## Module CatalogueWestminster Business SchoolPostgraduate Study Abroad 2024/5Semester 1

## Please note, postgraduate students can take modules relating to their degree course only

As part of the Internship programme all students must take three modules per semester, including the following module in either Semester 1 or 2:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 5BUSS005X | [Professional and Personal Skills Development](#5BUSS005X) | Level 5 | Semester 1 or 2 | 20 | US Credits 4 / ECTS credits 10\* |

If you choose to take the Internship option this semester, then you are able to take two free-choice modules in addition to the above module. Please note that the above module carries Undergraduate credit.

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Business Information Management and Operations**  |
| 7BDIN004W | [Purchasing Management](#7BDIN004W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Economics and Quantitative Methods**  |
| 7DVST002W | [International Development Finance](#7DVST002W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7DVST004W | [Managing Development Interventions](#7DVST004W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON001W | [Data Analysis](#7ECON001W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON006W | [International Economics](#7ECON006W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON008W | [Macroeconomic Analysis and Policy](#7ECON008W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON009W | [Managing Data](#7ECON009W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7ECON010W | [Microeconomic Analysis and Policy](#7ECON010W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE016W | [Global Financial Markets](#7FNCE016W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Finance and Accounting** |
| 7ACCN012W | [Managerial Accounting](#7ACCN012W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE009W | [Financial Derivatives](#7FNCE009W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE019W | [International Risk Management](#7FNCE019W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE020W | [Contemporary Finance](#7FNCE020W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7FNCE021W | [Modern Portfolio Management](#7FNCE021W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Human Resource Management + Leadership and Professional Development** |
| 7HURM003W | [Employee Relations and Employee Engagement](#7HURM003W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM006W | [Human Resource Management and the Business Context](#7HURM006W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM013W | [Organisational Analysis, Design and Development](#7HURM013W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM018W | [Reward Management](#7HURM018W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7HURM021W | [People Practice](#7HURM021W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7LEAD008W | [Learning for Career Development](#7LEAD008W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7SUEV001W | [Innovation and Sustainability Management](#7SUEV001W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Management and Marketing** |
| 7MARK001W | [International Marketing and Communications Management](#7MARK001W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK030W | [Digital Marketing and Innovation](#7MARK030W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7MARK031W | [Digital Customer Experience](#7MARK031W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Property and Construction- ESPI students only** |
| 7PROP004W | [Asset Management](#7PROP004W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PROP006W | [Law for Property Professionals](#7PROP006W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PROP014W | [Property Development](#7PROP014W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7PROP017W | [Property Valuation](#7PROP017W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Property and Construction**  |
| 7CNMN006W | [Construction Project Planning](#7CNMN006W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7CNMN007W | [Corporate Management](#7CNMN007W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 7CNMN011W | [Procurement](#7CNMN011W) | 7 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |

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

## Business Information Management and Operations

### Purchasing Management

[**Module Code: 7BDIN004W**](#7BDIN004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module purpose is for students to gain knowledge of the topic, including the purchasing management process, negotiation techniques, supplier appraisal and the buyer's role, purchasing in the supply chain, technology in e-procurement and collaborative relationships in the international supply system. The emphasis will be on the supply chain, both internationally and in e-business.
**Assessment:** Coursework (70%), Presentation (30%)
\*All transcripts are issued in UK credits.

## Economics and Quantitative Methods

### International Development Finance

[**Module Code: 7DVST002W**](#7DVST002W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module covers the problems of international development finance, which include growth disparities, PPP adjustment, stabilisation policies, financial crisis and policy implications, domestic financial system and domestic financial development, rural and microfinance, international agencies’ approaches to development finance, aid, debt and other forms of finance, and the debt crisis in developing and emerging market economies.

