

First name:	
Surname:	
UWE Student number:	
Email address:	
Sending Institution:	
Degree programme at sending institution:	
Years of study completed at sending institution:	
Stream to be studied at UWE:	

Exchange and Study Abroad students are able to choose **one of the six streams** offered within the Bristol Business School at Level 2. Within some of these streams, it is then possible to choose a specialism.

A full time programme of study is 60 UWE credits per semester (30 ECTS). Please note that 2 UWE credits = 1 ECTS.

Please complete and return this form (page 1 only) to Studyabroad@uwe.ac.uk by 14th July 2018

Business & Management		<i>Select</i>	International Business		<i>Select</i>	Marketing		<i>Select</i>
		✓			✓			✓
Research Methods for Business (7.5 ECTS)			Research Methods for Business (7.5 ECTS)			Research Methods for Events & Marketing (7.5 ECTS)		
Introductory Research Project (7.5 ECTS)			Introductory Research Project (IB) (7.5 ECTS)			Introductory Research Project (M&E) (7.5 ECTS)		
Accounting Information for Business (7.5 ECTS)			Accounting Information for Business (7.5 ECTS)			Financial Aspects for Marketing, Events & Tourism (7.5 ECTS)		
Select one of			Intercultural Communications (7.5 ECTS)			Integrated Marketing Communications (7.5 ECTS)		
International Trade Multinational Business (7.5 ECTS)	✓							
Market Analysis for Private Investors (7.5 ECTS)	✓							
Integrated Marketing Communications (7.5 ECTS)	✓							
Credit Management Theory & Practice (7.5 ECTS)	✓							
Good Business, Bad Business & Sustainability (7.5 ECTS)	✓							
Management Communication & Decision Making (7.5 ECTS)	✓							
Digital Business Management (7.5 ECTS)	✓							
Employment Relations or Equality Law & Diversity Management (7.5 ECTS)	✓							

Accounting & Finance		Economics		Human Resource Management	
<i>Select</i>		<i>Select</i>		<i>Select</i>	
Research Methods for Business (7.5 ECTS)		Research Management for Business (7.5 ECTS)		Research Methods for Business (7.5 ECTS)	
Introductory Research Project (A&F) (7.5 ECTS)		Good Business, Bad Business & Sustainability (7.5 ECTS)		Research in HRM & Leadership (7.5 ECTS)	
Management & Cost Accounting (7.5 ECTS)		Management & Cost Accounting (7.5 ECTS)		Accounting Information for Business (7.5 ECTS)	
Select one of		Select one of		Equality Law & Diversity Management or Contemporary Employment Relations (7.5 ECTS)	
Principles of Taxation (7.5 ECTS)	✓	International Trade & Multinational Business (7.5 ECTS)	✓		
Market Analysis for Private Investors (7.5 ECTS)	✓				
Business law (7.5 ECTS)	✓				
Credit Management, Theory & Practice (7.5 ECTS)	✓	Introductory Economics (7.5 ECTS)	✓		
Good Business, Bad Business & Sustainability or Governance & Accountability (7.5 ECTS)	✓				

Business & Management				
Module	Module Code	Credits	Syllabus Outline	Module Assessment
Research Methods for Business	UMCDM8-15-2	15 UWE/7.5 ECTS	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☑ Designing a mixed methods organisational enquiry project ☑ Framing problems, questions and objectives in organisational enquiry ☑ Reviewing the evidence-base in organisational enquiry ☑ Access to organisations and research participants ☑ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Ethics of organisational enquiry ☑ Designing successful pitches and proposals ☑ Practising quantitative enquiry ☑ Practising qualitative enquiry 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

<p>Introductory Research Project</p>	<p>UMCDMA-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>The module allows students to build upon the knowledge and skills gained through the Research Methods module in the preceding semester, in applying the principles and practices of organisational enquiry to a real world business issue. This small-scale project relies upon students negotiating access to an organisation, usually local, company, and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.</p> <p>With a few notable exceptions, students are free to prepare a research project from topic areas throughout business and management. Students on the BA (Hons) International Business programme are expected to focus their studies on a research project related to the subject area of international business or to put other business and management topics into the context of businesses working internationally. Similarly, students on BA (Hons) Business & HRM are expected to focus on a HRM-related research project.</p> <p>Teaching and learning methods will support students across the diversity of approaches and methods they may have used, through the process of gathering data, and writing up a Research Report to present to both the faculty and their client.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☐ Agreeing a mixed methods organisational enquiry project in response to feedback from your individual assessments in the Research Methods module 	<p>The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods for Business. Formative feedback on individual proposals will be provided from that module and reviewed with students at the start of this module. Students will then work to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the individual conduct the research within an organisation or organisations that they identify and negotiate access with.</p> <p>Component A is 3250 words in total, consisting of a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project.</p> <p>The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and your own performance as a researcher.</p>
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			<ul style="list-style-type: none"> ☑ Negotiating access to organisations and research participants ☑ Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Using research results to develop recommendations for business practice ☑ Ethics of organisational enquiry ☑ Writing effective reports for a business audience 	
Accounting Information for Business	UMAD5H-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☑ Cost classification and the behaviour of costs. ☑ Short-term decision-making, including cost volume profit analysis, the importance of contribution, relevant costing and limiting factors. ☑ Calculating full product costs: including absorption and activity based costing and its contribution to activity management. ☑ Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques. ☑ Long-term/short-term financing policies and financing working capital. ☑ Development of plans and budgets and the influence of target setting on managers. ☑ Calculation of flexible budgets. ☑ The behavioural aspects of management control systems and the “beyond budget” agenda. 	<p>Formative assessment opportunities in the modules are reflective and ongoing.</p> <p>Summative assessment consists of :</p> <p>Component A - a 2 hour examination - final assessment</p> <p>Component B - 2000 word (maximum) group professional report to inform management decision making and address students’ reflections on their learning and development.</p> <p>The strategy will continue to assess students’ ability to critically appraise the impact of accounting on organisations and their shareholders within the modern day international business environment.</p>

