* | Economics and Finance  (20c) | *Aim:*  The critical appraisal of financial information in the context of the economic environment | *Learning activities:*  The workshops will be interactive in nature using practical applications of economics, accounting and finance. | *Assessment:*  1,500 words (25%) 3.500 words (75%) |
| 7002LBSMGT  Semester 1 & Semester 2  *Business* | Strategic Management  (20c) | *Aim:*  To introduce students to the strategy process in a range of organisational contexts and assist them to acquire practical experience in dealing with strategic management issues. | *Learning activities:*  Workshops include: tutor mini lecture, discussion of current strategic management issues, strategic business simulation, case study analysis, faciltated group discussion, problem solution, application of theory to practice. | *Assessment:*  individual 1,500 (25%) reflection 3,500 (75%) |
| 7006LBSMGT  Semester 1 & Semester 2  *Business* | Supply Chain Management  (10c) | *Aim:*  The aim of this module is to enable students to adopt a professional approach to SC&L decisions-making in order to develop and implement business solutions. | *Learning activities:*  The seminars will include tutor-led discussions of current business and management theories, problem-solving activities, and analysis of case studies. | *Assessment:*  Report (100%) |
| 7007LBSMGT  Semester 1 & Semester 2  *Business* | Marketing Management  (10c) | *Aim:*  To investigate the role and function of marketing within the context of changing consumer demands, globalisation, multi-media communication and social marketing. To analyse the levers that create the marketing mix for organisations and their relationship to the management skills of analysis, planning and control. | *Learning activities:*  Workshops include: mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solving, application of theory to practice. | *Assessment:*  gp presentation and report (100%) |
| 4001LBSBSC  Semester 2  *Business* | Data Analysis for Business  (10c) | *Aim:*  This module provides an introduction to key numerical techniques used in the business world to aid decision making.  It aims to provide the mathematical and statistical foundations that are necessary in any area of business. | *Learning activities:*  Formal lectures and workshops. | *Assessment:*  Case Study (60%) In Class On-Line Test (40%) |
| 4002SSLN  Semester 2  *Business* | Event Marketing  (20c) | *Aim:*  The aim of the module is to provide a grounding in marketing theory in the context of events management. | *Learning activities:*  Lectures, seminars and workshops. | *Assessment:*  Report (30%) Essay (70%) |
| 4003LBSBSC  Semester 2  *Business* | Principles of Marketing  (20c) | *Aim:*  To provide students with:  A comprehensive introduction to the principles of marketing in various market settings. Students will develop an understanding of, and the ability to examine, the internal and external forces. Introduction to a range of strategic and tactic marketing tools that are vital for an informed approach to marketing decision making. Students will learn about building profitable relationships with customers and co-creating value in fast-changing and interdependent global marketplace, justifying marketing strategies, provide solutions, exercise creativity and demonstrate theory and practice by delivering a marketing plan for a real company. | *Learning activities:*  Formal lectures, seminars and tutorial. | *Assessment:*  Group Presentation (50%) Exam (50%) |
| 4003SSLN  Semester 2  *Business* | Event Planning & Risk Assessments  (20c) | *Aim:*  To introduce students to the application of event planning models, project management and risk assessment techniques to a variety of events | *Learning activities:*  The module will be taught through a combination of lectures, workshops using case studies of real life event examples and expert guest speakers. Students will participate in small group task-orientated activities based around real world event scenarios, including "opportunities" to work on real world events via EventStart. | *Assessment:*  Group Presentation (70%) Report (30%) |
| 4004BPR  Semester 2  *Business* | Marketing and Human Resource Management  (20c) | *Aim:*  A module which aims to enable students to identify the key responsibilities of the Marketing and Human Resource teams within a business and explain how they interact with other functions within an effective business. | *Learning activities:*  There will be a range of learning activities, in workshops. The content will reflect practitioner led approaches to management, Human Resources and Marketing. | *Assessment:*  Exam (100%) |
| 4004LBSBSC  Semester 2  *Business* | Operations and Technology Management  (20c) | *Aim:*  1. To introduce students to all aspects of operations management theory and practice in both services and manufacturing;  2. To give students the skills to solve real-world operations-related problems. | *Learning activities:*  Lectures and seminars. | *Assessment:*  Individual Report (60%) Group Presentation (40%) |
| 4004SSLN  Semester 2  *Business* | Creative Event Design and Experience  (20c) | *Aim:*  To develop students understanding of the role and importance of design, creativity and theming in the event production process. To understand the impact of design on audience experiences. | *Learning activities:*  The module will be taught through a combination lectures and seminars. Theories and concepts will introduced through the lectures whilst the seminars will adopt a problem-based learning approach, employing small group teaching to encourage the students to take responsibility for what and how they learn. Field trips and guest speakers will be utilised to reinforce the theoretical concepts. | *Assessment:*  Presentation (70%) Individual Portfolio (30%) |
