BUSINESS SCHOOL
AUTUMN TERM
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
Title: Brand Management (Student Mobility)
Abbreviation: BRANMAN
Keywords: Brand/s management, marketing, decision making, services, products, marketing

Brief Summary: Examines through practical and theoretical engagement, the theories and techniques in the management and development of brands.

Indicative Content:

Learning Outcomes:
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Evaluate the key concepts of brand management.
Learning Outcome 2: Find effective solutions and make appropriate decisions for a range of branding issues.

Assessment:
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<th>Min Pass Mark</th>
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<th>Employability &amp; Sustainability Outcomes</th>
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<tr>
<td>Coursework</td>
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<td>Y</td>
<td>LO1</td>
<td>LO2</td>
<td>Analyse real world situations critically Find, evaluate, synthesise and use information Demonstrate professionalism and ethical awareness Communicate effectively using a range of media Apply teamwork and leadership skills</td>
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Method of Assessment
Report
Override Not Applicable

Description
Students will choose a brand and produce a written business report (approximately 2,500 words). The report will need to show that the student is able to: explain the main principles of brand management as it relates to the product and find effective solutions which makes appropriate decisions for the brand's strategic direction.

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

Additional Requirements
Unit Details
Unit Code: 5U5Z0096
Unit Coordinator: Dr Amna Khan
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 5  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline
Title: Consumer Behaviour and Culture (Student Mobility)
Abbreviation: CONSBECUL
Keywords: Marketing, Consumer Psychology, Consumer Behaviour, Consumer Culture

Unit Description
Brief Summary: Key sociological and consumer behaviour theories are introduced, explored and applied at a macro and micro level to consumer as individuals and the society and culture they operate within.
Indicative Content: Core themes are to apply consumer behaviour and psychology and consumer sociology theory at a micro and macro level to consumption activity. Themes such as individual influences such as consumer perceptions, personality and concept of self are explored to understand the consumption decisions. Relevant themes such as reference groups; family; social class; culture; lifestyles are explored to understand the influence on cognitive process. Introduction to sociological theories to underpin the development of consumer cultures; Marx, Functionalism, Weber, Bourdieu, Postmodernism and applications of key principles to topics such as, gender, race, ethnicity.

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Identify the key internal and external influences on consumer behaviour
Learning Outcome 2: Evaluate and apply theoretical frameworks used in the study of consumer behaviour

Assessment
Element Type Weighting Min Pass Mark Final Los Employability & Sustainability Outcomes
Coursework 100 Y LO1 LO2

Method of Assessment Override Description
Presentation Not Applicable

Students are normally required to work in pairs for this presentation (15 mins maximum). Students are required to research an industry and product applying various consumer behaviour theories and principles that apply both internally and externally to the consumer.

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

Learning Resources
Special ICTS Requirements

Additional Requirements
MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5R5Z0094
Unit Coordinator: Dr Fred Day
Faculty/Dept: Faculty of Business & Law / Accounting, Finance & Economics
Level: 5 Credit: 15 ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline
Title: Economic Schools of Thought (Student Mobility)
Abbreviation: EcscthISM
Keywords: Economics, Methodology, Political Economy

Unit Description
Brief Summary: This unit is a pluralist exposition of the methodological and theoretical issues relating to the fragmentation of Economics as a discipline into numerous diverse and often contradictory schools, each of various degrees of concreteness.

Indicative Content: Investigates why Economics is far more fragmented than other sciences. As well as relating this to the cyclical prominence of differing perspectives, as a consequence of fashion. Explores Economic controversies, its reactive theoretic developments, as well as its proactive methodological evolutions. The Unit will look at distinct schools of Political Economy, as examples of the division of Economics into separate and distinct factions. Introduces students to pluralist skills that enable them to look at economic issues from differing perspectives & thereby improve their employability prospects by being able to critique & hence apply where appropriate, contending perspectives.

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Identify why Economics, when compared to other disciplines, is far more fragmented than other Sciences.
Learning Outcome 2: Analyse the fragmentation of Economics, by evaluating diverse theoretical Schools’ responses to current economic crises.
Learning Outcome 3: Evaluate contending perspectives, from the pluralism of modern and historical economics, so as to employ appropriate concepts to real world economic issues.

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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
Use systems and scenario thinking
Engage with stakeholder/interdisciplinary perspectives

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

Method of Assessment
Essay
Description
An essay critiquing and contrasting two schools of political economy
Unit Details

Unit Code: 5R5Z0095
Unit Coordinator: Mr Jonathan Rae
Faculty/Dept: Faculty of Business & Law / Accounting, Finance & Economics
Level: 5 Credit: 15 ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline

Title: Economics of Corporate Finance (Student Mobility)
Abbreviation: EccfISM
Keywords: Finance, Investment, Risk, Return

Unit Description

Brief Summary: This course focuses on understanding corporate financing decisions and financial markets using economic theory and provides knowledge of financial economics as a basis for more advanced study.