			<ul style="list-style-type: none"> ☑ Key performance indicators, including the Balanced Scorecard, and the role of performance measurement in organisations. ☑ Working capital management. 	
International Trade & Multinational Business	UMED8P-15-2	15 UWE/7.5 ECTS	<p>This module typically will cover:</p> <ul style="list-style-type: none"> ☑ The foundations of International Trade – Mercantilism, Ricardo’s contribution to trade, neo-classical trade theory, alternative theories of trade, the relationship between trade and economic growth. ☑ Trade Policy – Advantages and Disadvantages of protectionism, empirical evidence on trade policy, economic integration and trade in a global world. ☑ International Monetary Economics – exchange rate determination, exchange rate regimes, capital markets and capital controls, The Euro ☑ Topics in International Economics – Fair-trade, absolute poverty and international trade, empirical examination of the causes of trade and policy implications. 	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it may include peer feedback on informal activities. Summative assessment will be multi-faceted. The first opportunity for summative assessment is an assessed essay relatively early in the semester. The examination will assess the entire module content and will occur at the end of the module. The examination will reward understanding and analysis of theory and empirical evidence.</p> <p>Summative Assessment</p> <ol style="list-style-type: none"> 1. Component A: 2 hour Written Examination. The examination constitutes 60 per cent of the final grade. The exam will test the student with regard to all of the learning outcomes. 2. Component B: Assessed essay – 1,500 words. This will be an individual piece of work that relates to the first part of syllabus and to learning outcomes 1-3.
Market Analysis for Private Investors	UMAD5M-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☑ Investment theory – Key investment theories influencing private investment decision making and private portfolio construction, including and understanding of key elements of behavioural finance ☑ Equity markets – the nature and workings of the UK equity and bond markets; how to evaluate sources of financial information, use of multiple data resources including portfolio simulation packages; diversification and investment strategies in private portfolio 	<p>Summative Assessment</p> <p>Component A Examination</p> <p>Students sit a 2 hour examination at the end of the module to demonstrate understanding of theory, strategy and the use of financial information .</p> <p>Component B Coursework</p> <p>This a group assessment in the form of an investment game, requiring students to identify suitable investments for their chosen client and manage them in a real time virtual portfolio over a time constrained period . Once the portfolio is</p>

			<p>construction; bonds and their place in private investment portfolios</p> <ul style="list-style-type: none"> ☑ Interpretation and application of financial and accounting information – investment ratios; sources of information for investment decision making ☑ Collective Investment – the structure of collective investment instruments; comparative performance evaluation in a private investor context; packaged products 	<p>created, students are required to monitor, review and revise their portfolio and comply with regular reporting dates (15% of component). They must submit a 1500 word summary of their portfolio performance against their client’s objectives, supported by a portfolio of evidence and justification for their investment decisions (75% of component) including an individual reflection on their learning (10% of component).</p>
<p>Integrated Marketing Communications</p>	<p>UMKD6M-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>Marketing communications is a fast-moving subject and an integral part of marketing. In this module we hope to encourage your interest in the field, to develop your knowledge of the principal tools and techniques of marketing communications and the media through which we communicate. We examine how marketing communications have responded to the changing media environment, utilising new platforms to support brand communication and to encourage audience engagement. We will explore how communications theory helps us to understand how communication works and we will question whether existing theories adequately reflect the use of digital communication technologies.</p> <p>You will cover: Communication theories and models, Media forms and media choices and the elements of the communication mix including Advertising, Public relations Sales Promotion. You will examine how messages are constructed, how creative strategies are employed, and how digital technology has enabled the creation of more effective and creative campaigns. The ethical issues</p>	<p>The assessment for this module is a single piece (component A) which comprises a detailed integrated marketing communications proposal (approx. 2250 words) and a personal reflection (approx. 750 words)) which outlines the decisions made and alternatives considered in developing the proposal.</p> <p>The proposal will draw on all parts of the module; communications theory, message, media and mix. In writing the reflection the student should consider how their engagement with the module has informed their choices and enabled them to develop a proposal that could be utilised in a real-world context.</p>