| 4005BPR  Semester 2  *Business* | Creative Media Production  (10c) | *Aim:*  To utilise the advances in Web 2.0 to the advantage of the PR practitioner. | *Learning activities:*  Practicals, demonstrations, discussions, all focused on video production and PR led professional practice | *Assessment:*  Production of a video (100%) |
| 4006BPR  Semester 2  *Business* | Personal and professional development  (10c) | *Aim:*  To develop skills to support successful academic study and personal development | *Learning activities:*  Group workshops & individual personal development meetings | *Assessment:*  Portfolio (80%) Careersmart (20%) |
| 4007BPR  Semester 2  *Business* | Writing for PR  (20c) | *Aim:*    To acquire the necessary writing skills for Public Relations communications. | *Learning activities:*  Writing activities: formal, informal register, letters, e-mails, blogs, reports, press releases, etc, focussing on a variety on styles. | *Assessment:*  Portfolio (100%) |
| 4012SSLN  Semester 2  *Business* | Tourism Marketing  (20c) | *Aim:*  The aim of the module is to provide students with a grounding in marketing theory. | *Learning activities:*  Lectures, seminars and workshops | *Assessment:*  Report (30%) Essay (70%) |
| 4013SSLN  Semester 2  *Business* | Tourism Dynamics  (20c) | *Aim:*  To enable students to examine the cultural geography of tourism and to develop an understanding of contemporary debates within social sciences | *Learning activities:*  Delivered by lectures and seminars | *Assessment:*  Journal post (50%) Review (50%) |
| 4014SSLN  Semester 2  *Business* | Tourism and Leisure in Society  (20c) | *Aim:*  To enable students to gain an insight into the broad range of social science disciplines that have informed the study of tourism and to provide an introduction to social, cultural, political and environmental issues related to the development of tourism and leisure practices. | *Learning activities:*  The module will be delivered by means of lectures and interactive seminars, during which students will participate in small group discussions based around material presented in the lectures, as well as drawing on prescribed reading and case studies. | *Assessment:*  Presentation (40%) Essay (60%) |
| 4034BUSMK  Semester 2  *Business* | Consumer Behaviour  (20c) | *Aim:*  To acquire knowledge about the issues and dimensions of consumer behaviour. To recognise the importance of external and personal internal factors in determining behaviour and attitudes. | *Learning activities:*  Lectures and seminars, group and individual tasks. | *Assessment:*  2hr Closed Book Exam (65%) Collection of case study tasks (20%) Group research presentation (15%) |
| 4035BUSMK  Semester 2  *Business* | FOUNDATIONS OF MARKETING 2  (20c) | *Aim:*  To build on 4032BUSK Foundations of Marketing 1 and provide a strategic perspective of marketing within the organisation | *Learning activities:*  Lectures, Seminars , case studies, group exercises and presentations | *Assessment:*  Unseen examination (100%) |
| 4036BUSMK  Semester 2  *Business* | Business & Society  (20c) | *Aim:*  1. To explain the roles and impacts of business organisations within developed and developing countries  2. To describe the roles of, and relationships between corporations, nation-states and international institutions in shaping the global economy  3. To explain how the expectations of civil society influence the practices of business organisations | *Learning activities:*  This module will employ a range of student-centred learning strategies including lecture, case study, group discussion, creative problem solving exercises and self directed problem based learning. | *Assessment:*  Individual - 2500 words (100%) |
| 4103LBSBW  Semester 2  *Business* | Marketing for Business  (20c) | *Aim:*  To immerse students into the role and practice of marketing, providing knowledge and understanding of the relevant  theories through engagement. | *Learning activities:*  Lectures plus weekly seminars, case studies, group exercises, presentations, self assessment exercises | *Assessment:*  PRESENTATION (50%) EXAM (50%) |
| 4104LBSBW  Semester 2  *Business* | Finance and Accounting Skills  (20c) | *Aim:*  This module is designed to provide students with an understanding of essential finance and accounting terminology and methods to enable them to perform effectively and efficiently within their future workplace. Using practical examples, students will gain confidence to be able to financial modelling skills using Excel. | *Learning activities:*  In order to simulate the students they will be actively involved in identifying the rationale behind key operational and management decisions of UK and international based companies, throughout the semester.  They will create a newly formed business structure, be able to select the locality, operational costs of production, capacity factors, to produce supporting calculations within excel models.  Students will be informed of the different financing options available and prepare a supporting venture capital request business plan presentation, which will consider current and expected economic and market conditions.  The module is fully supported by blackboard including lecture notes, case studies, internet links and appropriate literature sources.  Students will link apply knowledge gained through the other core modules of business operations, marketing and contemporary business issues. | *Assessment:*  EXAM (30%) REPORT (70%) |
| 4105LBSBW  Semester 2  *Business* | Fundamentals of Management  (20c) | *Aim:*  This module is designed to introduce students to various theories of management and how they have developed. It will highlight various challenges faced by business managers in the 21st century including the various concepts, tools and models used to overcome them. It also aim to help student understand the need to develop personal management capability. | *Learning activities:*  Lecture (introduction of theory, concepts, discussions)  Workshop (Group work on analysis and mining for information)  Seminars (Case study analysis and current challenges in management) | *Assessment:*  ESSAY (60%) PRESENTATION (40%) |