Indicative Content: The course is structured around two broad themes: Financial Markets (FM) and Investment Appraisal (IA). Topics within each theme include: FM (i) Market efficiency (ii) Valuation of financial assets (iii) Capital Asset Pricing Model (iv) Portfolio theory; IA (i) Net Present Value, IRR and Payback (ii) Capital Rationing (iii) Risk, Uncertainty and Real Options.

Learning Outcomes

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

Learning Outcome 1: Demonstrate basic quantitative skills applicable to business problems.
Learning Outcome 2: Understand how financial markets work and how assets are priced in a market.
Learning Outcome 3: Construct portfolios of investments based on optimal risk/return combinations.
Learning Outcome 4: Evaluate investment opportunities using standard appraisal techniques.
Learning Outcome 5: Prepare reports of a type likely to be required in professional settings.

Assessment

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Method of Assessment: Report
Override: Not Applicable

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

Learning Activities

Breakdown of 150 hours of student learning activity

Summative Assessment: 25%
Directed Study: 25%
Student-centred: 50%
Mandatory Requirements: None

Learning Resources

Special ICTS Requirements

Additional Requirements
Unit Details
Unit Code: 5T5Z0118
Unit Coordinator: Miss Claire Giddens
Faculty/Dept: Faculty of Business & Law / Management
Level: 5
Credit: 15
ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline
Title: Entrepreneurship (Student Mobility)
Abbreviation: Ent-ISM
Keywords: Language partner, Entrepreneurship, creativity, idea generation, business

Unit Description
Brief Summary: Introduces students to behavioural traits, skills and attributes associated with entrepreneurship and creates an awareness of entrepreneurship as a career path using creativity exercises and the building of a business ideas portfolio.

Indicative Content: The unit introduces the subjects of: innovation, creativity, entrepreneurship and opportunity identification. In particular the entrepreneurship sessions aim to build the awareness of entrepreneurship as a future career path. Each session's activities are captured within a business ideas portfolio. Guidance will be given to help students reflect on learning as part of the portfolio process.

JACS:
External Examiner:
Assessment Board:

Learning Outcomes
On successful completion of this Unit, the student will be able to...
Learning Outcome 1: Develop ideas for new products or services using the initial phases of innovation, creativity and entrepreneurship.
Learning Outcome 2: Communicate the justification of ideas for the development of new products or services.
Learning Outcome 3: Evidence the initial phases of innovation, creativity and entrepreneurship and reflections on learning.
Learning Outcome 4:
Learning Outcome 5:

Assessment
Element Type Weighting Min Pass Mark Final Los
Coursework 100 Y

Employability & Sustainability Outcomes
Demonstrate professionalism and ethical awareness
Communicate effectively using a range of media
Manage own professional development reflectively
Work within social, environmental and community contexts
Use systems and scenario thinking

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

Learning Resources
Special ICTS Requirements
# Unit Outline

**Title:** Financial Institutions (Student Mobility)  
**Abbreviation:** FinInsISM  
**Keywords:** Economics, Money, Banking, Finance, Regulation

## Unit Description

**Brief Summary:** This unit will introduce students to the role, nature and operations of financial institutions and markets, money and banking in a domestic and international context.

**Indicative Content:** Introduction to financial markets, financial institutions, role of the central bank, banks and the supply of money and reserve ratios, deposit and non-deposit taking institutions, capital markets, financial systems and the demand for money, banking regulation and supervision both domestic and international, banking ethics, financial instruments.

**JACS:**

**External Examiner:**

**Assessment Board:**

## Learning Outcomes

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

**Learning Outcome 1:** Recognise the role, nature and operations of financial institutions and markets within the whole of the financial system.

**Learning Outcome 2:** Examine specific financial institutions within specific markets e.g. domestic and international.

**Learning Outcome 3:** Appreciate how the specific financial institutions interact to determine important financial variables and their impact on economic policy making.

**Learning Outcome 4:**

**Learning Outcome 5:**

## Assessment

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<td>Analyse real world situations critically</td>
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<td>Find, evaluate, synthesise and use information</td>
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<td>Engage with stakeholder/interdisciplinary perspectives</td>
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**Method of Assessment Override**

**Description**

Students will be required to produce an individual essay evaluating a specific national, geographical or cultural financial system; evaluating its institutions and markets in comparison to the UK’s system.

## 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**

**Additional Requirements**
Unit Details

Unit Code: 5R5Z0097
Unit Coordinator: Dr Lefteris Giovanis
Faculty/Dept: Faculty of Business & Law / Accounting, Finance & Economics
Level: 5  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline

Title: Intermediate Macroeconomic Principles (Student Mobility)
Abbreviation: IntmacprISM
Keywords: Macroeconomics, Theory, Principles, Applications

Unit Description

Brief Summary: This unit is designed to provide core macroeconomic principles at an intermediate level. Such principles will enable students to analyse real world situations, issues and policy.