			surrounding marketing communications are explored and the contribution of social campaigns considered.	
Credit Management Theory & Practice	UMAD5N-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☑ The theory, nature and related costs and benefits of Credit Management (Economics of credit, Trade, Export and Consumer Credit, Costs and benefits of Credit Management) ☑ Credit Terms, Products and Services (according to customer type, mechanics of credit products in trade, export and consumer credit, importance of customer identification for credit purposes) ☑ Key Factors affecting choice of Credit Policy (influence of Credit Policy as an investment tool, Credit Policy to promote sales growth, as a bargaining tool) ☑ Incentives offered to customers to increase sales (impact on credit management) ☑ Credit Assessment (importance of cash flow, financial and non-financial analysis of different types of customers, working capital considerations) ☑ Incentives and promotional forms of credit (types of customers and classification, handling large account customers, trade and customer relationships) ☑ Credit Performance Measures and Reporting (importance of credit performance measures, key ratios, ledger and customer management) ☑ Analysing and reporting KPIs of the credit function (collection policies, management of in-house collections, use of third parties, bad debt policies, factoring, outsourcing and shared service centres, credit risk mitigation) ☑ Legal aspects of Credit Management 	<p>The assessment will facilitate a holistic and detailed coverage of the module content and allow students to apply corporate finance theory.</p> <p>Summative assessment consists of:</p> <p>Component B - The students will need to complete a individual 2,000 work assignment, the assignment will be based on a topical credit management issue. It will require students to conduct research into both academic article and trade based reports.</p> <p>Component A- a three-hour closed book examination weighted 50%. Assessment by examination is required by the professional bodies for the purpose of exemptions.</p>

			<p>(consumer and commercial Law, developments in the regulatory framework)</p> <ul style="list-style-type: none"> ☑ Importance of Current Issues in Credit Management in today's business environment (costs and implications in using services to buyer and seller, competitive advantage and perceptions, opportunities and threats to credit management, Globalisation of the credit function) ☑ Efficient credit management (delegation and empowerment of credit staff and training opportunities) 	
<p>Good Business, Bad Business & Sustainability</p>	<p>UMED8U-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☑ Ethical frameworks for decision-making and frameworks for assessing good and bad business, such as The Triple Bottom Line and cost benefit analysis ☑ Measures and concepts of sustainability, such as The Five Capitals model: ☑ Definitions of sustainability: from very weak to very strong sustainability, ecosystems and issues of climate change, system degradation, assimilative capacity, threshold effects, biodiversity and resource depletion. Approaches to valuing the environment ☑ Frameworks for analysing impact: intergenerational and intragenerational equity, economic growth and the Environmental Kuznets Curve ☑ Mission, targets and KPIs Carbon Accounting, footprinting and Life Cycle Analysis ☑ Social inclusion and equal opportunities Business, family and community 	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it may include peer feedback on informal activities. Summative assessment will be multi-faceted. The first opportunity for summative assessment is a problem-based research project. It would be assessed early enough to provide feedback to students before the exam. The coursework is designed to assess students' abilities to apply core concepts in the module to a real-world problem. The examination will assess the entire module content and will occur at the end of the module.</p> <p>Summative Assessment</p> <ul style="list-style-type: none"> - 2 hour examination at the end of the semester. This will comprise 50% of the final mark. The examination will be based on the topics covered and will reward understanding and analysis. - 2,000 word problem-based assessment. The coursework is one in which the students would be invited individually to research and propose solutions to a problem chosen from a set of case

			<p>☑ Fair dealing: relational contracting and the stakeholder model Bad business: from professional crime to managerial self interest The danger signs: information asymmetry, principal-agent problems, opportunism moral hazard and adverse selection</p>	<p>studies identified by the teaching team</p>
<p>Management Communication & Decision Making</p>	<p>UMOD6H-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>Students will be introduced to theories, models, frameworks, and the role of management communication and decision making. They will be encouraged to develop their management communication and decision making capabilities through learning set activity.</p> <p>Topics to be covered include:</p> <ul style="list-style-type: none"> - Small groups, and teams: Working and learning in groups - Culture, communication and decision-making - Stakeholder engagement, communication and decision-making - Handling organisational politics - Leadership, communication, and decision-making. - Networks and channels - Effective interpersonal communication in organisations - Verbal and non-verbal communication and active listening - Symbolic behaviour, influence and persuasion - Ethical issues in management communication and decision making 	<p>The assessment strategy has two components: A) which is a 2 hour examination; and B) Coursework: which is a learning diary accounting for their learning throughout the module.</p> <p>While summative assessment is as described above, formative feedback is built into the module design and provides opportunities for peer and tutor feedback with regard to developing thinking and approaches to assessment and working with the assessment criteria.</p> <p>The assessment criteria for components A and B elements are reviewed annually to ensure that they reflect the assessment strategy and learning outcomes.</p>
<p>Digital Business Management</p>	<p>UMMDFY-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>In general the syllabus will reflect the range of issues that surround the management of digital systems in a broad spectrum of</p>	<p>The end of module examination covers the range of topics in the syllabus. A variety of approaches will be used, including: case analysis to assess</p>