| 4204SSLN  Semester 2  *Business* | Marketing, Sponsorship and PR  (20c) | *Aim:*  This module aims to develop knowledge and understanding both theoretically and through practical scenarios about the role of marketing, sponsorship and PR in the sports business. | *Learning activities:*  This module will be taught through workshops; problem-based learning; authentic learning tasks and industry case studies. This will be supported by individual and group tutorials. All activities will be student-centred and will enable participants to realistically develop an understanding of marketing, sponsorship and PR principles. | *Assessment:*  Essay (40%) Portfolio (60%) |
| 4205SSLN  Semester 2  *Business* | Sport Business 2  (20c) | *Aim:*  This module follows Sport Business 1 and progresses the concepts with a focus on sports federations, National Governing Bodies and the role of the media and technology. Federations/ governing bodies will be analysed and explored to enable students to understand the landscape of the sports business. | *Learning activities:*  This module will be taught through a combination of workshops, authentic learning tasks and industry case studies. This will be supported through individual and group tutorials. Activities will be student-centred and will enable participants to realistically develop an understanding of the sport business. | *Assessment:*  Group Presentation (60%) Report (40%) |
| 4206SSLN  Semester 2  *Business* | Sport Business in Practice 1  (20c) | *Aim:*  This module will allow students to experience, observe, contribute to and apply professional principles and sport business theory within a practical work-related environment. | *Learning activities:*  The module is designed to promote the concept of the autonomous learner, and to get students to start to plan for a career in sport business. This will be facilitated through experiential / action learning in a way that promotes both the emotional, intellectual and vocational development of the student.  Students will attend a work-based learning placement/project for a minimum of 10 days, that meets the individual student's needs and requirements. | *Assessment:*  Report (70%) Ind. Presentation (30%) |
| 5001SSLN  Semester 2  *Business* | Staging Events 2  (20c) | *Aim:*  The aim of this module is to equip students with knowledge, understanding and practical skills needed to stage and evaluate a live event. | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and event site visits. | *Assessment:*  Group Live Event (70%) Report (30%) |
| 5003SSLN  Semester 2  *Business* | Human Resource Management for Events  (20c) | *Aim:*  To enable students to understand the principles and practices of human resource  management in events organisations. | *Learning activities:*  The module will be delivered by means of lectures followed by seminars. Here students will participate in small group work based around material presented in the lectures. | *Assessment:*  Presentation (40%) Essay (60%) |
| 5004BPR  Semester 2  *Business* | Event Management  (20c) | *Aim:*  To appraise key issues and develop strategic planning for effective event management | *Learning activities:*  Lectures  Practical workshops  Case studies  Guest speakers | *Assessment:*  Event proposal (100%) |
| 5006BPR  Semester 2  *Business* | Professional Development & Research  (20c) | *Aim:*  To develop students' workplace understanding, employability and subject specific skills via a short project with a relevant employer.  To prepare students for the Level 6 Dissertation and enable students to develop a research proposal | *Learning activities:*  This module consists of a short, project based placement within an organisation dealing with PR related work. Learning on placement is experiential and reflective.  Research methods workshops and self directed activities with the support of a supervisor. | *Assessment:*  Reflection on work related lea (50%) Proposal for final year projec (50%) |
| 5007BPR  Semester 2  *Business* | Digital Communication Management  (20c) | *Aim:*  The module aims to give students a framework for understanding and evaluating the landscape in digital communication and the impact on the PR function | *Learning activities:*  Workshops, guest speakers. | *Assessment:*  2500 word report (100%) |
| 5011SSLN  Semester 2  *Business* | Work Related Learning  (20c) | *Aim:*  To provide an opportunity to gain experience in an area of work relevant to students' future career choice | *Learning activities:*  Developing transferable skills and self awareness, developing and writing learning agreements, reflective writing and portfolio preparation. Learning will be achieved by working as part of a team or member of a workforce within a tourism or leisure organisation | *Assessment:*  Portfolio (100%) |
| 5013SSLN  Semester 2  *Business* | Tourism, Culture and Society  (20c) | *Aim:*  To provide social and cultural contexts within which tourism takes place, and for students to develop the appropriate theoretical basis and practical skills to critically assess the socio-cultural environment of tourism and tourist practices. | *Learning activities:*  The module will be delivered by means of lectures and interactive seminars, during which students will participate in small group discussions based around material presented in the lectures, as well as drawing on prescribed reading and case  studies. Visits to field sites as required. | *Assessment:*  Presentation (40%) Essay (60%) |
