BUSINESS MANAGEMENT
UNIT SPECIFICATIONS FOR
EXCHANGE AND STUDY ABROAD

Use the contents list to navigate to the unit specifications for each level

Contents

Year 2 (Level 5) Units

Year 3 (Level 6) Units
Unit Details

Unit Code: 5T5Z0004
Unit Coordinator: Mr John Byrne
Faculty/Dept: Faculty of Business & Law / Management
Level: 5  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Laura Peters
Current Status: PAD

Unit Outline

Title: Business Research Methods
Abbreviation: BRM
Keywords: Business, Research, Data, Quantitative, Qualitative

Unit Description

Brief Summary: This unit is designed to draw upon an appropriate range of research methodologies appropriate to Business School undergraduates and which have application in the workplace.

Indicative Content:
1. Introduction to Academic and Business Research
2. Literature Review and Topic Selection (sourcing, evaluation, identify research need)
3. Understanding different types of research (Inductive/Deductive/Positivist/Interpretivist)
4. Developing the research question/hypotheses/agenda
5. Exploring the research process and designing the research study
6. Consideration of Research Ethics
7. Explore sources of Data / Data Collection techniques
8. Basic data analysis techniques
9. How to communicate business research findings
10. Writing up the research findings and developing recommendations/conclusions.

This unit aims to provide students with the critical intellectual tools and the technical skills required to engage in project management and business and management research. The unit enables students to consider the origins and context of research practice, and also the role and significance of research. The development of research questions and research strategies will be studied including the value of primary and secondary sources. Qualitative and quantitative techniques will be examined to allow the whole research process from the framing of research questions to the presentation of results. The unit aims to examine the extent to which management research can be defined in terms of scientific method; the extent to which matters of fact can be isolated from judgements of value; and the extent to which ethics define what is, and is not, an acceptable subject for management research. The context of the module will be the contribution that research can make to business activity including the basics of market research. The distinctive features of this unit are that the content is structured so as to mirror the process that students must follow in order to produce an individual research proposal.

JACS:
External Examiner:
Assessment Board:

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Identify a suitable topic of research based on a literature review and an analysis of sources of data and information.

Learning Outcome 2: Identify and justify the relevant research approaches to business research and methodology, including communicating research findings.

Learning Outcome 3: Apply ethical considerations to a research proposal

Learning Outcome 4: Analyse and synthesise information and think critically

Learning Outcome 5: Show understanding of basic quantitative and qualitative methods to formulate and present information which supports decision making to solve managerial problems

Assessment
Employability & Sustainability Outcomes
- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Find, evaluate, synthesise and use information

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1. **Method of Assessment**: Override
2. **Research Proposal**: Not Applicable

**Description**
Each student will be expected to submit a research proposal of typically 2500 words maximum covering:
- Research title,
- Research purpose, Conceptual context, Research question(s) or managerial problem to be addressed, Research methods and validity, Research Ethics, sources of data and information, time and resource requirements, reflection on how the research might inform business decision-making.

**Learning Activities**
Breakdown of 150 hours of student learning activity
- Summative Assessment: 25%
- Directed Study: 25%
- Student-centred: 50%

**Mandatory Requirements**

**Learning Resources**
Special ICTS Requirements
Tutorials for 1 week need to be time-tabled in computer labs.

**Additional Requirements**

**Occurrences**

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MMU Unit Specification - Unit Content

Unit Details

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Unit Outline

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<td>Title:</td>
<td>Enterprise in Action</td>
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<td>Keywords:</td>
<td>Employability, Entrepreneurship, Innovation, Planning</td>
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Unit Description

Brief Summary:
This unit enhances student's employability by engaging students in a range of recruitment and selection processes whilst furthering their creative and entrepreneurial thinking that they developed in ICE at level 4.

Indicative Content:
This unit will cover a range of creativity and entrepreneurial sessions, which re-designed with brief teaching inputs followed by discussions, creative activities and independent group work that support the development of entrepreneurial skills. Using entrepreneurship theory and creativity exercises, students will develop entrepreneurial ideas into feasible business models. These sessions will include opportunity recognition and evaluation, creative thinking, entrepreneurial decision-making, risk evaluation, problem solving, value creation and propositions, business model design, and entrepreneurial networks and resources. Learning will be evidenced through presentations, demonstrations and a portfolio of work. Sessions are designed to with brief teaching inputs combined with discussions and creative activities.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Select and apply analytical tools to the screening of business opportunities.
Learning Outcome 2: Develop business opportunities into feasible business models.
Learning Outcome 3: Evaluate the sustainability of business models using practical and theoretical knowledge.
Learning Outcome 4: Reflect on and capture learning and communicate business ideas.

Assessment

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Description
In groups, students present their proposed business idea and strategies for screening, evaluating and validating the opportunity (typically 15-20 minutes). A group mark will be allocated.

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Description
Individual portfolio containing evidence of; the process and outcomes of generating and validating business ideas and reflection on learning. Typically 40 sides of A4 or equivalent.

Employability & Sustainability Outcomes

- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Apply teamwork and leadership skills
- Find, evaluate, synthesise and use information

Manage own professional development reflectively

Learning Activities
Breakdown of 300 hours of student learning activity

**Summative Assessment:** 25%

**Directed Study:** 25%

**Student-centred:** 50%

### Mandatory Requirements:

#### Learning Resources

#### Special ICTS Requirements

#### Additional Requirements

### Occurrences

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Unit Details

Unit Code: 5T5Z0027
Unit Coordinator: Mr Andrew Baird
Faculty/Dept: Faculty of Business & Law / Management
Level: 5  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Ideas, Creativity and Entrepreneurship
Abbreviation: ICE L5
Keywords: Entrepreneurship, Creativity, Ideas Generation, Business

Unit Description

Brief Summary: Develops enterprising behaviours, skills, attributes, and a reflective approach to the business start-up process. Introduces entrepreneurial career paths, responsible entrepreneurship and international aspects of the start-up process.

Indicative Content: The unit introduces the subjects of innovation, creativity, entrepreneurship, opportunity identification, product and service development, basic marketing, responsible entrepreneurship and goal setting and visioning. Visioning aims to help students identify their visions, goal and knowledge gaps. A view of entrepreneurship helps build awareness of an entrepreneurial career path and how it relates to the student now and in the future. Students will reflect on the importance of innovation, creativity, opportunity identification, product and service development, responsible entrepreneurship and basic marketing to entrepreneurship and more specifically business ideas generation. Students will be encouraged to look globally for products and manufacturing capability, and to consider selling to international markets as well as the domestic market. Students will be introduced to an outline revenue model which they will use to justify each of the business ideas generated.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Appraise a new product or service using the initial phases of innovation, creativity and entrepreneurship
Learning Outcome 2: Pitch and validate a new business idea.
Learning Outcome 3: Evaluate personal development and career plans.
Learning Outcome 4: Construct a portfolio to synthesise learning, summarise business ideas, and reflect on learning experience
Learning Outcome 5:

Assessment

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<td>Apply teamwork and leadership skills</td>
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<td>Find, evaluate, synthesise and use information</td>
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<td>Work within social, environmental and community contexts</td>
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<td>Use systems and scenario thinking</td>
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</table>
Individual portfolio containing evidence of the process and outcomes of generating business ideas with reflection on the learning. The portfolio will be reviewed formatively at points during the year and summatively at the end of the unit. The portfolio will contain evidence of all student activity and engagement.

### Learning Activities

**Breakdown of 300 hours of student learning activity**

**Summative Assessment:** 25%
**Directed Study:** 25%
**Student-centred:** 50%

**Mandatory Requirements:**

### Learning Resources

**Special ICTS Requirements**

**Additional Requirements**

### Occurrences

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MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5T5Z0003
Unit Coordinator: Mr John Byrne
Faculty/Dept: Faculty of Business & Law / Management
Level: 5  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Laura Peters
Current Status: PAD

Unit Outline
Title: Managing People, Technologies and Organisations
Abbreviation: MPTO
Keywords: People; Technologies; Organisations

Unit Description
Brief Summary: This unit builds upon basic OB knowledge acquired in Level 4 (e.g. from Understanding and Managing People) in order for students to apply theory critically to practice.

Indicative Content: This is important because the students need to begin to understand more fully the practical implications of managing complex organisational systems but also that they too have to develop the skills to be able to analyse and adjudicate between theories and models in their Level 6 units (e.g. projects) as well as in their professional careers. In doing so, it is envisaged that students will gain insights into the competencies needed when collaborating and working with others, when functioning in an organizational context. The ethical, business-focused, inter-personal capabilities that are required for professional conduct as Managers and Leaders (e.g. as HR ‘Thinking Performers’). How do we manage? Ethics and Decision-Making. Professional Where/when do we manage? Time & Space in OB: Nature of Change; Managing organisational design (working across boundaries). What is technology? it is more than just ‘IT’. Who are our people? National culture & leadership [GLOBE]. What does it mean to manage our people? More than Human ‘Resource’ Management. Who are the managed/managing? Leadership and followership. How do we learn about Managing People, Technologies and Organisations? Essay Writing, managing expectations.