			<p>organisations, including:</p> <ul style="list-style-type: none"> Introduction to information systems IS and IT in organisations Organisational Information systems and Management Information Systems Database Management Systems Data and system security Electronic business Knowledge management Human-Computer interaction and interfaces Project & Change management in Information Systems Information Systems Development, including the Systems Development Life Cycle Issues in Business Computing, to include: health & safety – law & education – ethics – security - sustainability. 	<p>appreciation of organisational digital business management, essay-type questions to assess in depth specific key topics covered in lectures and seminars plus compare and contrast questions to assess broad grasp of subject matter.</p> <p>The coursework component requires that: Students utilise the Blackboard VLE to make a number of weekly submissions that evidence their participation and understanding of seminar and workshop activities, including reflection on the management implications of tasks undertaken. Students will be required to submit a number of pieces at the end of the module in the form of an E-Portfolio plus a 1000 word reflective summary, which makes a synthesis of the work achieved on the module.</p>
Employment Relations	UMPD7E-15-2	15 UWE/7.5 ECTS	<p>The module will cover the following broad topics:</p> <ul style="list-style-type: none"> ☑ The theory of the Employment Relationship ☑ The role of trade Unions, employers and managers and the State ☑ Trade union decline and renewal ☑ Conflict, industrial action and Employment Relations ☑ Pay determination ☑ Employment relations in SME's ☑ Control in the workplace ☑ The impact of the EU on employment relations ☑ EU and worker participation ☑ Globalisation and employment relations 	<p>The assessment strategy includes a 2 hour examination (component A) and a 2000 word essay (component B).</p> <p>Combined, these two forms of assessment will allow evaluating the extent to which the students have achieved the desired learning outcome. This strategy provides the students with the opportunity to demonstrate an in depth understanding of employment relations issues with a critical and analytical perspective and, through their writing expression, show the ability to examine complex ideas and challenge different viewpoints - particularly important for the understanding of employment relations from a comparative and international perspective.</p> <p>The students will be supported in developing these abilities throughout the semester, especially in the tutorials and the weekly assisted essay-development activities. Component B, the essay,</p>

				and the weighting of 50% of this component, is also designed to support international students whose first language is not English to have the opportunity of developing reading and writing skills in supported conditions before being assessed in controlled conditions that require those skills.
Equality Law & Diversity Management	UMPD7J-15-2	15 UWE/7.5 ECTS	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - Describe and explain the key theoretical interpretations of inequality and discrimination in the labour market - Explain the role of Europe in the setting of anti-discrimination legislation. - Understand and explain the main points of the discrimination and equal treatment legislation in the UK and demonstrate knowledge of the leading case law. - Explain theories of equal opportunities and the management of diversity and their role in anti-discrimination policy and practice. (Component B) - Identify key sources of labour market statistical data and critically assess their use in helping organisations to establish good equal opportunities and diversity management practice. - Understand and assess the role of the government, NGOs, employers and trade unions in using the law to eradicate discrimination in the workplace. - Develop research, presentation and appropriate academic writing skills - Critically evaluate theoretical accounts of labour market discrimination, equal opportunities and the law - Develop the ability to debate complex ideas 	<p>The assessment is designed to support student learning and encourage them to develop the skills of independent study. In particular students will be assessed on their critical understanding of the theoretical and applied dimensions of law and equality in the workplace. There is one component to the summative assessment for this module: A 3000 word, project-based written research assignment which will address a key aspect of equality law in the workplace setting. Students will be expected to research and critically analyse relevant literature, legislation (statute and case law) and labour market statistics. Formative assessment will be provided throughout the module and will be particularly addressed in the skills development workshop.</p>

			- Access and critically interpret relevant labour market data sources	
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International Business				
Module	Module Code	Credits	Syllabus Outline	Module Assessment
Research Methods for Business	UMCDM8-15-2	15 UWE/7.5 ECTS	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☑ Designing a mixed methods organisational enquiry project ☑ Framing problems, questions and objectives in organisational enquiry ☑ Reviewing the evidence-base in organisational enquiry ☑ Access to organisations and research participants ☑ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Ethics of organisational enquiry ☑ Designing successful pitches and proposals ☑ Practising quantitative enquiry ☑ Practising qualitative enquiry 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