| 5014SSLN  Semester 2  *Business* | Applied International Tourism  (20c) | *Aim:*  This module aims to equip students with the skills and knowledge needed to manage aspects of tourism operations. | *Learning activities:*  Activities will be student centred and facilitate group and individual work. They will include: lectures; seminars; tutorials; and practical exercises. | *Assessment:*  Poster presentation (50%) Report (50%) |
| 5032BUSMK  Semester 2  *Business* | Research Methods  (20c) | *Aim:*  The module takes students through key elements of the market research process and to develop some practical research skills. The module will also prepare students for the level six independent project or dissertation. | *Learning activities:*  Lectures about key topics, seminars where students work on research tasks in groups and workshops where student can avail of a drop in session will be part of the learning activities on the module. | *Assessment:*  Research Plan (2,500 words) (100%) |
| 5034BUSMK  Semester 2  *Business* | Practical Digital Marketing Skills  (20c) | *Aim:*  The module aims to provide students with a practical understand of the key areas of digital marketing. | *Learning activities:*  Practical workshops with complementary tutorials to reinforce learning. | *Assessment:*  Group Presentation (50%) Individual Report (50%) |
| 5036BUSMK  Semester 2  *Business* | Enterprise & Professional Practice  (20c) | *Aim:*  The aim of the course is to provide students with the knowledge and skills to act entrepreneurially. | *Learning activities:*  The seminars will focus on skills to support students to work in teams to develop a business solution / idea | *Assessment:*  Business proposal (30%) Individual reflection (70%) |
| 5103LBSBW  Semester 2  *Business* | Digital Business Intelligence  (20c) | *Aim:*  The course aims to introduce students to business intelligence tools that are used to transform structured and unstructured data into actionable insight. Based on data, students will learn how to lead and manage digital initiatives and/or to identify digital opportunities and devise digital strategy to respond to changes in markets and competition. | *Learning activities:*  - problem solving  - IT laboratory sessions focused on mastering various business intelligence tools  - data collection, cleaning and analysis  - case studies  - small group discussions  - presentation  - reporting | *Assessment:*  ESSAY (30%) PEPORT (70%) |
| 5104LBSBW  Semester 2  *Business* | Research Methods  (20c) | *Aim:*  The module aims to enable students to develop a research proposal on a topic of their choice. | *Learning activities:*  Lectures, seminars to support the development of IT and research skills. | *Assessment:*  RESEARCH PROPOSAL (100%) |
| 5106LBSBW  Semester 2  *Business* | International Monetary and Financial Systems  (20c) | *Aim:*  A critical understanding of international financial system – its role, risks and regulation of financial institutions, instruments and markets:  the ability to critically evaluate the role of financial institutions, markets and regulators in an increasingly volatile global market and  an opportunity to evaluate the impact of major economic events / developments in the monetary and financial system. | *Learning activities:*  In order to simulate the students they will be actively monitoring UK and international financial events, preparing a monthly summary as to how these could have an impact upon an organisation.  Case studies will be reviewed to identify how businesses have responded to historic financial crisis events. This will allow development of strategies as to how businesses should respond to such changes and develops earlier knowledge from contemporary business issues from level 4 and with level 5 link / apply knowledge gained through the core modules of economics and international institutions, trade and markets. It will also establish connections with level 6 modules of strategic management and the financial risk management option.  The module is fully supported by Blackboard including lecture notes, case studies, internet links and appropriate literature sources. | *Assessment:*  EXAM (75%) PRESENTATION (25%) |
| 5108LBSBW  Semester 2  *Business* | Consumer and Buyer Behaviour in Action  (20c) | *Aim:*  This module aims to offer students an opportunity to develop in-depth understanding of the study of consumer behaviour and consumer buying process. The module aims to cover the key aspects like consumers’ influence on the field of marketing and vice versa; Consumer perceptions and motivations; Consumer Decision-Making Process; ;Effect of culture and lifestyles on consumers; and External variables affecting consumer behaviour | *Learning activities:*  Lectures, seminar discussions, case studies, role-play exercises, self assessment exercises | *Assessment:*  EXAM (60%) TEST (40%) |
| 5204SSLN  Semester 2  *Business* | Sports Media  (20c) | *Aim:*  This module aims to provide a detailed insight into the multi-platform sport media industry. It will analyse both historical and contemporary perspectives of the role of media in sport, exploring online and offline offerings. | *Learning activities:*  Students will participate in workshops, seminars and on-line learning introducing real life case studies and theoretical constructs. Students will be supported through group and individual tutorials | *Assessment:*  Essay (30%) Report (70%) |
| 5205SSLN  Semester 2  *Business* | Sport Business - Elite  (20c) | *Aim:*  The aim of the module is for students to gain an in-depth understanding of the delivery and development of non-commercial sport at elite level. | *Learning activities:*  Students will participate in workshops which will include both real-life case studies and theoretical constructs. Students will be supported through group and individual tutorials. | *Assessment:*  Poster (25%) Report (75%) |