JACS:
External Examiner:
Assessment Board:

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Frame and explore the significance of business theory and research in the professional management of people in organisations.

Learning Outcome 2: Identify data and interpret information through analysis and synthesis with literature and communicate in a structured, logical and evidence argument.

Learning Outcome 3: Discuss the value of reflective practice for HR professionals and other professional managers in a commercial/ organisational context, and reflect constructively on one's own professional capabilities and development.

Learning Outcome 4: Learning Outcome 5:

Assessment
Element  Type  Weighting  Min Pass Mark  Final  Los  Employability & Sustainability Outcomes
1  Coursework  100  Y  Analyse real world situations critically


Method of Assessment  Override
**Description**
A case-based assignment. Students need to deliver an academic essay designed to allow them to demonstrate an understanding of key concepts and frameworks, along with their application in practice. To do this, they will need to make effective use of a range of concepts and critique a variety of perspectives rather than just rely on one point of view or theory. The extent to which they are able to demonstrate clear understanding of different perspectives and their implications for professional conduct will influence the mark awarded. An understanding of what they will have learned from this exercise will be addressed.

**Learning Activities**
Breakdown of 150 hours of student learning activity

| Summative Assessment: | 25% |
| Direct Study: | 25% |
| Student-centred: | 50% |

**Mandatory Requirements:**

**Learning Resources**
Special ICTS Requirements
N/A

Additional Requirements
N/A

**Occurrences**
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**Stage History**

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# Unit Details

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# Unit Outline

**Title:** Marketing and Operations  
**Abbreviation:** MAROPS  
**Keywords:** Marketing; Operations; Strategy; Business; Management

# Unit Description

**Brief Summary:** This unit will introduce the marketing and operations functions and related underpinning theory. It will address the critical links between these two functions and their relationship to other parts of an organisation and its overarching strategy.

**Indicative Content:** This unit will address marketing and operations strategy; product/service development; operational and marketing planning; consumers and culture; supply chain management; quality and improvement.

# Learning Outcomes

On successful completion of this Unit, the student will be able to...

**Learning Outcome 1:** Demonstrate practical knowledge of marketing principles and basic operations management.

**Learning Outcome 2:** Evaluate the applicability of marketing and operations techniques to real-world situations.

**Learning Outcome 3:** Identify and assess the dynamic power of relationships that exist between marketing strategies and business operations.

**Learning Outcome 4:** Identify the links and planning processes that enable the coordination of the marketing and operations functions.

**Learning Outcome 5:** Apply theories and knowledge expressed in current literature in the disciplinary area to real-world cases to yield valid and defensible insights into contemporary business practices.

# Assessment

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| 1.      | Coursework | 50 | N | LO1, LO2, LO4 | Analyse real world situations critically  
Demonstrate professionalism and ethical awareness  
Apply teamwork and leadership skills  
Find, evaluate, synthesise and use information  
Use systems and scenario thinking  
Engage with stakeholder/interdisciplinary perspectives |
| Method of Assessment | Override | Report | Not Applicable | |
| Description | Students will be expected to produce a report of 2,500 words based on a product/service of their choice. This will include an examination of the relationship of the marketing and operations functions. |

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| 2.      | Examination | 50 | Y | LO1, LO2, LO3, LO4, LO5 | Analyse real world situations critically  
Demonstrate professionalism and ethical awareness  
Find, evaluate, synthesise and use information  
Use systems and scenario thinking  
Engage with stakeholder/interdisciplinary perspectives |
| Method of Assessment | Override | Examination | Not Applicable | |
| Description | A three-hour examination containing an element of MCQs. Students will typically be expected to answer three essay type questions (chosen from four), possibly with multiple elements. |
Learning Activities
Breakdown of 300 hours of student learning activity

- Summative Assessment: 25%
- Directed Study: 25%
- Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences

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Unit Details

Unit Code: 5T5Z0011
Unit Coordinator: Dr Helen Wadham
Faculty/Dept: Faculty of Business & Law / Management
Level: 5  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Title: Responsible Enterprise
Abbreviation: RESENT
Keywords: Sustainability, Business Ethics, CSR, Social Enterprise, Sustainable Business Model

Unit Outline

Brief Summary: Examines the nature and shape of business structure resulting from the responsible business initiatives and approaches enshrined in corporate governance/legal frameworks and implied by the growth/rise of CSR and sustainability consciousness

Indicative Content: Identification and analysis of the drivers in the general business environment of sustainability and ethical business practice followed by an evaluation of business responses to these drivers focusing more generally on the business strategy then more specifically on individual organisation policies practices (sustainability reporting, sustainable production/marketing & advertising, human rights, stakeholder, supply chain policies, measuring social outcomes and impacts).

JACS: External Examiner: Assessment Board:

Learning Outcomes

On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Identify and give examples of sustainable (defined as ethical social and ecological) issues within the national and global context and ow these relate to stakeholders.
Learning Outcome 2: Analyse the role of government at local, regional, national, and global levels in regulating and influencing businesses sustainability performance.
Learning Outcome 3: Critically appraise the sustainability options available to businesses using a wide range of relevant sources of data.
Learning Outcome 4: Evaluate the sustainability performance and actions of organisations through the application of appropriate academic concepts, models and frameworks.
Learning Outcome 5: Effectively communicate through appropriate structure and language and systematically reference evidence and information used to undertake an assignment.

Assessment

<table>
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<td>LO1  LO2  LO5</td>
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Method of Assessment: Override
Description: A 2,500 word essay

Employability & Sustainability Outcomes

Analyze real world situations critically
Communicate effectively using a range of media
Find, evaluate, synthesise and use information

<table>
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Method of Assessment: Override
Description: A 2,500 word report

Employability & Sustainability Outcomes

Analyze real world situations critically
Demonstrate professionalism and ethical awareness
Find, evaluate, synthesise and use information
Engage with stakeholder/interdisciplinary perspectives
Learning Activities
Breakdown of 300 hours of student learning activity

Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences

<table>
<thead>
<tr>
<th>Instance</th>
<th>Month</th>
<th>Mode</th>
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<tbody>
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# Unit Details

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<tbody>
<tr>
<td>Unit Code</td>
<td>5T5Z0015</td>
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<tr>
<td>Unit Coordinator</td>
<td>Dr Marilena Antoniadou</td>
</tr>
<tr>
<td>Faculty/Dept</td>
<td>Faculty of Business &amp; Law / Management</td>
</tr>
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<td>Level</td>
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<td>Mrs Suzanne Bowe</td>
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<tr>
<td>Unit Admin</td>
<td>Mrs Linda Scanlan</td>
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## Unit Outline

<table>
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<tr>
<th>Title</th>
<th>Work Based Learning (Procedures, Policy and Practice)</th>
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<tbody>
<tr>
<td>Abbreviation</td>
<td>WBL(PP)</td>
</tr>
<tr>
<td>Keywords</td>
<td>Work Based Learning, Management</td>
</tr>
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</table>

## Unit Description

**Brief Summary:** This unit reflects on work placement to include workplace procedures and policies and how they are used to maintain control. Issues around achieving compliance, variations in practice and the various drivers behind policy.

**Indicative Content:**
- What are policies and procedures? Bureaucracy, Taylorism, quality, legal requirements, management control, compliance and workplace surveillance. Origins of policy, strategy, organisational politics, culture and organisational development.

## Learning Outcomes

On successful completion of this Unit, the student will be able to...

1. **Learning Outcome 1:** Analyse the legislative and business rationale behind organisational policies and procedures.
2. **Learning Outcome 2:** Assess the gaps between policy, procedures and practice in the workplace and suggest reasons for them.
3. **Learning Outcome 3:** Analyse the effectiveness of organisational policy in terms of management theory.

## Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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<td>Portfolio</td>
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<td></td>
</tr>
<tr>
<td>Description</td>
<td>Students will deliver a presentation analysing a procedure from their workplace in terms of management theory (typically 10-15 minutes in length, which will count for 80% of the mark for this assessment. Students will contribute on themes related to this unit in a designated online forum which will count for 20% of the mark for this assessment. Both elements of assessment will be marked together and a single mark given.</td>
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<td></td>
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<td>Description</td>
<td>Students will research issues around one policy from their workplace in relation to management theory (typically 2000 words in length), which will count for 80% of the mark for this assessment. Students will contribute on themes related to this unit in a designated online forum which will count for 20% of the mark for this assessment. Both elements of assessment will be marked together and a single mark given.</td>
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## Learning Activities

Breakdown of 300 hours of student learning activity

<table>
<thead>
<tr>
<th>Summative Assessment</th>
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</tr>
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<tbody>
<tr>
<td>Directed Study</td>
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</table>
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements
100 hours of work (paid or unpaid) outside the home before the end of the academic year.