Indicative Content: A review of the income-expenditure approach and the monetary sector. Derivation of the IS-LM framework and examination of goods and money market equilibrium. Examination of monetary and fiscal policy in a closed economy using the IS-LM framework. Examination of the key components of expenditure. Derivation of aggregate demand and supply and introduction to supply side policy

Learning Outcomes

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

Learning Outcome 1: Appreciate the role of macroeconomic models in understanding economic phenomena.
Learning Outcome 2: Apply economic principles to the real world situations and critique government and business policy.
Learning Outcome 3: Communicate theoretical issues in a clear, accurate and concise manner through written work.
Learning Outcome 4: Compare and evaluate contemporary economic theories.

Assessment

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Method of Assessment: Override
Description: The assessment will generally be a 3000 word essay

Employability & Sustainability Outcomes

Analyse real world situations critically
Find, evaluate, synthesise and use information

Learning Activities

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

Learning Resources

Special ICTS Requirements

Additional Requirements
**Unit Details**

**Unit Code:** 5R5Z0088  
**Unit Coordinator:** Dr Nick O'Donovan  
**Faculty/Dept:** Faculty of Business & Law / Accounting, Finance & Economics  
**Level:** 5  
**Credit:** 15  
**ECTS:** 7.5  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Mrs Linda Scanlan  
**Current Status:** PAD

**Unit Outline**

**Title:** Issues in Economics (Student Mobility)  
**Abbreviation:** ISSEN  
**Keywords:** Current issues, new challenges in economic policy, applied economics

**Unit Description**

**Brief Summary:** The unit examines how economic analysis is conducive towards resolving a range of current economic problems and the way this can inform the development, effectiveness and evaluation of current policies.

**Indicative Content:** The facts, theories and policies that are necessary to understand the UK economy, particularly the economics of and the current issues in the UK and the European Union.

**JACS:**  
**External Examiner:**  
**Assessment Board:**

**Learning Outcomes**

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

**Learning Outcome 1:** Present and evaluate specific policy options from a modern economic theory perspective

**Learning Outcome 2:** Critically analyse current issues from a range of alternative economic approaches

**Learning Outcome 3:** Assess the effectiveness of policies applied in the context of the UK-EU and the international economy

**Learning Outcome 4:** Develop an in-depth understanding of viable alternatives based on cost-benefit analysis

**Learning Outcome 5:**

**Assessment**

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**Employability & Sustainability Outcomes**

- Analyse real world situations critically
- Find, evaluate, synthesise and use information
- Use systems and scenario thinking

**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**

**Additional Requirements**
**Unit Details**

**Unit Code:** 335Z0072  
**Unit Coordinator:** Dr Dario tom Dieck  
**Faculty/Dept:** Faculty of Business & Law / Department of Hospitality & Tourism Management  
**Level:** 5  
**Credit:** 15  
**ECTS:** 7.5  
**Quality Administrator:** Ms Diane Sutcliffe  
**Unit Admin:** Miss Laura Peters  
**Current Status:** WIP

**Unit Outline**

**Title:** Hospitality Business Entrepreneurship (Student Mobility)  
**Abbreviation:** HBE  
**Keywords:** Entrepreneurship, Innovation, Hospitality, Creative thinking, Enterprise, Small Business, Finance

**Unit Description**

**Brief Summary:** Applying entrepreneurial behaviours, attributes and identifying and validating new business ideas in the hospitality sector.

**Indicative Content:** Practitioner and academic theory exploring the defining characteristics, behaviours and motivations of small business-owners, intrapreneurs, and entrepreneurial leaders; Differentiating entrepreneur and corporate entrepreneur; Models of business enterprise/ownership; Practical workshops applying creative, lateral and innovative thinking tools for identifying, generating and evaluating feasibility of business idea potential. Application of real world case studies; Industry insights from hospitality entrepreneurs; Practical skills training:- Presentation skills/ giving and receiving feedback/ reflective practice; Formative assessment will be in-class simulations of elements of summative assessment.

**JACS:**
**External Examiner:** Nikki McQuillan  
**Assessment Board:** Hospitality Management

**Learning Outcomes**

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

**Learning Outcome 1:** Analyse concepts and models in entrepreneurship, small business and social enterprise  
**Learning Outcome 2:** Evaluate new business opportunities using frameworks for idea identification and generation  
**Learning Outcome 3:**  
**Learning Outcome 4:**  
**Learning Outcome 5:**

**Assessment**

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**Learning Activities**

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

**Method of Assessment**  
**Override**

Presentation Not Applicable

Students will participate and evidence their engagement with entrepreneurial practices, by working in a team and verbally presenting to their peers their performance in identifying, generating, pitching and defending new business ideas. They will individually evaluate the feasibility of their peer's business ideas and provide written evidence of this activity and the giving and receiving of feedback. Summative assessment will require synthesis with entrepreneurial models and frameworks. Formative assessment will be via simulation activities in-class and this will include engaging in team intrapreneurship, using a partially-revealed case study of an existing business.
**MMU Unit Specification - Unit Content**