| 5206SSLN  Semester 2  *Business* | Sport Business in Practice 2  (20c) | *Aim:*  This module will support students in developing their employability and entrepreneurship skills. It is designed to provide students with the opportunity to negotiate either a placement or a project with an external host organisation. | *Learning activities:*  The module is designed to promote the concepts of the autonomous learner.  A significant part of the module will involve the delivery of a placement or project that students will self-negotiate with an external host. A small proportion of the learning hours will be spent in seminars to develop links between the placement/project and the context of other modules on the programme. | *Assessment:*  Presentation (30%) Report (70%) |
| 5208SSLN  Semester 2  *Business* | Sport Law  (20c) | *Aim:*  This module aims to provide students with a broad understanding of contemporary sport legislation and bodies involved within the regulation, administration and operation of sport. It will also explore the relationship between sport and the law focusing on sports regulation and jurisprudence and their impact on sports delivery. | *Learning activities:*  Workshops  Guest speakers  Action learning  Research activities  Site visits  Utilisation of law and business resources | *Assessment:*  Essay (50%) Group Debate (50%) |
| 6001BPR  Semester 2  *Business* | Integrated Digital Marketing Communications  (20c) | *Aim:*  To develop a theoretical and practical understanding of current issues and trends in digital marketing communications. | *Learning activities:*  This module is delivered through a series of workshops involving theoretical and practical work. | *Assessment:*  Online presence with report (100%) |
| 6002BPR  Semester 2  *Business* | Change Management  (20c) | *Aim:*  This module seeks to give students an understanding of the theory and practice of organisational change so that they can undertake and manage it effectively | *Learning activities:*  Workshops | *Assessment:*  4000 word report (100%) |
| 6002SSLN  Semester 2  *Business* | Event Impacts  (20c) | *Aim:*  To equip student with knowledge and understanding of event impacts and related theoretical perspectives. | *Learning activities:*  This module will consist of lectures outlining theoretical and conceptual approaches to and an understanding of event impacts followed by seminars informed through student led activities and field visits around Liverpool | *Assessment:*  Presentation (50%) Report (50%) |
| 6003SSLN  Semester 2  *Business* | Contemporary Issues in Events  (20c) | *Aim:*  To develop a critical perspective of contemporary issues within the events industry | *Learning activities:*  Interactive lectures which will be both tutor and student led. Students will participate in discussions based around material presented in the lectures as well as using prescribed reading and case studies. | *Assessment:*  Individual Presentation (30%) Essay (70%) |
| 6011LBSBSC  Semester 2  *Business* | Social Enterprise  (20c) | *Aim:*  To provide students with an understanding of social enterprises, their holistic development and position within the larger economy, value systems and enabling and inhibiting factors.  The module will focus on both the theoretical perspectives of social enterprise and practice of social enterprise.  1. To allow students to critically examine the social enterprise business model and the reasons for its growth.  2. To provide students with an understanding of social enterprises' contribution to society and position within the economy.  3. To explore current opportunities and barriers to the continued growth of social enterprise.  4. To facilitate the ability of students to assess the support requirements of a social enterprise and suggest improvement strategies. | *Learning activities:*  This module will use a combination of learning activities. However, in general, most topics will be delivered by a lecture, followed by a eminar and workshop. A combination of case studies, student presentations, debates, guest speakers and media resources may all form part of the learning activities. | *Assessment:*  Presentation (30%) Individual Report (70%) |
| 6012SSLN  Semester 2  *Business* | Responsible Tourism and Planning  (20c) | *Aim:*  To develop students' understanding of responsibility and sustainability in tourism, particularly focusing on tourism planning processes with regard to tourist destinations | *Learning activities:*  Delivered by lectures and seminars | *Assessment:*  Presentation (50%) Report (50%) |
| 6014LBSBSC  Semester 2  *Business* | Corporate Governance and Finance  (20c) | *Aim:*  The aim of this module is to enable students to evaluate corporate financial decisions that form an essential part of strategic decision making and a project business case – funding, financial investment appraisal, financial control, risk management and performance evaluation. | *Learning activities:*  Formal lectures and workshops. | *Assessment:*  A Series of Financial Exercise (100%) |
| 6014SSLN  Semester 2  *Business* | International Marketing  (20c) | *Aim:*  To critically examine the nature of international marketing with particular reference to the tourism sector. | *Learning activities:*  Lectures, seminars and workshops | *Assessment:*  Group Presentation (30%) Essay (70%) |