Occurrences

<table>
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<th>Month</th>
<th>Mode</th>
<th>Location</th>
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Unit Details

Unit Code: 5T6Z0030
Unit Coordinator: Dr Helen Wadham
Faculty/Dept: Faculty of Business & Law / Management
Level: 6 Credit: 30 ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Business Ethics and Sustainability
Abbreviation: BEST
Keywords: Ethics, Morals, CSR, Sustainability, Accountability, Ecology, International Development

Unit Description

Brief Summary: Assesses the complexities and challenges of business ethics and sustainability by developing a moral imagination and the ability to analyse sustainability issues.

Indicative Content:
- Identifying the ethical and sustainability dimensions to decisions and actions in the global business context.

JACS:

External Examiner:

Assessment Board:

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Recognise the wider impact of business upon society and the natural environment.
Learning Outcome 2: Compare different ethical theories and models of sustainable business.
Learning Outcome 3: Assess information relevant to ethical and sustainability issues from a wide range of sources.
Learning Outcome 4: Evaluate ethical and sustainability issues and develop rational arguments and recommendations in the light of the evidence.
Learning Outcome 5:

Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
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Method of Assessment

Essay

Override
Not Applicable

Employability & Sustainability Outcomes

Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Manage own professional development reflectively
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Use systems and scenario thinking
Engage with stakeholder/interdisciplinary perspectives

An individual investigative essay maximum word length 3000 words. This project gives the student the opportunity to assess and apply issues in some detail, perhaps one related to their industrial experience or interests, using some of the concepts they have encountered in the unit.
<table>
<thead>
<tr>
<th>Learning Activities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakdown of 300 hours of student learning activity</td>
<td></td>
</tr>
<tr>
<td><strong>Summative Assessment:</strong></td>
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</tr>
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<td><strong>Directed Study:</strong></td>
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<tr>
<td><strong>Mandatory Requirements:</strong></td>
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<table>
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<tr>
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<tr>
<td><strong>Additional Requirements</strong></td>
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Unit Details

Unit Code: 5T6Z0034
Unit Coordinator: Mr Mark Crowder
Faculty/Dept: Faculty of Business & Law / Management
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Business Project - Consultancy
Abbreviation: BPC
Keywords: Consultancy, Client Relationship, Research Methods, Reflection, Professional

Unit Description

Brief Summary:
Students solve a business problem for a client business & provide the client with a written report and face to face presentation. Students will individually apply academic concepts, models & theories to a reflection on the project.

Indicative Content:
This unit will develop students professional and commercial awareness through the solving of a business problem for a client organisation. Students will liaise with a live organisation which draws on communication and decision making skills as well as analytical skills. Students will use qualitative and quantitative research methods to assist in solving a specific problem as outlined by the client. Students will also use presentation skills along with academic knowledge and employ critical reflection skills. The course objective is to develop analytical, reporting, teamworking and individual skills and knowledge related to a consultancy project.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Negotiate professional and commercial consultancy objectives with a client and produce a project plan and objectives.

Learning Outcome 2: Apply appropriate business research methods to a 'real world' problem and critically assess them.

Learning Outcome 3: Communicate relevant and defensible recommendations to a client by preparing a client report and conducting a client presentation.

Learning Outcome 4: Apply academic concepts, models and theories, critically reflect learning undertaken on the project in relation to consultancy practice.

Learning Outcome 5:

Assessment

<table>
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<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
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Method of Assessment

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<tbody>
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</table>

Description

Group client report with a client presentation

Employability & Sustainability Outcomes

Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Apply teamwork and leadership skills
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Engage with stakeholder/interdisciplinary perspectives

Manage own professional development reflectively

Element | Type | Weighting | Min Pass Mark | Final | Los |
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Method of Assessment

<table>
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<tbody>
<tr>
<td>Essay</td>
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Description

An individual critical reflection (typically 3,500 words).
Learning Activities
Breakdown of 300 hours of student learning activity

<table>
<thead>
<tr>
<th>Summative Assessment:</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study:</td>
<td>25%</td>
</tr>
<tr>
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Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences

<table>
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Unit Details
Unit Code: 5T6Z0046
Unit Coordinator: Dr Andrew Rowe
Faculty/Dept: Faculty of Business & Law / Management
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Title: Business Project - Research
Abbreviation: BPR
Keywords: Project, Research Methods, Critical Reflection, Investigation, Academic Theory, Professional

Unit Outline
Brief Summary: Students undertake a significant piece of research, which uses academic theory to help explore and explain a business question or problem in a range of organisational and cultural contexts.

Indicative Content: Students undertake a professional/commercial project agreed with their supervising tutor on a relevant topic linked to their specialist interest and/or placement experience, project objectives should be achievable and agreed. The student will draw upon key academic theories that underpin the issues under investigation. Relevant literature underpinning the chosen topic will be studied, which requires employing analytical and critical thinking skills. Students will be taught how to use quantitative and qualitative research methods and analytical techniques. Students will study theories of reflection and apply it to their own learning. Students studying this unit will become professionally and commercially aware.

Learning Outcomes
On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Identify a relevant professional/commercial project focus and develop research objectives to explore the key issues.
Learning Outcome 2: Critically evaluate models and theories, make use of current academic sources, and justify appropriate research methods.
Learning Outcome 3: Effectively communicate a structured, logical and evidenced argument.
Learning Outcome 4: Analyse data and make conclusions and recommendations where appropriate.
Learning Outcome 5: Reflect upon the learning undertaken on the project.

Assessment

<table>
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<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
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</table>

Method of Assessment Override Report Not Applicable

Description Report to include project and reflection on learning. This will typically be around 8000 to 9,000 words in length

Employability & Sustainability Outcomes
- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Manage own professional development reflectively
- Find, evaluate, synthesise and use information
- Engage with stakeholder/interdisciplinary perspectives

Learning Activities
Breakdown of 300 hours of student learning activity

<table>
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<tr>
<th>Summative Assessment:</th>
<th>Directed Study:</th>
<th>Student-centred:</th>
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<tbody>
<tr>
<td>25%</td>
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Mandatory Requirements:

Learning Resources
Special ICTS Requirements
<table>
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<tr>
<th>Instance</th>
<th>Month</th>
<th>Mode</th>
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Unit Details

Unit Code: 5T6Z0033
Unit Coordinator: Mr David Taylor
Faculty/Dept: Faculty of Business & Law / Management
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Business Project - Young Enterprise
Abbreviation: BPYE
Keywords: Young Enterprise, Intrapreneurship, Business Planning, Entrepreneurship, Professional, Commercial

Unit Description

Brief Summary: This unit develops students enterprising behaviours and attitudes for employment and self-employment whilst operating a Young Enterprise business. This unit uses a series of tools and templates to help students operate their businesses holistically.

Indicative Content: The formal procedures and practices of Young Enterprise are introduced. Students are allocated to a Young Enterprise company and assigned a directorship (Managing Director, Finance Director, Operations Director, Sales and Marketing Director, Corporate and Social Responsibility Director etc.). Each Young Enterprise company: develops and validates a business idea using a range of tools and templates. Students explore the relationships between the external environment (international and domestic) and the different business functions, and the relationship between these functions. Students explore ethical and sustainable aspects of business start-up; attends a series of events where they will network with business professionals, entrepreneurs and industrialists; and, engage in a number of business start-up workshops. Each student will develop a portfolio to capture the work undertaken inside and outside of the classroom sessions. Students studying this unit will become professionally and commercial aware.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Apply analytical tools and templates to the business start-up process.
Learning Outcome 2: Construct a business plan for a start-up business.
Learning Outcome 3: Develop a reflective account of professional and commercial business practice.
Learning Outcome 4: Concisely communicate using a range of media, validated arguments to key stakeholders.
Learning Outcome 5: Take responsibility as part of a team and contribute to a common goal.