<p>Introductory Research Project (IB)</p>	<p>UMCDMA-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>The module allows students to build upon the knowledge and skills gained through the Research Methods module in the preceding semester, in applying the principles and practices of organisational enquiry to a real world business issue. This small-scale project relies upon students negotiating access to an organisation, usually local, company, and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.</p> <p>With a few notable exceptions, students are free to prepare a research project from topic areas throughout business and management. Students on the BA (Hons) International Business programme are expected to focus their studies on a research project related to the subject area of international business or to put other business and management topics into the context of businesses working internationally. Similarly, students on BA (Hons) Business & HRM are expected to focus on a HRM-related research project.</p> <p>Teaching and learning methods will support students across the diversity of approaches and methods they may have used, through the process of gathering data, and writing up a Research Report to present to both the faculty and their client.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☐ Agreeing a mixed methods organisational enquiry project in response to feedback from your individual assessments in the Research Methods module 	<p>The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods for Business. Formative feedback on individual proposals will be provided from that module and reviewed with students at the start of this module. Students will then work to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the individual conduct the research within an organisation or organisations that they identify and negotiate access with.</p> <p>Component A is 3250 words in total, consisting of a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project.</p> <p>The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and your own performance as a researcher.</p>
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			<ul style="list-style-type: none"> ☒ Negotiating access to organisations and research participants ☒ Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Using research results to develop recommendations for business practice ☒ Ethics of organisational enquiry ☒ Writing effective reports for a business audience 	
Accounting Information for Business	UMAD5H-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☒ Cost classification and the behaviour of costs. ☒ Short-term decision-making, including cost volume profit analysis, the importance of contribution, relevant costing and limiting factors. ☒ Calculating full product costs: including absorption and activity based costing and its contribution to activity management. ☒ Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques. ☒ Long-term/short-term financing policies and financing working capital. ☒ Development of plans and budgets and the influence of target setting on managers. ☒ Calculation of flexible budgets. ☒ The behavioural aspects of management control systems and the “beyond budget” agenda. 	<p>Formative assessment opportunities in the modules are reflective and ongoing.</p> <p>Summative assessment consists of :</p> <p>Component A - a 2 hour examination - final assessment</p> <p>Component B - 2000 word (maximum) group professional report to inform management decision making and address students’ reflections on their learning and development.</p> <p>The strategy will continue to assess students’ ability to critically appraise the impact of accounting on organisations and their shareholders within the modern day international business environment.</p>

			<ul style="list-style-type: none"> ☑ Key performance indicators, including the Balanced Scorecard, and the role of performance measurement in organisations. ☑ Working capital management. 	
Intercultural Communications	UMOD88-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☑ Part I: Conceptual foundations—where we present key ideas, concepts and debates about the subject (include: debates about the nature of culture and the way to study it; verbal and non-verbal aspects of intercultural communication, such as proxemics, chronemics, haptics, kinesics and vocalics; the effects of prejudices, stereotypes and ethnocentrism). ☑ Part II: Themes in intercultural communication—where we present a selection of themes within the subject (can include: intercultural meetings and negotiations, ethical dilemmas in intercultural settings, virtual communication in an intercultural environment). ☑ Part III: Intercultural communication and international careers—where we look at the interplay between international careers and intercultural communication. 	<p>Assessment</p> <p>The module is assessed by a 2 hour exam, and a portfolio of activities which enable student to demonstrate their engagement with a variety of topics and material. Preparing the coursework and revising for the exam enable students to consolidate and develop the learning done through individual preparation, and during lecture and tutorial sessions. It brings students to develop their knowledge of the field of intercultural communication and of its key ideas, concepts and debates; and it enables students to develop skills in regard to writing, analysis, argumentation and synthesis. In addition to developing those professional skills, preparing the assignment contributes to their employability by making them more sensitive to the importance of appropriate communication, and more knowledgeable about the way intercultural communication can affect international careers. The exam is worth 25% of the final mark, and the portfolio, 75%.</p>

Marketing				
Module	Module Code	Credits	Syllabus Outline	Module Assessment
Research Methods for Events & Marketing	UMCDM9-15-2	15 UWE/7.5 ECTS	<p>The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organisational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organisational problems.</p> <p>With a few notable exceptions, students are free to prepare a research proposal from topic areas throughout marketing and events, but choosing a topic relevant to your degree will support final year projects.</p> <p>The proposal developed in this module will form the basis of your group's data collection, data analysis and interpretation of data related to a real world issue for a small/local company, charity or other organization, in the next semester's 'Introductory Research Project'.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☐ Designing a mixed methods organisational enquiry project ☐ Framing problems, questions and objectives in organisational enquiry ☐ Reviewing the evidence-base in organisational enquiry ☐ Access to organisations and research 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