**Assessment:** Essay (30%), Dissertation/Thesis (70%)
\*All transcripts are issued in UK credits.

### Managing Development Interventions

[**Module Code: 7DVST004W**](#7DVST004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module provides both the practical skills and conceptual knowledge to enable students to evaluate the design and management of a range of development interventions framed in terms of projects, programmes, policy initiatives or other forms of development assistance. In line with emerging development policy initiatives and imperatives, the module looks at both donor-funded interventions and those that are market or private sector driven. Within the module students are encouraged to develop their own areas of interest and to explore the implications of policy and practice for particular agencies or constituencies and within specific countries or sectors.
**Assessment:** Presentation (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Data Analysis

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

### International Economics

[**Module Code: 7ECON006W**](#7ECON006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module is concerned with both the practice and theories of international trade and finance. It is related to issues such as classical and neo-classical trade theories, Intra industry trade, factor input mobility, trade policies, infant industry protection, economic integration, foreign investments, the balance of payments, exchange rate regimes, and their implications. It is designed to provide an in-depth understanding of the underlying reasons for the trade, shortcomings of the classical trade theories, and some of the more modern trade theories.

It covers different degrees of economic integration and the way they can contribute to an overall change in trade patterns and the welfare of nations. It will also examine the theories that explain the reasons for capital movement and foreign direct investment. The module covers some of the international developments of the last two to three decades and explores the factors that contributed to the evolution of the European Union and the international debt crises of the 1980s.

**Assessment:** Essay (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Macroeconomic Analysis and Policy

[**Module Code: 7ECON008W**](#7ECON008W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module provides an overview of key concepts, theories and principles of macroeconomics. The general focus of the module is the examination of both macroeconomic theoretical foundations and empirical literature to develop the analytical framework of macroeconomics underpinning contemporary macroeconomic policy.
**Assessment:** Presentation Group (20%), Coursework (40%), Essay (40%)
\*All transcripts are issued in UK credits.

### Managing Data

[**Module Code: 7ECON009W**](#7ECON009W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module aims to equip students with fundamental statistical and econometric techniques for accessing and analysing data. The module deals with numerical information and techniques available for data analysis using appropriate computer-based packages. The module will build the students’ understanding and use of fundamental statistical and econometric techniques, such as one-sample t tests; two-sample t tests; ANOVA analysis; Chi squared test; linear multiple regression and correlation analysis; diagnostic checking of the regression models; time series forecasting techniques. Students will learn to use a statistical packages (SPSS and Minitab) to analyse data. Knowledge of SPSS and the advanced application of Excel features will greatly help students to access employment opportunities after graduation.
**Assessment:** Coursework (100%)
\*All transcripts are issued in UK credits.

### Microeconomic Analysis and Policy

[**Module Code: 7ECON010W**](#7ECON010W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module will use microeconomic theory to analyse public policy issues. Firstly, it will critically analyse how models of individual choice can highlight policy analysis. Secondly, the module will discuss policy aspects of production and supply decisions. Finally, the module will investigate sources of market failure and institutional choices. We will also analyse competition policy in different countries.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Global Financial Markets

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

## Finance and Accounting

### Managerial Accounting

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

### Financial Derivatives

[**Module Code: 7FNCE009W**](#7FNCE009W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module provides both theoretical and practical foundations for learning about financial derivatives markets. The characteristics, valuations and applications of derivatives are explored in risk and investment management contexts.  Instruction is based on a research- informed learning process. On the practical side, learning is underpinned with the latest market information and analytics. Focus is on the following derivatives markets: Futures and Forwards; Asset and Credit Derivative Swaps and Options. Examples and case studies will focus on applications in investment and risk management.

**Assessment:** In-Class Test/Assignment exam conditions (40%), Coursework Group (60%)
\*All transcripts are issued in UK credits.

### International Risk Management

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module offers a detailed coverage of the fundamental ideas and tools for thinking about international risk management. Emphasis is given on foreign exchange risk, interest rate risk and value at risk. This module studies measurement methods and hedging approaches to financial risk. Finally recent developments in risk management and advanced topics are examined.