| 6034BUSMK  Semester 2  *Business* | Advertising and Integrated Marketing Communications  (20c) | *Aim:*  The aim of the module is to analyse a wide range of advertising and marketing communications from a theory and practice perspective that could be used to plan and implement an effective marketing communications campaign. | *Learning activities:*  This module will consist of a weekly 1 hour lecture, 2 hour seminar and 1 hour workshop.  The lecture will be interactive with the main theoretical concepts present and applied to appropriate case studies.  The seminar will explore key areas of theory relating to advertising and integrated marketing communications in detail with case study activities used to apply theory presented in the lecture in practice. These sessions will be based on group work and students will work on their own specific campaign ideas.  The workshop will focus on key concepts identified in the lecture and the seminar in detail and allow students to practice their research, writing and presentation skills. Individual and group activities will be used to stimulate discussion and these sessions will be student led. | *Assessment:*  Group presentation (40%) Individual report 3000 word (60%) |
| 6100LBSBW  Semester 2  *Business* | Corporate Social Responsibility  (20c) | *Aim:*  The aims of this module are for students to develop an understanding of the philosophical underpinnings of ethical decision making in a global business environment, to appreciate the impact of global business on host nations and to introduce present and potential future issues facing business, in order that students may incorporate ethical, environmental and responsible dimensions into management thinking (particularly strategic decision making) for a more responsible, sustainable and resilient future. | *Learning activities:*  The module will consist of structured lectures and seminars which will be designed to  reinforce and test students’ understanding of that week's topic. The tutorial activities  will involve analysing case studies, journal articles and media reports, combining real world experiences with the practical application of theories. | *Assessment:*  EXAM (100%) |
| 6101LBSBW  Semester 2  *Business* | Personal Development and Employment  (20c) | *Aim:*  This module aims to support students joining the programme from another institution/country. It is recognised that students will not necessarily experienced UK education or education in a UK Higher Education institution and will require guidance and instruction to enable them to adjust their understanding of academic practice to meet the expectations of the Liverpool Business School. It will do so by providing an opportunity for students to explore academic practice and critically reflect on their practice and application through self-awareness and reflection. In developing the students’ awareness of their inherent abilities and potential the module will also explore career planning. | *Learning activities:*  Teaching will be through interactive workshops that will facilitate discussion and cohort engagement.    In the early part of the module, the student will be introduced to external forms of assessment that will provide externally assessed indicators of the attributes and attitudes of the student. The purpose of this is to provide a basis for the exploration of the student’s response to the demands that will be made upon them by a UK Higher Education institution. The module, therefore, will seek to provide an opportunity for the student to reflect on both their previous experience and their response to that and the expectations they now face.    The module will support the student’s success by developing their skills in independent learning, criticality and academic practice. The purpose of this is to create knowledge that will assist students studies in other course modules.    The module necessitates a broad syllabus where much use will be made of directed study supported by the facilities of the careers service and the library. This approach will facilitate the development of students as independent learners.    The process leading to the completion of the portfolio will include reading, reflection and research. External tools, such as Belbin and psychological profiling software will be employed to assist students to reflect upon current skills, attributes and behaviours.  This will be incorporated into the workshop programme which will support the student throughout the process.    It is intended that part of the portfolio will be closely allied to the preferred field of employment. Through the portfolio and workshop, students will use the self-knowledge gained in the first part of the module to evaluate the needs of their chosen career path. Workshop sessions will seek to explore how the personal attributes, skills and knowledge are important in relation to both acquiring employment and developing a rewarding career.    The module will develop the detailed knowledge and competencies relevant to study at level 6 together with entry to and participation in the graduate labour market. | *Assessment:*  Portfolio (100%) |
| 6103LBSBW  Semester 2  *Business* | Business Consultancy  (20c) | *Aim:*  The aims of this module are for students to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models in the development of a solution that meets the client’s needs. | *Learning activities:*  The students will be given a real life business issue to resolve. A client will come in and set the problem. The students will then work in teams of consultants, with the module team acting as senior consultants to provide support and advice in the design and development of the solution. | *Assessment:*  presentation (40%) report (60%) |
| 6105LBSBW  Semester 2  *Business* | Financial Risk Management  (20c) | *Aim:*  This module is designed to enable students to identify, measure and manage financial risks. | *Learning activities:*  In order to simulate the World of Work students will be actively involved in the analysis and evaluation of a Case Study throughout the semester.  The Case Study, builds upon Semester 1 International Corporate Finance (Finance Route), with students now engaged in the management of the financial risks involved.  Students will once again be asked to respond to real-time data such as changes in exchange rates, interest rates, oil prices etc and new information such as prices changes, new quotations etc present by the lecturer throughout the semester | *Assessment:*  REPORT (100%) |