### Unit Details

**Unit Code:** 5R5Z0098  
**Unit Coordinator:** Dr Vincent Fitzsimons  
**Faculty/Dept:** Faculty of Business & Law / Accounting, Finance & Economics  
**Level:** 5  
**Credit:** 15  
**ECTS:** 7.5  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Miss Sally Rimmer  
**Current Status:** PAD

### Unit Outline

**Title:** Intermediate Microeconomic Principles (Student Mobility)  
**Abbreviation:** IntmicprISM  
**Keywords:** Market Failure, Strategic Behaviour, General Equilibrium Failure, Equitable Allocation

### Unit Description

**Brief Summary:** Develop students ability to critically analyse the economic paradigms of how individuals, society and institutions make decisions. Analysis is in terms of critique and mathematical and empirical foundations.  
**Indicative Content:** Topics include: Individual and producer behaviour, marginal analysis, utility theory, public goods and externalities, behavioural economics, Game theory, asymmetric information, risk uncertainty and choice cost benefit analysis, market power and pricing decisions, General equilibrium analysis private and social benefit, tragedy of the commons, imperfect competition including strategic behaviour and factor markets. We will also analyse building economic models and evaluating models with empirical data. Within these topics students will look at the impact of heterodox and orthodox paradigms.

### Learning Outcomes

On successful completion of this Unit, the student will be able to...  
**Learning Outcome 1:** Critique the application of Economic paradigms using argument and empirical evidence.  
**Learning Outcome 2:** Critique the construction of Economic paradigms using argument and empirical evidence.  
**Learning Outcome 3:** Compare and evaluate Economic paradigms.

### Assessment

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Description: Application of economic paradigms to a current economic debate. A word limit between 2000 and 4000 is suggested. This range is provided to give flexibility in delivery as and when the unit is assigned and designed in full detail

### Learning Activities

Breakdown of 150 hours of student learning activity  
**Summative Assessment:** 55%  
**Directed Study:** 20%  
**Student-centred:** 25%

### Learning Resources

**Special ICTS Requirements**  
# Unit Details

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<td>Dr Shahida Choudhary</td>
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# Unit Outline

**Title:** Managing Across Cultures (Student Mobility)

**Abbreviation:** MAC15EXCH

**Keywords:** Cross-cultural management, adaptability, internationalisation

## Unit Description

**Brief Summary:**
This unit undertakes a comparative analysis of management practices across a range of contexts and countries and develops student's awareness of ana abilities in operating and managing across cultures.

**Indicative Content:**
- Understanding Culture: concepts and models of culture, similarities differences in behaviour across culture, identifying national cultures.
- Managing in a cross cultural setting: differences in managerial behaviour work values & motives across cultures, attitudes towards the work environment: successful communication across cultures, developing global leadership, developing intercultural competence, coping with unfamiliar cultures; culture shock, working in multicultural teams, sensitivity to different cultures, ethics and ethical awareness, exploring how disputes and conflicts arise, and how they might be resolved in cross-cultural management contexts.

**JACS:**

**External Examiner:**

**Assessment Board:**

## Learning Outcomes

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

**Learning Outcome 1:** Define the concept of culture and approaches to the study of culture, explaining its usefulness and relevance to a range of issues in an international business context.

**Learning Outcome 2:** Analyse problems and issues of organisation and management in the context of global business.

**Learning Outcome 3:** Develop a personal framework of interculture competence that relates theory to practice.

**Assessment**

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**Method of Assessment:** Override

**Description:** An individual report of approximately 3,000 words.

## Learning Activities

Breakdown of 150 hours of student learning activity

**Summative Assessment:** 25%

**Directed Study:** 25%

**Student-centred:** 50%

## Learning Resources

Special ICTS Requirements

Additional Requirements
MMU Unit Specification - Unit Content

Unit Details

Unit Code: 335Z0071
Unit Coordinator: Mr Stephen Eddy
Faculty/Dept: Faculty of Business & Law / Department of Hospitality & Tourism Management
Level: 5  Credit: 15  ECTS: 7.5
Quality Administrator: Miss Liz Bugler
Unit Admin: Miss Laura Peters
Current Status: WCT

Unit Outline

Title: Managing Hospitality, People and Service (Student Mobility)
Abbreviation: MHSP
Keywords: People Management, Services Management, Hospitality

Unit Description

Brief Summary: This unit provides an appreciation of the key issues and varied approaches for the successful management of people and services within the Hospitality Industry.
Indicative Content: The context in which hospitality organisations operate and its impact upon the management of people. The understanding of legal issues and the management of employee resourcing, performance and employee relations at department or unit management level.

Learning Outcomes

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

Learning Outcome 1: Analyse people management issues within hospitality organisations.
Learning Outcome 2: Examine the knowledge and skill requirements for the management of employee relations, resourcing, performance and development.