Assessment

<table>
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Method of Assessment: Override
Presentation: Not Applicable

Employability & Sustainability Outcomes

Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Apply teamwork and leadership skills
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Engage with stakeholder/interdisciplinary perspectives

Group assessed presentations: Generation and validation of Business Idea 10% (typically 10 minutes), defence of Young Enterprise Business Plan 10% (typically 10 minutes), Young Enterprise Launch Day 10% (typically 10 minutes), Young Enterprise Mapping Exercise 10% (typically 10 minutes), and Young Enterprise Business Pitch 10% (typically 12 minutes). For each presentation the group receive a mark which then is moderated for each individual within the group based on contribution.
| Coursework | 40 | LO1 | Y | Analyse real world situations critically |
| LO2 | Demonstrate professionalism and ethical awareness |
| LO3 | Manage own professional development reflectively |
| LO4 | Find, evaluate, synthesise and use information |
| Work within social, environmental and community contexts |

### Method of Assessment
Override

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Individual portfolio containing evidence of every stage of the Young Enterprise entrepreneurial process, captures the learning journey over the duration of the unit and is supported with evidence and reflections on learning. This will typically be 50 pages of A4 or equivalent in length.</td>
</tr>
</tbody>
</table>

### Learning Activities

<table>
<thead>
<tr>
<th>Breakdown of 300 hours of student learning activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summative Assessment: 25%</td>
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<td>Directed Study: 25%</td>
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<tr>
<td>Student-centred: 50%</td>
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### Mandatory Requirements:

### Learning Resources

### Special ICTS Requirements

### Additional Requirements

### Occurrences

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<tbody>
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MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5T6Z0048
Unit Coordinator: Dr Reece Garcia
Faculty/Dept: Faculty of Business & Law / Management
Level: 6 Credit: 30 ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline
Title: Contemporary Perspectives on HRM
Abbreviation: CPHRM
Keywords: Contemporary contexts, SHRM, HR Function, People and performance

Unit Description
Brief Summary: Critically assesses the contemporary strategic environment which shapes HRM, focuses on strategies for leading a HR function and examines key people strategies that organisations expect to deliver enhanced performance.
Indicative Content: UK and international contexts for HRM, Strategic perspectives, contemporary perspectives on resourcing, performance, reward and recognition, employment relations, contemporary approaches to organising the HR function, equality and diversity, ethical challenges facing HR professionals in contemporary organisations.

JACS:
External Examiner:
Assessment Board:

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Critically evaluate contemporary theories and approaches to HRM.
Learning Outcome 2: Analyse the contribution of HRM to organisational performance.
Learning Outcome 3: Demonstrate a critical understanding of approaches to ethical-based HRM in organisations.
Learning Outcome 4: Critically analyse contemporary debates about the factors influencing HRM in organisations.
Learning Outcome 5:

Assessment
<table>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>50</td>
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<td></td>
<td>LO1 LO3</td>
<td>Analyse real world situations critically Work within social, environmental and community contexts Engage with stakeholder/interdisciplinary perspectives</td>
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<tr>
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<tbody>
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<td>Y</td>
<td>LO2 LO4</td>
<td>Analyse real world situations critically Demonstrate professionalism and ethical awareness Work within social, environmental and community contexts Use systems and scenario thinking Engage with stakeholder/interdisciplinary perspectives</td>
</tr>
<tr>
<td>Examination</td>
<td>Override</td>
<td>Not Applicable</td>
<td></td>
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</tr>
</tbody>
</table>
Learning Activities
Breakdown of 300 hours of student learning activity

Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences

<table>
<thead>
<tr>
<th>Instance</th>
<th>Month</th>
<th>Mode</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sep</td>
<td>FT</td>
<td>MMU Business and Law</td>
</tr>
</tbody>
</table>
MMU Unit Specification - Unit Content

Unit Details

- **Unit Code:** 5R6Z0049
- **Unit Coordinator:** Mr Graeme Elgin
- **Faculty/Dept:** Faculty of Business & Law / Accounting, Finance & Economics
- **Level:** 6  
  **Credit:** 30  
  **ECTS:** 15
- **Quality Administrator:** Mrs Suzanne Bowe
- **Unit Admin:** Mr Anthony Fisher
- **Current Status:** PAD

Unit Outline

- **Title:** Corporate Financial Management
- **Abbreviation:** CFM
- **Keywords:** Corporate, Financial, Management

Unit Description

**Brief Summary:** The unit provides a framework for the study of corporate finance, through the examination of the basic principles of finance and their application to decisions faced by financial managers.

**Indicative Content:** Time value of money; company valuation; decision making applications; cost of capital; portfolio theory; capm; efficient markets hypothesis; dividend policy; capital structure; mergers; investment appraisal techniques; real options.

**JACS:**

**External Examiner:**

**Assessment Board:**

Learning Outcomes

On successful completion of this Unit, the student will be able to...

- **Learning Outcome 1:** Critically evaluate the key financial theories of relevance to firms with reference to empirical evidence.
- **Learning Outcome 2:** Consider the key financial theories in the context of real world situations.
- **Learning Outcome 3:** Apply appropriate financial calculations to assist with decision making.
- **Learning Outcome 4:** Engage in independent research to identify, synthesise and employ information from a variety of sources.
- **Learning Outcome 5:** Effectively express ideas and communicate in an appropriate manner utilising a range of media.

Assessment

<table>
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<tr>
<th>Element</th>
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<th>Weighting</th>
<th>Min Pass Mark</th>
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<td>Y</td>
<td></td>
<td></td>
<td>LO1 LO2 LO3 LO4 LO5</td>
</tr>
</tbody>
</table>

**Method of Assessment:** Override  
**Description:** The assignment will typically consist of a 1,500-2,000 word report focusing on a real world valuation scenario, incorporating financial calculations.

<table>
<thead>
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<th>Final</th>
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<td>70</td>
<td>N</td>
<td></td>
<td></td>
<td>LO1 LO3 LO4 LO5</td>
</tr>
</tbody>
</table>

**Method of Assessment:** Override  
**Description:** The assessment will consist of a three hour closed book examination incorporating a combination of financial calculations and essay style discursive questions.

Learning Activities

Breakdown of 300 hours of student learning activity

**Summative Assessment:** 25%
### Directed Study:
25%

### Student-centred:
50%

### Mandatory Requirements:

<table>
<thead>
<tr>
<th>Learning Resources</th>
<th>Special ICTS Requirements</th>
<th>Additional Requirements</th>
</tr>
</thead>
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### Occurrences

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<tr>
<td>1</td>
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<td>MMU Business and Law</td>
</tr>
</tbody>
</table>
**Unit Details**

- **Unit Code:** 5U6Z0031
- **Unit Coordinator:** Ms Michelle Morris
- **Faculty/Dept:** Faculty of Business & Law / Marketing, Operations & Digital Business
- **Level:** 6  
  - **Credit:** 30  
  - **ECTS:** 15
- **Quality Administrator:** Mrs Suzanne Bowe
- **Unit Admin:** Miss Sally Rimmer
- **Current Status:** PAD

**Unit Outline**

- **Title:** Developing a Digital Business
- **Abbreviation:** DDB
- **Keywords:** Digital Business Strategy, E-commerce, Usability, Digital Business Environment

**Unit Description**

**Brief Summary:** Students will develop a digital business from conception to detailed digital business strategy for a fictional business of their choice.

**Indicative Content:**
1. The strategic opportunities, threats and challenges presented by the digital world.
2. The influence of digital on the trade cycle.
3. Reasons for adopting or not adopting e-commerce.
5. Strategies for implementation of a digital business.

**JACS:**

**External Examiner:**

**Assessment Board:**

**Learning Outcomes**

On successful completion of this Unit, the student will be able to...

- **Learning Outcome 1:** Evaluate the digital business world and the impact of both the real and virtual world on this.
- **Learning Outcome 2:** Justify a digital business proposition for a fictional business of choice.
- **Learning Outcome 3:** Analyse the implications of creating a digital business environment showing understanding of legal, ethical, trust and security issues associated with on-line trading.
- **Learning Outcome 4:** Evaluate the usability of the digital business.
- **Learning Outcome 5:** Demonstrate a digital business implementation strategy.

**Assessment**

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
<th>Los</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Method of Assessment Report</td>
<td>Override</td>
<td>Not Applicable</td>
<td></td>
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</tr>
</tbody>
</table>

**Description:**
An individual 6 page report, plus appendices, where students create a Business Plan for developing a fictional or real business including sound justifications for business and implications of trading in an online environment.

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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<tr>
<td>2</td>
<td>Method of Assessment Project</td>
<td>Override</td>
<td>Not Applicable</td>
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</tr>
</tbody>
</table>

**Description:**
Individual project that develops a clear implementation strategy to launch the digital business, demonstrating, justifying and evaluating their design. Typically this will consist of a multi-media pitch and written submission (2,000 words).

**Learning Activities**

Breakdown of 300 hours of student learning activity

- **Summative Assessment:** 25%
- **Directed Study:** 25%
- **Student-centred:** 50%
Mandatory Requirements:

### Learning Resources

### Special ICTS Requirements

Additional Requirements

### Occurrences

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<thead>
<tr>
<th>Instance</th>
<th>Month</th>
<th>Mode</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Sep</td>
<td>FT</td>
<td>MMU Business and Law</td>
</tr>
</tbody>
</table>
MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5U6Z0035
Unit Coordinator: Mr David Edmundson-Bird
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline
Title: Digital and Social Media Marketing Communications Management
Abbreviation: DSMMCM
Keywords: Digital Marketing, Social Media, Internet Marketing, Search Engine Optimisation, Digital strategy.