| 6108LBSBW  Semester 2  *Business* | Strategic Branding  (20c) | *Aim:*  To analyse the principles and techniques involved in branding strategically within in a micro and macro context. | *Learning activities:*  Lectures plus weekly seminars, case studies, group exercises, presentations, self-assessment exercises | *Assessment:*  EXAM (50%) PRESENTATION (50%) |
| 6110LBSBW  Semester 2  *Business* | International Business Cultures  (20c) | *Aim:*  Develop and demonstrate appropriate business and cultural understanding in an international context | *Learning activities:*  Lectures  Workshops  Seminars | *Assessment:*  PRESENTATION (50%) REPORT (50%) |
| 6203SSLN  Semester 2  *Business* | Organisational Management and Leadership  (20c) | *Aim:*  This module aims to analyse and interpret the structure of organisations within sport settings, thereby enabling students to develop an awareness of cultural, structural and management issues within these settings. | *Learning activities:*  This module will comprise both individual and group work and will be structured around lectures, seminar groups and group tutorials. Students will be expected to select in groups an organisation to examine and to design a method to do this. They will then work independently within the structure they have set up. | *Assessment:*  Report (60%) Exam (40%) |
| 6204SSLN  Semester 2  *Business* | Sport Event Management  (20c) | *Aim:*  This module aims to equip students with the skills needed to prepare, plan and execute a live sports event. | *Learning activities:*  Students will participate in workshops, seminars and tutorials throughout the module both in groups and as individuals. Activities will be student-centred and will enable participants to realistically develop an understanding of the event management process. As part of the module students will be expected to plan, run and manage a live sport event of their choosing. | *Assessment:*  Running a live event (40%) Report (60%) |
| 7000LBSIBM  Semester 2  *Business* | Management Across Cultures  (10c) | *Aim:*  To foster a critical approach to understanding and analysing culture and how culture might impact management and communication in an international business environment. | *Learning activities:*  Activities will consist of interactive lectures, group discussions, task-based activities and case studies. Students will be encouraged to explore their own cultural identities and share their knowledge and experience. | *Assessment:*  2,500 word individual report (100%) |
| 7003SSLN  Semester 2  *Business* | Staging and Evaluating Events  (20c) | *Aim:*  The aim of this module is to equip students with the theoretical knowledge, critical understanding and practical skills needed to stage and evaluate a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to staging and evaluating events, event impacts. | *Learning activities:*  The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and site visits. | *Assessment:*  Live Event (40%) Report (60%) |
| 7004LBSMGT  Semester 2  *Business* | Managing Business Research 2  (10c) | *Aim:*  To equip students with the necessary foundations in qualitative and quantitative research approaches to prepare a research proposal for dissertation and apply either or both of the research approaches studied. It will enable them to use of both SPSS and NVivo for analysis. | *Learning activities:*  The seminars will be interactive in nature and will include hands on experience of SPSS, AMOS and NVivo. Guidance and feedback on formative assessments will be provided on elements of the assessed proposal. | *Assessment:*  Research Plan 3000 words (100%) |
| 7005LBSMGT  Semester 2  *Business* | Management Competencies  (20c) | *Aim:*  To develop proficiency in core associate level management competencies and awareness of the holistic, interrelated functional dependencies within a business environment which enable informed management decision making. | *Learning activities:*  The workshops will be interactive in nature using practical examples, case based scenarios and business simulation software to develop management competencies. | *Assessment:*  Reflection 2,500 words (50%) Group presentation (50%) |
| 7008LBSMGT  Semester 2  *Business* | Managing Human Resourcing Strategy  (10c) | *Aim:*  To provide a conceptual framework for effective employee resourcing in an international context and demonstrate the contribution of employee resourcing to effective and ethical business practice. | *Learning activities:*  interactive workshops  group and individual analysis of case study material and critical incidents | *Assessment:*  Individual 3,500 words (100%) |
| 7009LBSMGT  Semester 2  *Business* | Experience Through Internship  (10c) | *Aim:*  1. To provide students with the opportunity to participate in experiential learning as part of their PGT programme.  2. To promote the development and application of knowledge and skills relevant to the business environment.  3. To enhance further development of students' personal and business competencies.  4. To foster initiative and independence of thought by encouraging students' contribution to and/or development within an organisation.  5. To further enhance links between LJMU and the local business community. | *Learning activities:*  Exposure to business, tutorials/seminars and independent study. Through collaboration the three major partners in the assessment process agree to the following:  - the student evaluates their learning  - the work-based supervisor evaluates the student's contribution  - the tutor assesses the student's achievement. | *Assessment:*  Personal Portfolio (100%) |