**Assessment:** Coursework (30%), Coursework (70%)
\*All transcripts are issued in UK credits.

### Contemporary Finance

[**Module Code: 7FNCE020W**](#7FNCE020W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module aims to provide a detailed understanding of the main theoretical and empirical principles of financial decision-making in modern business enterprises. Financial theory is combined with practice to understand the following: sources of finance, capital investment strategies, weighted average cost of capital, capital structure, dividend policy, corporate value, modern portfolio theory and valuation of financial securities
**Assessment:** Coursework (30%), Coursework Group (70%)
\*All transcripts are issued in UK credits.

### Modern Portfolio Management

[**Module Code: 7FNCE021W**](#7FNCE021W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Develop a systematic understanding of portfolio theory, fund management principles, practice and ethics. Focus is on a range of contemporary analytical techniques used in the construction, management and protection of financial portfolios.

Investment theory is complemented with practice in our purpose built Financial Markets Suite. Academic content is aligned to the Candidate Bodies of Knowledge from the following Professional Institutes:  the Chartered Financial Analysts Institute and the UK Chartered Institute of Securities and Investments (CISI).

**Assessment:** In-Class Test/Assignment exam conditions (40%), Coursework Group (60%)
\*All transcripts are issued in UK credits.

## Human Resource Management + Leadership and Professional Development

### Employee Relations and Employee Engagement

[**Module Code: 7HURM003W**](#7HURM003W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module aims to encourage students to develop and critically reflect upon the aims and objectives of the employee relations policies of organisations from a number of different theoretical, ethical and behavioural perspectives. The holistic importance of ER within an organisation is emphasised so that students are aware of the importance of aligning ER policies with business strategy, change processes, employee involvement and organisational goals. Attention is focused on a wide range of practical influences and examples from the national and international arenas, covering areas such as: employee engagement, the psychological contract, fairness and trust, flexible working, workforce diversity, employee voice/involvement, union recognition and partnership. Particular weight is placed on the ability to diagnose the causes of employee relations problems, to make practical suggestions for the resolution of these problems and to analyse the context in which they occur - whether they be in small or large, private or public, unionised or non-unionised organisations.
**Assessment:** Coursework (40%), Coursework (60%)
\*All transcripts are issued in UK credits.

### Human Resource Management and the Business Context

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

### Organisational Analysis, Design and Development

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

### Reward Management

[**Module Code: 7HURM018W**](#7HURM018W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module focuses on the study of reward strategies, policies and practices in the context of UK as well as more globally. It explores key debates surrounding pay inequality issues including pay gap, pay ratios, living wage, as well as the role and structure of monetary and non-monetary reward. In doing so, it draws on theory from economics, psychology, sociology and HRM to encourage students to analyse reward problems and issues. It also aims to develop reward related skills including developing job evaluation and salary benchmarking.
**Assessment:** Coursework (30%), Portfolio (70%)
\*All transcripts are issued in UK credits.

### Learning for Career Development

[**Module Code: 7LEAD008W**](#7LEAD008W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module explores different theories of learning and development relevant to career planning and progression.  It includes how organisations use learning theories for their research and practice and considers the application of learning for individual differences in line with organisational strategy, education, and training.  The module explores key theories relating to organisational culture and learning for leadership and management. Application of learning for stress, well-being, resilience, and work life balance are included, and a critical evaluation of application to understanding generational learning is considered.
**Assessment:** Essay (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### People Practice

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

### Innovation and Sustainability Management

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

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

## Management and Marketing

### International Marketing and Communications Management

[**Module Code: 7MARK001W**](#7MARK001W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

More than three decades after the idea of the ‘global village’ was conceptualised, different theories about the ‘globalisation of markets’ have developed and evolved. Where once it was believed that ‘globalisation’ would lead to ‘homogenisation’, contemporary thinking is far more nuanced as emerging economies, social trends and the expansion of networked technologies increasingly challenge ideas from the pre-digital era. This module examines contemporary global marketing issues from an applied and practical perspective. Providing an introduction to essential marketing principles, the module develops a thematic approach to ‘international marketing’ by exploring areas including culture, communication, innovation, distribution and sustainable marketing practices. "Live" case studies (when possible, company visits) will form an integral part of the hands-on approach to teaching and learning where assessment is also largely driven by real-life business scenarios
**Assessment:** Presentation Group (40%), Coursework (60%)
\*All transcripts are issued in UK credits.