Unit Description
Brief Summary: This unit allows learners to develop strategies through the use of Digital Marketing and Social Media campaigns.

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Create a digital and social media marketing strategy.
Learning Outcome 2: Develop a digital and social media marketing programme and campaign.
Learning Outcome 3: Evaluate and justify key, appropriate digital and social media marketing levers for use in campaigns.
Learning Outcome 4: Evaluate the success of digital and social media marketing campaigns.

Assessment
Element Type Weighting Min Pass Mark Final Los Employment & Sustainability Outcomes
1 Coursework 50 Y LO1 LO3
   Method of Assessment Override Not Applicable
   Description The students will analyse a business case study and produce a written report (3000 words) that presents a digital marketing strategy. The report conclusions should be fully justified through reference to the appropriate digital and social media marketing levers.

2 Coursework 50 N LO1 LO2 LO4
   Method of Assessment Override Not Applicable
   Description Groups will produce a digital marketing strategy, customer voyage and an evaluation plan for the team digital marketing campaign (2000 words maximum). Peer-review may be used, where appropriate, to ensure that students’ individual efforts are reflected in the final grade.

Employability & Sustainability Outcomes
- Analyse real world situations critically
- Communicate effectively using a range of media
- Find, evaluate, synthesise and use information
- Use systems and scenario thinking
- Engage with stakeholder/interdisciplinary perspectives

Employability & Sustainability Outcomes
- Apply teamwork and leadership skills
- Manage own professional development reflectively
- Find, evaluate, synthesise and use information
- Work within social, environmental and community contexts
Learning Activities
Breakdown of 300 hours of student learning activity

Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences

<table>
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<tr>
<th>Instance</th>
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<th>Mode</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>Sep</td>
<td>FT</td>
<td>MMU Business and Law</td>
</tr>
</tbody>
</table>
Unit Details

Unit Code: 5T6Z0032
Unit Coordinator: Mr David Taylor
Faculty/Dept: Faculty of Business & Law / Management
Level: 6 Credit: 30 ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Title: Entrepreneurial Practice
Abbreviation: ENTPRA
Keywords: Entrepreneurship, Opportunity Identification, Business Planning, Business Start-Up

Unit Outline

Unit Description

Brief Summary: This unit enhances enterprising behaviours and skills, develops students' employability and creates an awareness of the entrepreneurial career path. Students validate business ideas through a formal business plan and pitch to industry experts.

Indicative Content: This unit introduces students to: creativity tools for business ideas generation; business planning templates to support the business planning process; advice for the deliver an effective pitch; Strategy mapping workshops giving students an holistic insight business operations; Business start-up activities from business launch to closure; sustainable and ethical issues linked to business start-up; Students will be given support from business mentors to help explore their business opportunity. Students will be encouraged to look globally for products and manufacturing capability, and to consider selling to international markets as well as the domestic market. Students will be introduced to an outline revenue model which they will use to justify each of the business ideas generated. The programme will be delivered through workshops. These workshops are supported by a series of business start-up activities.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Develop analytical tools for use in the ideas generation process.
Learning Outcome 2: Construct an outline business plan for a start-up business.
Learning Outcome 3: Propose validated arguments to support each stage of the entrepreneurial process.
Learning Outcome 4: Set-up and trade a start-up business.
Learning Outcome 5: Take responsibility in group working situations and contribute to a common goal.

Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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<tbody>
<tr>
<td>1</td>
<td>Method of Assessment</td>
<td>Override</td>
<td>Not Applicable</td>
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<td></td>
</tr>
<tr>
<td>Description</td>
<td>Individual and Group assessed presentations: Opportunity Identification 12% (typically 12 minutes), Planning Pitch 12% (typically 12 minutes), Event Stand 12% (typically 12 minutes), Strategic Map 12% (typically 12 minutes), and Dragons’ Den 12% (typically 15 minutes). For each presentation the group receive a mark which then is moderated for each individual within the group based on contribution.</td>
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<th>Element</th>
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<th>Min Pass Mark</th>
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<tbody>
<tr>
<td>2</td>
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<td></td>
<td></td>
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<tr>
<td>Description</td>
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</table>
Description
Individual portfolio containing: hardcopies of all in-class activities with supporting evidence/research, and a reflection on learning. This will typically be 40 pages of A4 or equivalent length. Marks will be allocated for each week's entry for completeness and quality.

Learning Activities
Breakdown of 300 hours of student learning activity
Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%
Mandatory Requirements:

Learning Resources
Special ICTS Requirements
Additional Requirements

Occurrences
Instance | Month | Mode    | Location
---------|-------|---------|----------
1        | Sep   | FT      | MMU Business and Law
# Unit Details

**Unit Code:** 5T6Z0056  
**Unit Coordinator:** Mr Mike Bull  
**Faculty/Dept:** Faculty of Business & Law / Management  
**Level:** 6  
**Credit:** 30  
**ECTS:** 15  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Mrs Linda Scanlan  
**Current Status:** PAL

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# Unit Outline

**Title:** Entrepreneurs, Business and Society  
**Abbreviation:** EBS  
**Keywords:** Entrepreneurship. Social Entrepreneurship. Small Business. Organisations.

### Unit Description

**Brief Summary:** An in-depth study of entrepreneurship/social entrepreneurship and the interplay between entrepreneurs, business and society.

**Indicative Content:**
- The unit aims to sensitize students to examine their own entrepreneurial orientation and how this might be contextualised in business formation.
- The unit also aims to develop students' research skills through a rigorous understanding of enterprise/social enterprise in the 21st Century, building knowledge from both policy and practice.
- Introduction to key concepts: Entrepreneurs in context: Entrepreneurship and social enterprise concepts, issues, debates and drivers.
- The entrepreneurial process, opportunity recognition and development, discovery versus creation.
- Innovation and entrepreneurship.
- Characteristics of the entrepreneur, entrepreneurial cognition and self-efficacy.
- Self-interest versus social benefit, social entrepreneurship.
- Business in context: Strategic and Global entrepreneurship, leadership styles and small business formats, introduction to social enterprise.
- Enterprise and society, drivers, tensions and change, responsible management, CSR, social and ethical capital, the rise of social businesses globally.

---

# Learning Outcomes

On successful completion of this Unit, the student will be able to...

**Learning Outcome 1:** Critically evaluate concepts of entrepreneurship and social enterprise.

**Learning Outcome 2:** Distinguish and identify the key characteristics associated with entrepreneurship.

**Learning Outcome 3:** Critically analyse business formation to achieve economic, social and environmental goals.

**Learning Outcome 4:** Identify and evaluate the impact of changing business environment on entrepreneurial opportunity.

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# Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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<tbody>
<tr>
<td>Coursework</td>
<td>60</td>
<td>N</td>
<td>LO1</td>
<td>LO2</td>
<td></td>
</tr>
</tbody>
</table>

### Method of Assessment

**Override:** Not Applicable

**Description:**
- The assessment is submitted as one and receiving one mark, consists of 3 aspects (1) a 1hr student led seminar weighted 45% (2) 2000 word annotated bibliography weighted 35% and (3) seminar participation logs weighted 20%.

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# Employability & Sustainability Outcomes

- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Apply teamwork and leadership skills
- Find, evaluate, synthesise and use information
- Work within social, environmental and community contexts
- Engage with stakeholder/interdisciplinary perspectives
<table>
<thead>
<tr>
<th>LO3</th>
<th>LO4</th>
<th>Analyse real world situations critically</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Demonstrate professionalism and ethical awareness</td>
</tr>
<tr>
<td></td>
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<td>Manage own professional development reflectively</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Find, evaluate, synthesise and use information</td>
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<tr>
<td></td>
<td></td>
<td>Work within social, environmental and community</td>
</tr>
<tr>
<td></td>
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<td>contexts</td>
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<td></td>
<td></td>
<td>Use systems and scenario thinking</td>
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<td>Engage with stakeholder/interdisciplinary</td>
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<tr>
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| Coursework  | 40          | Y       |

<table>
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<th>Method of Assessment</th>
<th>Override</th>
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<tbody>
<tr>
<td></td>
<td>Override</td>
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</tbody>
</table>

| Description | Individual report, typically 3500 words. |

## Learning Activities
Breakdown of 300 hours of student learning activity

<table>
<thead>
<tr>
<th>Summative Assessment:</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study:</td>
<td>25%</td>
</tr>
<tr>
<td>Student-centred:</td>
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</tbody>
</table>

## Mandatory Requirements:

### Learning Resources

#### Special ICTS Requirements

### Additional Requirements

### Occurrences

<table>
<thead>
<tr>
<th>Instance</th>
<th>Month</th>
<th>Mode</th>
<th>Location</th>
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<tr>
<td>1</td>
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<td>MMU Business and Law</td>
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Unit Details

Unit Code: 5T6Z0047
Unit Coordinator: Mr William Fullwood
Faculty/Dept: Faculty of Business & Law / Management
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Global Human Resource Management
Abbreviation: GHRM
Keywords: Global, HRM, Comparative, Convergence, Divergence, MNCs, Employment standards, Parties

Unit Description

Brief Summary: This unit introduces students to the key features of HRM in a global context. It explores HRM in selected countries and analyses the application of key HRM policies and procedures in a global context.