| 7023DMKT  Semester 2  *Business* | Digital Marketing Strategy and Planning  (20c) | *Aim:*  1. To understand the range of marketing strategy and planning models available to digitial marketers.  2. To apply relevant marketing strategy and planning models to a specific case study. | *Learning activities:*  Learning activities will include group activities and also analysis of case studies online. | *Assessment:*  Portfolio (100%) |
| 7024DMKT  Semester 2  *Business* | Digital Marketing Campaign Management  (20c) | *Aim:*  To implement and assess a digital marketing campaign on live case study within a group | *Learning activities:*  Seminars, online activities, group activity and planning. | *Assessment:*  Digital Marketing Campaign (85%) Reflection (15%) |
| 7025DMKT  Semester 2  *Business* | Research Methods for Digital Marketing  (20c) | *Aim:*  To provide a framework from which research philosophies, strategies and methods associated with research within business and marketing can be critically examined.  To develop a deeper understanding of research competencies with specific reference to Digital Marketing and the data collection methods that can be utilised. | *Learning activities:*  Lectures  Workshops with practical and interactive participation  Discussion of current techniques  Case Studies | *Assessment:*  Individual Research Report (100%) |
| 4006LBSBSC  Yearlong  *Business* | Personal and Professional Development  (20c) | *Aim:*  The module will seek to:  Provide opportunities to develop knowledge, skills, experiences, behaviors attributes and attitudes required for the transitions from student to graduate by developing their academic skill of critical reading, researching, writing and presenting.  Exposing them to strategies that enhance their employability and career choices. Which Includes Self-reflection, career management, selection and interview technique development. | *Learning activities:*  Formal lectures and workshops. | *Assessment:*  Portfolio (60%) Report (40%) |
| 4202SSLN  Yearlong  *Business* | Personal Learning and Development  (20c) | *Aim:*  This module will help students to develop skills essential for effective learning to degree level, introduce and develop the concepts of graduate skills and develop ideas regarding self-development and personal development planning. | *Learning activities:*  This module is taught through personal tutor groups, on a weekly basis, that support the individuals in relation to their own needs and development. | *Assessment:*  Self-Awareness Statement (10%) Portfolio (90%) |
| 6000SSLN  Yearlong  *Business* | Individual Research Project  (40c) | *Aim:*  To enable the student to investigate and critically analyse a topic that relates to Events Management | *Learning activities:*  The focus of the module rests on independent student learning. However, a number of workshops will be delivered to support and facilitate student learning and research project development process. These activities will consist of students using their own ideas and data as material in these sessions. Students will be further supported by their personal tutor in individual supervision meetings. | *Assessment:*  Proposal (10%) Research Project (90%) |
| 6003BPR  Yearlong  *Business* | Business & Public Relations Dissertation  (30c) | *Aim:*  To allow students to demonstrate their ability to select a valid business and public  relations topic, to collect and synthesize relevant information on the topic, to adopt a  critical attitude to the information retrieved, and to present the information in a  professional manner. | *Learning activities:*  Group seminars and individual tutorials | *Assessment:*  Individual dissertation (100%) |
| 6010SSLN  Yearlong  *Business* | Individual Research Project  (40c) | *Aim:*  To enable students to investigate and critically analyse a topic which relates to tourism and/or leisure | *Learning activities:*  Delivered by tutorials and workshops | *Assessment:*  Dissertation (90%) Proposal (10%) |
| 6036BUSMK  Yearlong  *Business* | Marketing Project  (40c) | *Aim:*  To enable students to define and undertake research into a specific marketing problem or issue within an academic context. | *Learning activities:*  Individual meetings with project supervisors will provide guidance on the management of the project. | *Assessment:*  10,000 word Research Project (100%) |
| 6039BUSMK  Yearlong  *Business* | Marketing Consultancy Active Learning Project  (40c) | *Aim:*  To enable students to undertake a work based marketing consultancy project during  the final year. This activity will allow the student to put into practice the skills and  knowledge gained. | *Learning activities:*  Tutorials on the role of consultancy.  Supervision during the project. | *Assessment:*  20 minute Presentation (30%) 5000 word Consultancy Report (50%) 1,500 word Reflection (20%) |
| 6202SSLN  Yearlong  *Business* | Research Project  (40c) | *Aim:*  To rigorously investigate an issue from the sport business industry. | *Learning activities:*  This module will be supported by a variety of learning activities including blended learning. Students will work in their PLGs to enable them to support each other. | *Assessment:*  Presentation (10 mins) (15%) Dissertation (85%) |
| 7353BUSME  Yearlong  *Business* | Understanding Organisations and The Insider Researcher  (20c) | *Aim:*  To enable students to experience the challenges and opportunities involved in undertaking insider research and in doing so to develop as reflexive scholarly- practitioners. | *Learning activities:*  Workshop to include tutor input, student presentations, critiquing of application of theory to practice, critical reflection and reflective and reflexive practice. | *Assessment:*  Report (80%) Portfolio (20%) |