		<p>participants</p> <ul style="list-style-type: none"> ☒ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Ethics of organisational enquiry ☒ Designing successful pitches and proposals ☒ Practising quantitative enquiry ☒ Practising qualitative enquiry <p>Underpinning skills sessions will address the following related syllabus:</p> <ul style="list-style-type: none"> ☒ Effectively utilise UWE IT and library systems, identifying and accessing a variety of resources both in print and electronically; and effectively utilise a variety of computer software packages relevant to organisational enquiry. ☒ Evaluate data sources and make informed judgments about their quality and relevance ☒ Constructively interpret, evaluate and critique the available evidence-base, identifying strengths and weaknesses in design, technique, analysis and conclusions. ☒ Effectively comprehend and demonstrate the principles and practices of enquiry project design. ☒ Identify, select and defend methods and techniques of data collection appropriate for enquiry in a specific field of study, and specify and defend their relevance to a specific research question. ☒ Demonstrate awareness of issues relating to the rights of other researchers, of research subjects and of others who may be affected 	
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			<p>by research or other form of organisational enquiry.</p> <ul style="list-style-type: none"> ☑ Demonstrate effective project planning skills. ☑ Demonstrate effective academic and applied writing and editing skills. 	
<p>Introductory Research Project (M&E)</p>	<p>UMCDMB-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>The module allows students to build upon the knowledge and skills gained through the Research Methods for Marketing and Events module in the preceding semester, in applying the principles and practices of organisational enquiry to a real world business issue. This small-scale project relies upon students negotiating access to a small, usually local, company, and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business. With a few notable exceptions, students are free to conduct research on topic areas throughout marketing and events, but choosing a topic relevant to your degree will support final year projects.</p> <p>Teaching and learning methods will support students across the diversity of approaches and methods they may have used, through the process of gathering data, and writing up a Research Report to present to both the faculty and their client.</p> <p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☑ Agreeing a mixed methods organisational enquiry project in response to feedback from your individuals assessments in the Research Methods module ☑ Negotiating access to organisations and 	<p>The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods for Marketing and Events. Formative feedback on individual proposals will be provided from that module and reviewed with students at the start of this module.</p> <p>Students will then work together to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the group conduct the research within an organisation that they previously identified and negotiated access with.</p> <p>Component A is 3250 words in total, consisting of a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project.</p> <p>The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and your own performance as a researcher.</p>

			<p>research participants</p> <ul style="list-style-type: none"> ☒ Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Using research results to develop recommendations for business practice ☒ Ethics of organisational enquiry ☒ Writing effective reports for a business audience 	
<p>Financial Aspects for Marketing, Events and Tourism</p>	<p>UMADDF-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☒ Assessing company performance and the financial strength of the organisation ☒ Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques: Payback and ARR ☒ Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques: NPV and IRR ☒ Brand Valuation ☒ Development of plans and budgets and the influence of target setting on managers ☒ Key performance indicators, including the Balanced Scorecard and Responsibility Accounting ☒ Transfer Pricing ☒ Calculating full product costs: Absorption costing ☒ Calculating full product costs: ABC costing ☒ Target costing ☒ Short term decision making: including cost 	<p>Summative Assessment</p> <p>Component A- 2 hour examination</p> <p>Component B – Group report – 1,500 words & Group Presentation (for which individual marks will be allocated)</p>

			<p>classification and the behaviour of costs, cost volume profit analysis, the importance of contribution and break even analysis</p> <p>☑ Relevant Costing and limiting factors</p>	
<p>Integrated Marketing Communications</p>	<p>UMKD6M-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>Marketing communications is a fast-moving subject and an integral part of marketing. In this module we hope to encourage your interest in the field, to develop your knowledge of the principal tools and techniques of marketing communications and the media through which we communicate. We examine how marketing communications have responded to the changing media environment, utilising new platforms to support brand communication and to encourage audience engagement. We will explore how communications theory helps us to understand how communication works and we will question whether existing theories adequately reflect the use of digital communication technologies.</p> <p>You will cover: Communication theories and models, Media forms and media choices and the elements of the communication mix including Advertising, Public relations Sales Promotion. You will examine how messages are constructed, how creative strategies are employed, and how digital technology has enabled the creation of more effective and creative campaigns. The ethical issues surrounding marketing communications are explored and the contribution of social campaigns considered.</p>	<p>The assessment for this module is a single piece (component A) which comprises a detailed integrated marketing communications proposal (approx. 2250 words) and a personal reflection (approx. 750 words)) which outlines the decisions made and alternatives considered in developing the proposal.</p> <p>The proposal will draw on all parts of the module; communications theory, message, media and mix. In writing the reflection the student should consider how their engagement with the module has informed their choices and enabled them to develop a proposal that could be utilised in a real-world context.</p>

Accounting & Finance				
Module	Module Code	Credits	Syllabus Outline	Module Assessment
Research Methods for Business	UMCDM8-15-2	15 UWE/7.5 ECTS	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☒ Designing a mixed methods organisational enquiry project ☒ Framing problems, questions and objectives in organisational enquiry ☒ Reviewing the evidence-base in organisational enquiry ☒ Access to organisations and research participants ☒ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Ethics of organisational enquiry ☒ Designing successful pitches and proposals ☒ Practising quantitative enquiry ☒ Practising qualitative enquiry 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