Assessment

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<th>Element</th>
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<td>Work within social, environmental and community contexts</td>
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<td>Engage with stakeholder/interdisciplinary perspectives</td>
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Method of Assessment

Essay

Description

The essay will examine a current Hospitality people management issue and identify elements of good practice. Students will be expected to make recommendations to the organisation in relation to the issue examined. The essay will relate to practices and applied theory evidenced from a range of hospitality operations. Word count 2500.

Learning Activities

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

Learning Resources

Special ICTS Requirements

Additional Requirements
**Unit Details**

**Unit Code:** 335Z0094  
**Unit Coordinator:** Mr Stewart Morrell  
**Faculty/Dept:** Faculty of Business & Law / Department of Hospitality & Tourism Management  
**Level:** 5  
**Credit:** 15  
**ECTS:** 7.5  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Mrs Linda Scanlan  
**Current Status:** PAD

**Unit Outline**

**Title:** REVENUE MANAGEMENT AND SALES  
**Abbreviation:** RMS  
**Keywords:** Revenue optimisation, hospitality, decision making

**Unit Description**

**Brief Summary:** This unit explores the principles of revenue management for the hospitality sector to ensure maximum occupancy at the optimum price.

**Indicative Content:** This unit introduces the foundations of revenue management for the hospitality sector. It incorporates an introduction to the principles of revenue management, strategic pricing, decision making processes, the role of the revenue manager and relationship with other departments. It explores the principles and practices applied by revenue managers in the accommodation sector, including, demand forecasting, market segmentation, inventory and price management, distribution channel management, digital marketing, consumer behaviour and market intelligence to assist decision making.

**JACS:**  
**External Examiner:** Nikki McQuillan  
**Assessment Board:**

**Learning Outcomes**

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

- **Learning Outcome 1:** Explore the principles and practices of revenue management and the complex factors that influence revenue management and operations.
- **Learning Outcome 2:** Apply appropriate revenue management strategy and tactics to the hospitality industry.
- **Learning Outcome 3:**
- **Learning Outcome 4:**
- **Learning Outcome 5:**

**Assessment**

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</table>

**Method of Assessment**  
**Override**  
Not Applicable

This element of assessment will introduce a case study of a revenue management situation related to the hospitality sector. Students will be expected to apply appropriate revenue management strategy and tactics to the case study to optimise revenue. Max word length 2,500 words.

**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**  
Moodle MCQ for in-class test  
**Additional Requirements**
### Unit Details

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<td>Keywords:</td>
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### Unit Description

**Brief Summary:**
The Unit builds on the foundations of intermediate macroeconomic and microeconomic theory, and aims to help students develop skills in interpreting and evaluating economic challenges faced the UK and the international economy.

**Indicative Content:**
Macroconomics: expectations and macroeconomic modelling, the effectiveness of macroeconomic policy, government budget constraint, government deficits and the Ricardian equivalence, debt evolution, stabilisation policy and exchange rate economics. Microeconomics: principles of auction theory, revenue equivalency theory, applications and developments of auction theory, contemporary value theory.

### Learning Outcomes

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

- **Learning Outcome 1:** Develop an enhanced understanding of the theoretical aspects of advanced economic modelling
- **Learning Outcome 2:** To understand the challenges advanced economic models face in the current context of economic policy
- **Learning Outcome 3:** Appreciate the limitations of advanced economic models originating from different schools of economic thought
- **Learning Outcome 4:** To evaluate the potential impact of economic policies and the constraints they are subjected to

### Assessment

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**Employability & Sustainability Outcomes**

- Analyse real world situations critically
- Find, evaluate, synthesise and use information
- Use systems and scenario thinking

### Learning Activities

Breakdown of 150 hours of student learning activity

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

### Learning Resources

**Special ICTS Requirements**

**Additional Requirements**
## Unit Details

- **Unit Code:** 5R6Z0090
- **Unit Coordinator:** Mr Graeme Elgin
- **Faculty/Dept:** Faculty of Business & Law / Accounting, Finance & Economics
- **Level:** 6
- **Credit:** 15
- **ECTS:** 7.5
- **Unit Coordinator:** Mrs Suzanne Bowe
- **Unit Admin:** Mrs Linda Scanlan
- **Current Status:** PAD

## Unit Outline

### Title:
Corporate Finance (Student Mobility)

### Abbreviation:
CORPFIN

### Keywords:
Corporate, Financial, Management

## Unit Description

### Brief Summary:
This unit provides a framework to allow students to appreciate the issues involved in corporate financial management. It examines the basic principles of financial management and applies them to a practical company valuation scenario.

### Indicative Content:
The role of the financial manager; Time value of money; Perpetuities; Company valuation; Decision making applications; cost of capital; CAPM; Company valuation methodologies.