Indicative Content: The unit examines HRM in an UK and European context before exploring HRM in developed countries such as the USA and developing countries such as China. It investigates similarities and differences between national approaches and the extent to which there is convergence and / or divergence in approaches. It will analyse the impact of Multi National Companies (MNCs) on HRM policies and practices and discuss the application of specific HRM policies and practices (e.g. resourcing, managing performance, reward and recognition and ER) in a global context. The challenges of maintaining labour standards in a global context will be investigated.

JACS: 
External Examiner: 
Assessment Board: 

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Demonstrate a critical understanding of country specific approaches to HRM.
Learning Outcome 2: Evaluate the convergence and divergence of HRM policies and practices in a global context.
Learning Outcome 3: Analyse the implications of global contexts for HRM policies and practices.
Learning Outcome 4: Develop an analytical framework within which to undertake comparative research.

Assessment

Element  Type  Weighting  Min Pass Mark  Final  Los  Employability & Sustainability Outcomes

1  Coursework  50  Y  LO1  LO4

Method of Assessment  Override
Essay  Not Applicable
Description  A 3,000 word written exam

2  Examination  50  N  LO2  LO3

Method of Assessment  Override
Unseen Examination  Not Applicable
Description  A three hour written unseen examination

Employability & Sustainability Outcomes

Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Engage with stakeholder/interdisciplinary perspectives

Analyse real world situations critically
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Engage with stakeholder/interdisciplinary perspectives
Learning Activities
Breakdown of 300 hours of student learning activity
Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences
<table>
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<th>Instance</th>
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Unit Details

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<tr>
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<td>Dr Moe Roohanifar</td>
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<td>Faculty/Dept:</td>
<td>Faculty of Business &amp; Law / Management</td>
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<td>ECTS:</td>
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<tr>
<td>Quality Administrator:</td>
<td>Mrs Suzanne Bowe</td>
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<td>Unit Admin:</td>
<td>Mrs Linda Scanlan</td>
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<td>Current Status:</td>
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</table>

Unit Outline

Title: Global Strategy
Abbreviation: GLOBSTR
Keywords: Globalisation, Multinationals, Corporate Strategy, Business Strategy

Unit Description

Brief Summary: A comprehensive overview of the concepts relating to corporate and global strategy in the context of Multinational, International and Small to Medium Enterprises.

Indicative Content: This unit provides a comprehensive assessment of the strategic challenges faced by organisations operating in an increasingly global business environment. The unit will examine strategic management concepts and theories and apply them to a wide range of case studies on contemporary multinational firms. The unit will look at organisations from both a corporate and business level perspective. Areas such as strategic thinking and formation, strategic change and alliances will also be studied. The teaching and learning strategies deployed should deepen students understanding of complex management problems and enhance their analytical skills in finding solutions to them.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Identify and frame key corporate and global level strategic management concepts.
Learning Outcome 2: Critically evaluate the strategies in a range of enterprises and evaluate the concepts relating to the corporate and global levels of strategy.
Learning Outcome 3: Assess the impact of globalisation on the operation and development of multi-national enterprises.
Learning Outcome 4: Recognise and apply different strategic theories and practices in organisations.
Learning Outcome 5: Identify, evaluate and analyse ethical and sustainable options and prepare justifiable actions.

Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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<tbody>
<tr>
<td>Coursework</td>
<td>50</td>
<td></td>
<td>Y</td>
<td>LO2</td>
<td>LO3</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Override</td>
<td>Report</td>
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<tr>
<td>Description</td>
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<table>
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<td>N</td>
<td>LO1</td>
<td>LO4</td>
</tr>
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<td>Method of Assessment</td>
<td>Override</td>
<td>Examination</td>
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<tr>
<td>Description</td>
<td>Three hour written examination.</td>
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Employability & Sustainability Outcomes

Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
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### Employability & Sustainability Outcomes
- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Apply teamwork and leadership skills
- Manage own professional development reflectively
- Find, evaluate, synthesise and use information
- Work within social, environmental and community contexts
- Use systems and scenario thinking
- Engage with stakeholder/interdisciplinary perspectives

### Learning Activities
Breakdown of 300 hours of student learning activity
- **Summative Assessment:** 25%
- **Directed Study:** 25%
- **Student-centred:** 50%

### Manditory Requirements:

### Learning Resources
Special ICTS Requirements

### Additional Requirements

### Occurrences
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Unit Details

Unit Code: 5U6Z0029
Unit Coordinator: Dr Constantinos Theodoridis
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline

Title: International and Global Marketing
Abbreviation: IGM
Keywords: initiation, theory, global forces, market selection and entry, marketing management.

Unit Description

Brief Summary: The unit examines various theories, forces and management practices in order to improve the development of corporate international and global marketing approaches in complex and diverse environments.

Indicative Content: This unit will focus on a range of issues relevant to International and Global Marketing (IGM) including: Defining IGM, its context and initiation issues, IGM theories, IGM forces (economic, political social, cultural, ethical), market selection and entry modes, other management issues (sourcing, pricing, distribution and global customer relationship management) and the role of communications and technology.

Learning Outcomes

On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Clarify international and global marketing, analyse its context and apply general theories.
Learning Outcome 2: Critically evaluate the key economic, political, social, cultural and ethical issues in international and global marketing.
Learning Outcome 3: Assess and apply effective approaches for international and global market selection and entry.
Learning Outcome 4: Assess and apply effective approaches for: sourcing, pricing, distribution, customer relationship management and communications technology within and international and global marketing context.
Learning Outcome 5: [Blank]

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Learning Activities

Breakdown of 300 hours of student learning activity
Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%
Mandatory Requirements:
**Learning Resources**

**Special ICTS Requirements**

**Additional Requirements**

### Occurrences

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### Unit Outline

| Title: | International Sport Ownership and Governance |
| Abbreviation: | ISOG |
| Keywords: | Governance, ethics, sustainability, sport club ownership |

### Unit Description

**Brief Summary:**
Identifying, applying and critically evaluating the principles of ethical and sustainable governance in sports organisations.

**Indicative Content:**
Definitions of global governance, Models of ownership in sports organisations, profit and not for profit organisations, The role of sport in society, Stakeholder representation, Corporate Social Responsibility in sport, the role of the state, ethics and principles of good governance, sustainability in professional sport, challenges in the 21st century.

### Learning Outcomes

On successful completion of this Unit, the student will be able to...

1. **Learning Outcome 1:** Critically evaluate different theories and models of sports governance.
2. **Learning Outcome 2:** Evaluate the role the state plays in sport.
3. **Learning Outcome 3:** Synthesise information from a variety of sources relating to sustainable (financial and ecological) and ethical issues.
4. **Learning Outcome 4:** Apply principles of ethical and sustainable (financial and ecological) governance to a sporting organisation.

### Assessment

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**Method of Assessment Description:**
In small groups, students lead a seminar on a topic related to the syllabus. The individual's students mark will be given according to their presentation performance. Required- critical research on the issue/arguments/evidence, presentation and leading class debate.

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**Method of Assessment Description:**
Report Not Applicable
Description
Write a 3,500 word individual government style report (an example report will included via a weblink in recommended websites)

Learning Activities
Breakdown of 300 hours of student learning activity
Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences
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## Unit Outline

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## Unit Description

**Brief Summary:**
This unit explores concepts and models of leadership, reviews key issues such as diversity and ethical leadership; personality, psychological factors, use of coaching and mentoring in relation to leadership development.

**Indicative Content:**
- Leadership theories and practice; strategic leadership; ethical leadership; diversity and leadership; leadership and change; power and politics; cross cultural leadership; globalization and sustainability; personality and psychological factors in relation to the role of the leader; professional and commercial issues in leadership; coaching and development. Students studying this unit will become professionally and commercially aware.

## Learning Outcomes

On successful completion of this Unit, the student will be able to...

**Learning Outcome 1:** Analyse the concepts and models of leadership.

**Learning Outcome 2:** Critically evaluate leadership in practice.

**Learning Outcome 3:** Effectively communicate a structured, logical and evidenced argument, that explores different approaches to leadership.