<p>Introductory Research Project (A&F)</p>	<p>UMCDMD-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☒ Agreeing a mixed methods organisational enquiry project in response to feedback from your individuals assessments in the Research Methods module ☒ Negotiating access to organisations and research participants ☒ Applying the principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Applying the principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☒ Using research results to develop recommendations for business practice ☒ Ethics of organisational enquiry ☒ Writing effective reports for a business audience 	<p>The assessment for this module will be based upon a proposal developed, marked, and reviewed by staff in the preceding module, Research Methods (AEF). Formative feedback on individual proposals will be provided from that module and reviewed with students at the start of this module. Students will then work together to agree a small, defined research proposal that will be signed off by staff (including ethical approval) before the group conduct the research within an organisation that they previously identified and negotiated access with. Component A is 3250 words in total, consisting of a 2500 word individual Research Report of the project, and a 750 word personal Reflective Review of the project. The report section will outline the research rationale and methods, individually analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue. The personal Reflective Review of the project will consider what the student has learned over the module, how this may impact on future research opportunities, and your own performance as a researcher.</p>
<p>Management & Cost Accounting</p>	<p>UMAD5J-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☒ Cost classification and the behaviour of costs. ☒ Short-term decision-making, including cost volume profit analysis, the importance of contribution, relevant costing and limiting factors. ☒ Calculating full product costs: including absorption and activity based costing and its contribution to activity management. ☒ Long-term/short-term financing policies and financing working capital. 	<p>The module assessment is designed to assess both technical understanding of accounting information and the student's capacity to interpret and apply information to support management decision making in a financial context. Formative assessment and interim feedback opportunities will occur through workshops activities on an ongoing basis. Summative assessment consists of :</p> <ul style="list-style-type: none"> ☒ a 2 hour examination ☒ Individual report 2,000 words – Students will be

			<ul style="list-style-type: none"> ☒ Development of plans and budgets and the influence of target setting on managers. ☒ Calculation of flexible budgets. ☒ The behavioural aspects of management control systems and the “beyond budget” agenda. ☒ Key performance indicators, including the Balanced Scorecard, and the role of performance measurement in organisations. ☒ Working capital management. 	<p>required to apply their learning through analysis of real company data to support financial recommendations in a management accounting context. They will be required to demonstrate skills in evaluation and analysis of quantitative and qualitative company data and in effective business report writing.</p>
Principles of Taxation	UMAD5G-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☒ The nature and application of the major taxes levied on individuals and business organisations in the UK ☒ The identification and review of tax liabilities for individuals and businesses ☒ The principles of tax system design and their application by HMRC as the UK tax authority ☒ The preparation of tax and NIC computations for both individuals and businesses ☒ The calculation of liabilities for both capital gains for individuals ☒ Analysis of the implications of income and capital taxes for the financial planning of individuals and businesses ☒ The basic administrative aspects of tax collection including records, self-assessment and penalties 	<p>The summative assessment strategy for this module consists of two components. Component A – 2 hour closed book examination, weighted 70% where students must attempt all of the questions. This component is weighted at 70% to meet the exemption criteria applied by professional accounting bodies. It will test understanding and the application of technical computational knowledge to tax problems, as well as the capacity to analyse and present solutions to taxation problems. The level of coverage of the syllabus and the level of difficulty must be compliant with professional body expectations Component B – 1.5 hour multiple choice test. The test will be scheduled outside the module delivery and centrally administered under exam conditions. The test will allow students to apply their understanding to computational and conceptual problems and evaluate their progress at the mid stage of the module. The paper is constructed to emulate the approach used by the ICAEW for its Principles of Taxation paper, and contributes to the exemptions awarded for taxation papers across a range of professional bodies .</p>

<p>Market Analysis for Private Investors</p>	<p>UMAD5M-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☑ Investment theory – Key investment theories influencing private investment decision making and private portfolio construction, including and understanding of key elements of behavioural finance ☑ Equity markets – the nature and workings of the UK equity and bond markets; how to evaluate sources of financial information, use of multiple data resources including portfolio simulation packages; diversification and investment strategies in private portfolio construction; bonds and their place in private investment portfolios ☑ Interpretation and application of financial and accounting information – investment ratios; sources of information for investment decision making ☑ Collective Investment – the structure of collective investment instruments; comparative performance evaluation in a private investor context; packaged products 	<p>Summative Assessment Component A Examination Students sit a 2 hour examination at the end of the module to demonstrate understanding of theory, strategy and the use of financial information . Component B Coursework This a group assessment in the form of an investment game, requiring students to identify suitable investments for their chosen client and manage them in a real time virtual portfolio over a time constrained period . Once the portfolio is created, students are required to monitor, review and revise their portfolio and comply with regular reporting dates (15% of component). They must submit a 1500 word summary of their portfolio performance against their client’s objectives, supported by a portfolio of evidence and justification for their investment decisions (75% of component) including an individual reflection on their learning (10% of component).</p>
<p>Business Law</p>	<p>UJUJ4-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>This module will cover: Part A The main divisions and Sources of English Law, including the European Union The English Legal System including courts, tribunals and other ways of resolving disputes, the role of the legal profession. The differences between criminal and civil law, and ways of enforcing Court judgements The Human Rights Act, or other topical matters that illustrate problems of law-making and enforcement in the business world or private life Selected aspects of the law of torts affecting business e.g. identify the meaning of a tort,</p>	<p>This module will be assessed using formative and summative assessment. Formative assessment will take various forms, such as opportunities to use multiple choice questions which will be offered throughout the module and revision question. Summative assessment will comprise a 1000 word coursework during the course of the module and a three hour examination at the end of the module. ☑ Component A – There will be an end of module examination conducted under controlled conditions which will test the core knowledge and concepts covered in Part A of the syllabus via essay and problem based questions. The paper will also consist of 10 compulsory multiple choice questions covering aspects of Company Law covered in Part B</p>