### JACS:

### External Examiner:

### Assessment Board:

## Learning Outcomes

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

### Learning Outcome 1:
Identify and critically evaluate financial theories of relevance to firms based on their assumptions and empirical evidence

### Learning Outcome 2:
Apply methodologies to a specific scenario to arrive at a potential valuation for a company

### Learning Outcome 3:
Demonstrate the ability to apply appropriate calculations to assist with financial decision making

### Learning Outcome 4:
Engage in independent research to evaluate the effectiveness of financial theories and their impact on firms and to gather company specific information

## Assessment

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### Employability & Sustainability Outcomes

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<tr>
<td>LO2</td>
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### Method of Assessment

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An approximately 3,500 word report and valuation model incorporating research on firm valuation methodologies, an evaluation of financial theories (CAPM), and the application of appropriate calculations.

## Learning Activities

<table>
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<th>Breakdown of 150 hours of student learning activity</th>
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## Learning Resources

### Special ICTS Requirements

### Additional Requirements
Unit Details

Unit Code: 5R6Z0100
Unit Coordinator: Mr Gavin Brown
Faculty/Dept: Faculty of Business & Law / Accounting, Finance & Economics
Level: 6  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Miss Sally Rimmer
Current Status: PAD

Unit Outline

Title: Corporate Finance and Investments (Student Mobility)
Abbreviation: CorfininvISM
Keywords: Finance; Investment, Portfolio; Options; International Finance

Unit Description

Brief Summary: This course focuses on financial decision making in the modern corporation. The basic issues include: capital budgeting and corporate investment, capital structure, corporate sources of funding, international finance, and financial risk management.


JACS: External Examiner: Homagni Choudhury
Assessment Board:

Learning Outcomes

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

Learning Outcome 1: Appraise the concepts associated with the efficient market hypothesis and apply them to investor decisions.
Learning Outcome 2: Apply financial theories about the cost of capital, capital structure and investor distributions.

Assessment

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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

Additional Requirements
# Unit Details

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# Unit Outline

<table>
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<th>Title</th>
<th>Economics of Global Change (Student Mobility)</th>
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<td>Abbreviation</td>
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<td>Keywords</td>
<td>International business, Global change, Globalisation</td>
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# Unit Description

**Brief Summary:** The unit provides a critical examination of the processes of globalisation and the growing complexity of international business activity.

**Indicative Content:** The transformation of the world economy, the meaning and drivers of globalization, theories of multi-national production, the nature of international business environments, contractual and equity based methods of servicing overseas markets, production strategies and labour resources.

# Learning Outcomes

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

**Learning Outcome 1:** Explain key international business concepts and issues.

**Learning Outcome 2:** Undertake individual research related to the international business environment.

**Learning Outcome 3:** Analyse and evaluate current international business situations by applying key concepts and principles

**Learning Outcome 4:** Communicate effectively the complexity of international business environments.

# Assessment

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**Employability & Sustainability Outcomes**

- Analyse real world situations critically
- Manage own professional development reflectively
- Find, evaluate, synthesise and use information

**Method of Assessment Override**

- Report: Not Applicable

**Description**

Approximately a 4,000 word report analysing international business environment.

# Learning Activities

Breakdown of 150 hours of student learning activity

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

# Learning Resources

Special ICTS Requirements

To view past reading lists for this unit go to http://lists.lib.mmu.ac.uk/units/5r6z0079.html

Additional Requirements
Unit Details

Unit Code: 5U6Z0098
Unit Coordinator: Mrs Angela Hall
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 6 Credit: 15 ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline

Title: Integrated Marketing Communications (Student Mobility)
Abbreviation: INTMARKCOM
Keywords: Marketing, Communications, Integrated, Media, Customer

Unit Description

Brief Summary: Analysis, strategy and planning within a dynamic digital and media landscape. The application of the integrated communications mix to the delivery of brand messages derived from positioning strategy. Marketing communications theory. An overview of the various theories and models underpinning an effective strategic understanding of the marketing communications process. Analysing the market situation. Relevance of the economic, social, political, technological and cultural context to marketing communications practice. Public opinion. Statutory regulation of advertising and packaging; self-regulation of advertising and sales promotion. Targeting and brand positioning. Target audiences, brand positioning and the development of brand messages designed to communicate significant benefits to accessible and measurable segments. Marketing communications strategies. Utilising the communication mix to develop effective communications campaigns with trade, customer and other public audiences. Ingredients of the marketing communications mix: advertising, sales promotion, direct marketing and public relations. Media forms and types. Media as a channel of communication. Linking media objectives in terms of reach, frequency, awareness and response to the behaviour and effectiveness of each media type. Digital media. Primarily web based communications and mobile communications. The applications of web based advertising, search engine, pay per click, Google Adwords and affiliate marketing. Evaluation of traditional media costs and evaluation methods, costs per thousand, impacts, page views, response measurement, audience research panels, sales and market share. Customer relationship marketing. Segmenting the customer database, cross-selling and up-selling strategies to increase customer worth. Contact strategies based on scoring techniques including RFM analysis and decile analysis. Communications media including e-mail and web based channels, direct mail and telemarketing.