**Learning Outcome 4:** Critically evaluate the importance of diversity and cross cultural leadership.

**Learning Outcome 5:** Demonstrate critical awareness of professional and commercial issues in leadership.

## Assessment

**Element** | **Type** | **Weighting** | **Min Pass Mark** | **Final** | **Los** | **Employability & Sustainability Outcomes** |
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**Learning Activities**

Breakdown of 300 hours of student learning activity

**Summative Assessment:** 25%

**Directed Study:** 25%
### Student-centred:

50%

### Mandatory Requirements:

#### Learning Resources

Special ICTS Requirements

#### Additional Requirements

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MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5R6Z0051
Unit Coordinator: Dr Jacqueline Brander Brown
Faculty/Dept: Faculty of Business & Law / Accounting, Finance & Economics
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mr Anthony Fisher
Current Status: PAD

Unit Outline
Title: Performance Management for Business
Abbreviation: PMFB
Keywords: Performance management, management control systems, strategic management, management accounting

Unit Description
Brief Summary: Adopting a topical real-world perspective, this unit critically considers the relevance and impact of a range of key performance management systems and techniques within a variety of organisational contexts.
Indicative Content: This unit comprises four main sections: [1] Designing Effective Performance Management Systems - in which, following an introduction to the concept of performance management, the main related systems and techniques and how to enhance their effectiveness are outlined; [2] Performance Controls - in which both traditional and balanced approaches to performance management are considered 'generically' alongside a more specific understanding of the issues presented by service industries and not-for-profit/public sector operations, and also the design of constructive incentive and reward systems; [3] Strategic Controls - in which the theory and practice of strategic performance management, activity based management, capital investment appraisal and pricing/target costing are discussed; and [4] Topical Issues and Concerns - in which the important 'current' topics of globalisation, international transfer pricing, supply chain/quality management and such 'future' developments as sustainability and corporate social responsibility are highlighted.

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Analyse the historical development of the theory and practice of performance management systems and techniques.
Learning Outcome 2: Synthesise performance management concepts with real-world situations, selecting and/or designing systems and techniques appropriate to different contexts.
Learning Outcome 3: Comprehend complex business problems and provide pertinent solutions, utilising advanced research and analysis skills and communicating relevant performance management information and discussion in a suitable form.
Learning Outcome 4: Critically evaluate the effectiveness of traditional performance management systems and techniques, and assess research regarding emerging developments.
Learning Outcome 5: Manage own learning and enhance group working abilities, developing life-long learning skills and engaging in constructive self-reflection.

Assessment
Element Type Weighting Min Pass Mark Final Los Employability & Sustainability Outcomes
Coursework 40 N LO2 Analyse real world situations critically
LO3 Demonstrate professionalism and ethical awareness
LO5 Communicate effectively using a range of media
Apply teamwork and leadership skills
Manage own professional development reflectively
Find, evaluate, synthesise and use information

Method of Assessment Override Description
1 Article Not Applicable
Adopting the role of of a team of leading business journalists, students are required to prepare a 2000 word article for publication in a quality newspaper/website. The subject matter of the article reflects current business issues [ie the restructuring of the banking sector, the comprehensive spending review, the planned NHS reforms etc] which students must address from both a theoretical as well as practical perspective. In addition to the article, students are also required to deliver a 500 word reflective report on their group working experience.
### Employability & Sustainability Outcomes
- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Find, evaluate, synthesise and use information
- Work within social, environmental and community contexts
- Use systems and scenario thinking

### Method of Assessment
**Override**
- **Examination**
  - Not Applicable

### Description
A three-hour closed book examination comprising nine questions allocated into three sections. Students are required to complete four questions in total. The first section will involve a compulsory directed study question, combining both numerical and narrative elements and focusing on a topical business issue (i.e. executive pay packages, supply chain quality control, pricing of new hi-tech products etc). Students are then required to choose three other questions from the second and third sections, with at least one question being selected from each section. The second section offers a choice of four numerically based questions, while the final section offers a choice of four narrative questions. Both sections require students to demonstrate an awareness of both the theory of performance management as well as pertinent practical application issues.

### Learning Activities
**Breakdown of 300 hours of student learning activity**
- **Summative Assessment:** 25%
- **Directed Study:** 25%
- **Student-centred:** 50%

### Learning Resources
**Special ICTS Requirements**

**Additional Requirements**

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**Unit Details**

**Unit Code:** 5U6Z0034  
**Unit Coordinator:** Mr Jonathan Prest  
**Faculty/Dept:** Faculty of Business & Law / Marketing, Operations & Digital Business  
**Level:** 6  
**Credit:** 30  
**ECTS:** 15  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Miss Sally Rimmer  
**Current Status:** PAD

**Unit Outline**

**Title:** Principles of Business Analytics  
**Abbreviation:** PBA  
**Keywords:** Big Data, analytics, data warehousing, data mining, data visualisation.

**Unit Description**

**Brief Summary:** The unit will equip students with skills and knowledge relating to the handling and analysis of a variety of information generated by organisations.

**Indicative Content:** The overarching theme of the unit will be to consider principles of business analytics: What is big data? Why is it important in a connected world? What are the various data? What is structured and unstructured data. The unit will go on to look at data warehousing: the storage, management and retrieval of large amounts of information. The unit will then go on to look at how organisations can leverage data to aid the decision making process. This will include the study and practice of relevant visualisation and analysis techniques utilising appropriate software.

**Learning Outcomes**

On successful completion of this Unit, the student will be able to...

**Learning Outcome 1:** Draw upon a variety of information to support an organisations decision-making process.

**Learning Outcome 2:** Perform relevant analytical and data visualisation techniques.

**Learning Outcome 3:** Communicate effectively, both orally and in writing, in a form appropriate to the audience.

**Learning Outcome 4:** Understand issues surrounding data warehousing.

**Learning Outcome 5:** Identify sources and types of information that could aid an organisation.

**Assessment**

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**Employability & Sustainability Outcomes**

- Analyse real world situations critically
- Communicate effectively using a range of media
- Find, evaluate, synthesise and use information
- Use systems and scenario thinking

**Learning Activities**

Breakdown of 300 hours of student learning activity

**Summative Assessment:** 25%
### Mandatory Requirements:

**Learning Resources**

**Special ICTS Requirements**

**Additional Requirements**

### Occurrences

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Unit Code: 5U6Z0032
Unit Coordinator: Dr Garry Blair
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 6  Credit: 30  ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline

Title: Project Management
Abbreviation: PM
Keywords: Project Management, Risk Analysis, Project Lifecycle, Project Methodology, Agile Project Management

Unit Description

Brief Summary: The unit aims to develop knowledge and skills in project management, employing a practitioner and academic perspective.
Indicative Content: This unit studies general principles of project management and the use of tools and techniques to undertake a project. It includes all of the main topics, including: project lifecycle, commercial context, business cases, scoping, planning, risk, quality, monitoring and control of projects, reporting, project management methodologies (including PRINCE2 and Agile), budgeting, financial appraisal, stakeholder analysis, team building and contracts. Additionally it covers topics not covered by traditional textbooks such as outsourcing, managing change via projects, ethics and professional conduct. This unit will be studied from both practitioner and academic perspectives. The unit aims to develop professional level skills plus a critical approach to the topic.

Learning Outcomes

On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Use and evaluate the tools, technologies and methods of project management.
Learning Outcome 2: Apply knowledge of the environmental and organisational context to project management.
Learning Outcome 3: Evaluate and critically debate alternative approaches to delivering project outcomes.
Learning Outcome 4: Demonstrate reporting, analysing and team working skills, in relation to studying project management scenarios.

Assessment

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1. Method of Assessment: Override

Description: Group assignment (3 - 6 people) on a project management topic, reviewing and evaluating project management techniques in a given project scenario to produce a business report e.g. a report to define a training package for general business graduate trainees in the area of project management. Students indicate which parts of the training package they wrote (typically 3,000 words).

Employability & Sustainability Outcomes

- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Apply teamwork and leadership skills
- Find, evaluate, synthesise and use information
- Use systems and scenario thinking
- Engage with stakeholder/interdisciplinary perspectives
LO2
LO3

Coursework  60  Y

Analyse real world situations critically
Communicate effectively using a range of media
Manage own professional development reflectively
Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Use systems and scenario thinking

Method of Assessment  Override
Essay  Not Applicable

Description
Individual essay of 3000 words, analysing selected themes in project management and critically debating these, from an academic viewpoint. Note that a proportion of the marks for this assignment are allocated for contribution to the unit, which is based on attendance and the completion of a number of group exercises, designed to support the unit learning outcomes and, thus, develop skills and knowledge in the area of project management.