### Digital Marketing and Innovation

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

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module introduces the contemporary digital marketing environment. A range of innovative and disruptive approaches to digital marketing communications are considered in the contemporary business environment in a sustainable business context. Students will engage with material actively as a community of practice through classroom and online engagement, considering strategic, tactical and ethical perspectives and applying these to a range of contexts.
**Assessment:** Coursework (25%), Essay (75%)
\*All transcripts are issued in UK credits.

### Digital Customer Experience

[**Module Code: 7MARK031W**](#7MARK031W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Customer journeys are characterised by an increased use of a range of digital technologies, across multiple media. Due to the increase in digital technologies, there has been an increased emphasis on multiple touchpoints in customer encounters which can divert attention from the customers end to end journey to a focus on the touchpoints. This module refocuses marketer’s attention to the digital customer experience. The emphasis is on the role of digital components in transforming customer experience.
**Assessment:** Essay (100%)
\*All transcripts are issued in UK credits.

## Property and Construction- ESPI students only

### Asset Management

[**Module Code: 7PROP004W**](#7PROP004W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module introduces students to the key aspects of accounting and Financial Statements and their individual components, Asset Management strategies and Portfolio Planning. The module will also include an overview of Facilities Management and Asset Risk from an owner’s perspective.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Law for Property Professionals

[**Module Code: 7PROP006W**](#7PROP006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module introduces students to the English legal system and the key principles of the law insofar as it applies to the work of a property professional. The module covers the English legal system, the role of statute and judicial precedent, and the fields of contract, tort, real estate and landlord and tenant law.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Property Development

[**Module Code: 7PROP014W**](#7PROP014W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module critically examines the stages involved in developing land and properties, and the roles of key players involved in appraising physical, legal, financial and social aspects required for a successful outcome. The study concentrates on single and multiple use developments (with a focus on commercial and residential). Emphasis is placed on the needs of developers as well as end users as consumers of development projects, whilst also reviewing aims and objectives of other key players in the development process.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Property Valuation

[**Module Code: 7PROP017W**](#7PROP017W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module is designed to critically evaluate the merits and limitations of the traditional and contemporary approaches to real estate valuation in the broad economic, financial and social context. The module examines the challenges facing the global valuation profession in the valuation process due to technology advancement and social changes, and further explores the modern methods of valuation and the valuation practice that can fit for the future.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

## Property and Construction

### Construction Project Planning

[**Module Code: 7CNMN006W**](#7CNMN006W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module considers the key principles of construction project planning from initial briefing to managing the construction process, it analyses management systems in the context of successfully coordinating and delivering a construction project including monitoring and control systems.
**Assessment:** Coursework (80%), Coursework (20%)
\*All transcripts are issued in UK credits.

### Corporate Management

[**Module Code: 7CNMN007W**](#7CNMN007W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module will investigate strategic management issues in relation to organisations that commission and deliver construction projects.
**Assessment:** Coursework (50%), Presentation - submissions only (50%)
\*All transcripts are issued in UK credits.

### Procurement

[**Module Code: 7CNMN011W**](#7CNMN011W_return)

**Level 7**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module addresses various factors that underlie the decision to procure a construction project looking at the various stages in the procurement cycle for construction projects and how these are affected by growing use of digital and modern methods of construction along with critical success factors for construction projects. The statutory and legal framework surrounding procurement is considered, with particular reference to public procurement. Consideration will be given to the critical evaluation of commonly used contract strategies and tendering practices; procurement governance, including risk management and issues related to integrity and probity, and sustainable procurement.
**Assessment:** Coursework (30%), Coursework (70%)
\*All transcripts are issued in UK credits.