Learning Outcomes

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

Learning Outcome 1: Select media types to meet campaign reach and frequency objectives and evaluate their appropriateness
Learning Outcome 2: Evaluate the critical importance of customer relationship marketing theory and the development of customer targeted communications

Assessment

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Description

Students will normally (in small groups) produce a written report (3000 words) which evaluates the use of media types in the communications industry. Additionally they will produce a targeted and justified marketing communication plan/campaign.

Learning Activities
Breakdown of 150 hours of student learning activity

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<th>Breakdown</th>
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<tr>
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Mandatory Requirements:

- Learning Resources
- Special ICTS Requirements
- Additional Requirements
MMU Unit Specification - Unit Content

Unit Details
Unit Code: 5U6Z0099
Unit Coordinator: Dr Constantinos Theodoridis
Faculty/Dept: Faculty of Business & Law / Marketing, Operations & Digital Business
Level: 6  Credit: 15  ECTS: 7.5
Quality Administrator: Mrs Suzanne Bowe
Unit Admin: Mrs Linda Scanlan
Current Status: PAD

Unit Outline
Title: International and Global Marketing (Student Mobility)
Abbreviation: INTGLOBMAR
Keywords: International and Global Marketing; Global Forces, Market Selection and Management

Unit Description
Brief Summary: This unit examines various ideas, events and management practices in relation to improving the development of international and global marketing (IGM) 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, initiation issues, IGM theories, IGM forces (economic, political, social, cultural and ethical), market selection and management (sourcing, pricing, distribution and 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: Critically evaluate the key principles/theory associated with international and global marketing.
Learning Outcome 2: Critically evaluate the key economic, political, social, cultural and ethical issues in international and global marketing.
Learning Outcome 3: Critically evaluate a range of issues relating to international and global market planning, entry, management and evaluation.

Assessment
Element Type Weighting Min Pass Mark Final Los Employability & Sustainability Outcomes
Coursework 100 Y LO1
LO2
LO3
Analyse real world situations critically
Communicate effectively using a range of media
Demonstrate professionalism and ethical awareness

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

Learning Resources
Special ICTS Requirements

Additional Requirements
**Unit Details**

Unit Code: 5T6Z0001  
Unit Coordinator: Dr Sougand Golesorkhi  
Faculty/Dept: Faculty of Business & Law / Management  
Level: 6  
Credit: 15  
ECTS: 7.5  
Quality Administrator: Mrs Suzanne Bowe  
Unit Admin: Miss Laura Peters  
Current Status: WCT

**Unit Outline**

Title: International Business Theory and Strategy (Student Mobility)  
Abbreviation: IBTSSM  
Keywords: Multinational Enterprise, Foreign direct investment, Strategy, Competitiveness

**Unit Description**

Brief Summary: An examination of the process of the worldwide economic integration. It focuses on both theoretical and practical perspectives of international business and strategy of firms.

Indicative Content: The unit (a) provides an in-depth analysis of strategic development options, and (b) examines a range of practical perspectives in the international business context. It focuses on core themes in international business studies, including; theories of foreign direct investment; foreign market entry modes; and, strategies and organisational structures in the multinational enterprise. Topics include: location and competitive strategies; sources of competitive advantage, and knowledge transfer (each in the context of international business activity).

JACS:  
External Examiner:  
Assessment Board:

**Learning Outcomes**

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

Learning Outcome 1: Apply theory relating to strategy in the context of international organisations.
Learning Outcome 2: Critically evaluate theories relating to strategy and recognise and assess their role in contemporary international business practice.
Learning Outcome 3:  
Learning Outcome 4:  
Learning Outcome 5:  

**Assessment**

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</table>

<table>
<thead>
<tr>
<th>Method of Assessment</th>
<th>Report Description</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A 3000 word report</td>
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</tbody>
</table>

**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  
Additional Requirements
# MMU Unit Specification - Unit Content

## Unit Details

<table>
<thead>
<tr>
<th>Unit Code:</th>
<th>5R6Z0099</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Coordinator:</td>
<td>Dr Emmanuel Cleeve</td>
</tr>
<tr>
<td>Faculty/Dept:</td>
<td>Faculty of Business &amp; Law / Accounting, Finance &amp; Economics</td>
</tr>
<tr>
<td>Level:</td>
<td>6</td>
</tr>
<tr>
<td>Credit:</td>
<td>15</td>
</tr>
<tr>
<td>ECTS:</td>
<td>7.5</td>
</tr>
<tr>
<td>Quality Administrator:</td>
<td>Mrs Suzanne Bowe</td>
</tr>
<tr>
<td>Unit Admin:</td>
<td>Miss Sally Rimmer</td>
</tr>
<tr>
<td>Current Status:</td>
<td>PAD</td>
</tr>
</tbody>
</table>