Learning Activities
Breakdown of 300 hours of student learning activity
Summative Assessment:  25%
Directed Study:  25%
Student-centred:  50%
Mandatory Requirements:

Learning Resources
Special ICTS Requirements
Laptops or Tablets for Workshops

Additional Requirements
Workshop space

Occurrences
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<td>ECTS</td>
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<td>Mrs Suzanne Bowe</td>
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<td>Unit Admin</td>
<td>Mrs Linda Scanlan</td>
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<tr>
<td>Current Status</td>
<td>PAD</td>
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</table>

# Unit Outline

<table>
<thead>
<tr>
<th>Title</th>
<th>Psychology at Work</th>
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<tbody>
<tr>
<td>Abbreviation</td>
<td>PAW</td>
</tr>
<tr>
<td>Keywords</td>
<td>Psychology, managers, team performance, communication</td>
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</table>

# Unit Description

**Brief Summary:** Use psychology to achieve a more productive and satisfying workplace, and develop your understanding of the psychological tools and resources available to you as a manager.

**Indicative Content:**
- Improving communication
- Employee engagement
- Creating high performing teams
- Developing skilled leaders
- Capitalising on individual differences at work
- Understanding the impact of employee attitudes towards work
- Developing peak experiences and spirituality in the workplace
- Managing change successfully
- Using an evidence-based, scientific approach at work
- Selecting the right people for the job and the organisation
- Developing hidden talent
- Promoting well-being and managing stress at work
- Positive psychology: getting the best out of people

All topics will be considered within an international context.

# Learning Outcomes

On successful completion of this Unit, the student will be able to...

**Learning Outcome 1:** Demonstrate a critical understanding of key theories in work psychology.

**Learning Outcome 2:** Practically apply psychological knowledge in order to develop solutions to work problems and enhance employee engagement.

**Learning Outcome 3:** Critically evaluate the contribution of psychology within the modern workplace.

**Learning Outcome 4:** Demonstrate a critical awareness of psychological resources available to managers.

**Learning Outcome 5:**

# Assessment

<table>
<thead>
<tr>
<th>Element</th>
<th>Type</th>
<th>Weighting</th>
<th>Min Pass Mark</th>
<th>Final</th>
<th>Los</th>
<th>Employability &amp; Sustainability Outcomes</th>
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</tbody>
</table>

# Learning Activities

Breakdown of 300 hours of student learning activity

**Summative Assessment:** 25%

**Directed Study:** 25%
Student-centred: 50%

Mandatory Requirements:

**Learning Resources**

Special ICTS Requirements

Additional Requirements

<table>
<thead>
<tr>
<th>Occurrences</th>
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<tbody>
<tr>
<td>Instance</td>
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<tr>
<td>1</td>
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</tbody>
</table>
# MMU Unit Specification - Unit Content

## Unit Details
- **Unit Code:** 5U6Z0033
- **Unit Coordinator:** Ms Ruth McQuater
- **Faculty/Dept:** Faculty of Business & Law / Marketing, Operations & Digital Business
- **Level:** 6
- **Credit:** 30
- **ECTS:** 15
- **Quality Administrator:** Mrs Suzanne Bowe
- **Unit Admin:** Miss Sally Rimmer
- **Current Status:** PAD

## Unit Outline
- **Title:** Strategic Operations for Business Development
- **Abbreviation:** SOBD
- **Keywords:** Operations, strategy, distribution, supply chain, sustainability, logistics, decision-making

## Unit Description
### Brief Summary:
Explores drivers, structural and infrastructural pre-requisites for the ethical and sustainable management of operations and logistics within the context of the external strategic environment and the external value chain.

### Indicative Content:
Operations and supply chain management has two levels: (i) the practicalities of producing products and services and the tactical delivery of them to customers; and (ii) the strategic development of the extended supply network through which goods and services are delivered, ethically and sustainably, to generate customer satisfaction and stakeholder value. Teaching and learning acknowledges the often conflicting goals between these two levels and explores strategic fit and best practices within a holistic framework for understanding trade-offs pragmatically and theoretically. Effective operations and extended value chain is a balance of planning and managing activities on a day to day basis and dealing with the complexities of strategic decision making.

## Learning Outcomes
On successful completion of this Unit, the student will be able to...

### Learning Outcome 1:
Critically evaluate the impact strategic decisions have on operations and logistics within their immediate and extended value chain.

### Learning Outcome 2:
Explain the nature of planning, policy implementation, management and performance measurement of operations and logistics related activities.

### Learning Outcome 3:
Evaluate the potential consequences for operations and logistics of ethical and sustainable decision making.

### Learning Outcome 4:
Provide creative, practical solutions to operational and logistical problems within a global and multi-industry context.

### Learning Outcome 5:
Model a sustainable operational and logistical issue

## Assessment

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</table>

### Method of Assessment
- **Override:** Sustainable action plan

### Description
Each week a live case study is developed covering tactical, operational and supply chain decision making. The individual assessment will be a review of the case to provide a sustainable action plan on a specified topic eg. procurement.

## Employability & Sustainability Outcomes
- Analyse real world situations critically
- Demonstrate professionalism and ethical awareness
- Communicate effectively using a range of media
- Find, evaluate, synthesise and use information
- Work within social, environmental and community contexts
- Use systems and scenario thinking
LO2: Analyse real world situations critically
LO3: Communicate effectively using a range of media
LO4: Apply teamwork and leadership skills
LO5: Find, evaluate, synthesise and use information
Work within social, environmental and community contexts
Use systems and scenario thinking

Method of Assessment
Not Applicable
Override
Poster presentation

Description
Individual poster and critical reflection (or equivalent eg a digital story) summatively assessed on the interrelationship between operational form and function, process modelling, application of theory and the use of models to conform with stated guidelines on a sustainable operations and logistics scenario.

Learning Activities
Breakdown of 300 hours of student learning activity
Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%

Mandatory Requirements:

Learning Resources
Special ICTS Requirements

Additional Requirements

Occurrences
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<td>FT</td>
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</table>
MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5T6Z0035
Unit Coordinator: Dr Jill Murray
Faculty/Dept: Faculty of Business & Law / Management
Level: 6
Credit: 30
ECTS: 15
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Title: Work Based Learning (Role of the Manager)
Abbreviation: WBL(PP)
Keywords: Management, Leadership, Management Development, Work Based Learning

Unit Outline

Brief Summary:
This unit explores how the role of the manager varies at different levels and in different organisational contexts. It examines how managers learn and the principles of management development.

Indicative Content:
The first part of this unit provides a critical evaluation of the role of the manager at different levels and in different organisational contexts. It evaluates the main theoretical perspectives in relation to managing, managerial work and management practices. How managers motivate their workforce and the political dimensions of management are analysed in relation to the students workplace and industry sector, nationally and globally. The second part of the unit reviews the ways in which managers learn and develop. It takes a critical look at the approaches and purpose of developing leaders and managers. A range of learning theories are appraised including that of adult learning theory and workplace learning. The four stages of the training cycle (assessing development needs, design, delivery and evaluation) are reviewed and applied to training and learning interventions. The unit provides an evaluation of contemporary methods of management development such as career development, action learning, coaching and mentoring.

Learning Outcomes
On successful completion of this Unit, the student will be able to...

Learning Outcome 1: Critically examine the role of the manager using academic models within the context of a specific industry sector.
Learning Outcome 2: Analyse a range of management styles and the various organisational factors that might influence their appropriateness in different situations.
Learning Outcome 3: Evaluate the principles behind the design and delivery of management development.
Learning Outcome 4: Design a learning programme to meet identified workplace needs.
Learning Outcome 5:

Assessment

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Employability & Sustainability Outcomes
Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Find, evaluate, synthesise and use information

Employability & Sustainability Outcomes
Analyse real world situations critically
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Apply teamwork and leadership skills
Engage with stakeholder/interdisciplinary perspectives

Method of Assessment
Override
Portfolio
Not Applicable

Description
Students will construct a presentation analysing the role of the manager in the context of their workplace using management theory (typically 10 minutes in length), which will count for 90% of the mark for this assessment. Students will contribute on themes related to this unit in a designated online forum which will count for 10% of the mark for this assessment. Both elements of assessment will be marked together and a single mark given.
### Method of Assessment

| Override | Not Applicable |

### Description

Students will construct a management development plan to meet identified learning needs underpinned by management theory (typically 3,000 words in length), which will count for 90% of the mark for this assessment. Students will contribute on themes related to this unit in a designated online forum which will count for 10% of the mark for this assessment. Both elements of assessment will be marked together and a single mark given.

### Learning Activities

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### Learning Resources

#### Special ICTS Requirements

### Additional Requirements

Students are required to undertake 100 hours of work, paid or unpaid to complete this unit.

### Occurrences

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