## Unit Outline

**Title:** International Economics (Student Mobility)

**Abbreviation:** IntecISM

**Keywords:** International Trade; Commercial Policy; Trade Regulation

## Unit Description

**Brief Summary:** This unit will address issues in both international trade theory and commercial policy.

**Indicative Content:**


**JACS:**

**External Examiner:**

**Assessment Board:**

## Learning Outcomes

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

**Learning Outcome 1:** Analyse current issues in international trade and commercial policy.

**Learning Outcome 2:** Make policy prescriptions with regard to issues in International trade.

**Learning Outcome 3:** Evaluate the institutional framework of international trade and commercial policy.

**Learning Outcome 4:** Synthesise international trade issues.

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Coursework</td>
<td>100</td>
<td>N</td>
<td>LO1</td>
<td>LO2</td>
<td>LO3</td>
<td>LO4</td>
</tr>
</tbody>
</table>

**1 Method of Assessment**

**Essay**

**Override**

**Not Applicable**

**Description**

- Normally a 2,500- 3,000 word essay upon a current issue within international trade and commercial policy, analysed using the Classical and Heckscher-Ohlin Models of Commodity trade so as to arrive at contrasting policy prescriptions.

## 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**

**Additional Requirements**
# MMU Unit Specification - Unit Content

## Unit Details

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>5T6Z0060</th>
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<tbody>
<tr>
<td>Unit Coordinator</td>
<td>Dr Linda Alker</td>
</tr>
<tr>
<td>Faculty/Dept</td>
<td>Faculty of Business &amp; Law / Management</td>
</tr>
<tr>
<td>Level</td>
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<td>Credit</td>
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<tr>
<td>ECTS</td>
<td>7.5</td>
</tr>
<tr>
<td>Quality Administrator</td>
<td>Mrs Suzanne Bowe</td>
</tr>
<tr>
<td>Unit Admin</td>
<td>Miss Laura Peters</td>
</tr>
<tr>
<td>Current Status</td>
<td>PAD</td>
</tr>
</tbody>
</table>

## Unit Outline

**Title:** Leadership in Practice (Student Mobility)  
**Abbreviation:** LIP  
**Keywords:** Leadership, Change, Globalisation, Diversity, Professional, Commercial

## 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

## 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

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Method of Assessment</td>
<td>Override</td>
<td>N</td>
<td>LO1, LO3</td>
<td>Analyse real world situations critically, Demonstrate professionalism and ethical awareness</td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td>Report</td>
<td>Not Applicable</td>
<td>The written assignment comprises of a 3000 word report.</td>
<td></td>
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</table>

<table>
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<tr>
<th>Element</th>
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<th>Final</th>
<th>Los</th>
<th>Employability &amp; Sustainability Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Method of Assessment</td>
<td>Override</td>
<td>Y</td>
<td>LO2, LO4, LO5</td>
<td>Find, evaluate, synthesise and use information</td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td>Portfolio</td>
<td>Not Applicable</td>
<td>The portfolio will illustrate the student's personal, commercial and professional development on the unit. This will typically be 20 pages of A4 or equivalent in length.</td>
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</tbody>
</table>

## 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

Additional Requirements
**Unit Details**

**Unit Code:** 5R6Z0086  
**Unit Coordinator:** Mr Graeme Elgin  
**Faculty/Dept:** Faculty of Business & Law / Accounting, Finance & Economics  
**Level:** 6  
**Credit:** 15  
**ECTS:** 7.5  
**Quality Administrator:** Mrs Suzanne Bowe  
**Unit Admin:** Mrs Linda Scanlan  
**Current Status:** PAD

**Unit Outline**

**Title:** Risk Management in Banking and Insurance (Student Mobility)  
**Abbreviation:** RISKMAN  
**Keywords:** Risk, Risk Management, Banking, Insurance, Regulation, Financial Services

**Unit Description**

**Brief Summary:** Explores concepts of risk and examines the roles and responsibilities of financial services sector enterprises engaged in its regulation, measurement, management and control.

**Indicative Content:** Risks and Risk Management (Credit Risk, Operational Risk, Liquidity Risk, Interest Rate Risk), Risk Measurement, Enterprise Wide Risk Management, Banking Regulation, Insurance Regulation, Underwriting.

**JACS:**  
**External Examiner:**  
**Assessment Board:**

**Learning Outcomes**

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

- **Learning Outcome 1:** Critically appraise conceptual, organisational, regulatory and environmental perspectives on risk
- **Learning Outcome 2:** Identify and evaluate principal risks in banking and insurance
- **Learning Outcome 3:** Evaluate the impact of regulatory initiatives on the management of risk
- **Learning Outcome 4:** Analyse the performance of managerial and operational strategies to manage risk
- **Learning Outcome 5:** Engage in independent research to evaluate the effectiveness of risk management initiatives and their impact on the financial services sector

**Assessment**

<table>
<thead>
<tr>
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<th>Final</th>
<th>Los</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coursework</td>
<td>100</td>
<td>Y</td>
<td></td>
<td>LO1</td>
<td>LO2</td>
</tr>
</tbody>
</table>

- **Employability & Sustainability Outcomes**
  - Analyse real world situations critically
  - Find, evaluate, synthesise and use information
  - Use systems and scenario thinking
  - Engage with stakeholder/interdisciplinary perspectives

**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**

**Additional Requirements**