			<p>aspects of the law of negligence, vicarious liability, contribution and indemnity</p> <p>The law of contract e.g. formation, terms including exclusion of liability, defects, termination and remedies</p> <p>The law of employment e.g the distinction between the self employed and employees, the contract of service, dismissal and redundancy.</p> <p>Part B</p> <p>The legal personality, formation and features of sole traders partnerships and companies, A brief outline of the law of agency in the context of business organisations, e.g, duties of partners and directors and authority of the agent</p> <p>Concept of limited liability and corporate personality eg the corporate veil</p> <p>Types of companies eg public or private</p> <p>The procedures for registering a company and thereafter regulation of companies</p> <p>The constitution of a company eg articles of association</p> <p>Financing the company –</p> <p>Distinguish between share capital and loan capital,</p> <p>Shares and dividends , public rights issues</p> <p>Loan capital eg fixed and floating charges</p> <p>The relationship between members and managers, including the role and duties of directors, secretary and auditors</p> <p>Company meetings and resolutions</p>	<p>of the syllabus.</p> <p>☒ Component B – There will be one piece of coursework , maximum 1000 words based on the core knowledge and concepts delivered under Part B of the syllabus. This will test the students ability to analyse and solve problems within the context of business organisations and the business environment. There will be a maximum of 250 word out of the 1000 maximum words for student to reflect upon the process and development of their learning within this component.</p>
Credit Management, Theory & Practice	UMAD5N-15-2	15 UWE/7.5 ECTS	<p>☒ The theory, nature and related costs and benefits of Credit Management (Economics of credit, Trade, Export and Consumer Credit, Costs and benefits of Credit Management)</p>	<p>The assessment will facilitate a holistic and detailed coverage of the module content and allow students to apply corporate finance theory.</p> <p>Summative assessment consists of:</p>

			<ul style="list-style-type: none"> ☒ Credit Terms, Products and Services (according to customer type, mechanics of credit products in trade, export and consumer credit, importance of customer identification for credit purposes) ☒ Key Factors affecting choice of Credit Policy (influence of Credit Policy as an investment tool, Credit Policy to promote sales growth, as a bargaining tool) ☒ Incentives offered to customers to increase sales (impact on credit management) ☒ Credit Assessment (importance of cash flow, financial and non-financial analysis of different types of customers, working capital considerations) ☒ Incentives and promotional forms of credit (types of customers and classification, handling large account customers, trade and customer relationships) ☒ Credit Performance Measures and Reporting (importance of credit performance measures, key ratios, ledger and customer management) ☒ Analysing and reporting KPIs of the credit function (collection policies, management of in-house collections, use of third parties, bad debt policies, factoring, outsourcing and shared service centres, credit risk mitigation) ☒ Legal aspects of Credit Management (consumer and commercial Law, developments in the regulatory framework) ☒ Importance of Current Issues in Credit Management in today's business environment (costs and implications in using services to buyer and seller, competitive advantage and perceptions, opportunities) 	<p>Component B - The students will need to complete a individual 2,000 work assignment, the assignment will be based on a topical credit management issue. It will require students to conduct research into both academic article and trade based reports.</p> <p>Component A- a three-hour closed book examination weighted 50%. Assessment by examination is required by the professional bodies for the purpose of exemptions.</p>
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			<p>and threats to credit management, Globalisation of the credit function)</p> <ul style="list-style-type: none"> ☒ Efficient credit management (delegation and empowerment of credit staff and training opportunities) 	
<p>Good Business, Bad Business & Sustainability</p>	<p>UMED8U-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☒ Ethical frameworks for decision-making and frameworks for assessing good and bad business, such as The Triple Bottom Line and cost benefit analysis ☒ Measures and concepts of sustainability, such as The Five Capitals model: ☒ Definitions of sustainability: from very weak to very strong sustainability, ecosystems and issues of climate change, system degradation, assimilative capacity, threshold effects, biodiversity and resource depletion. Approaches to valuing the environment ☒ Frameworks for analysing impact: intergenerational and intragenerational equity, economic growth and the Environmental Kuznets Curve ☒ Mission, targets and KPIs Carbon Accounting, footprinting and Life Cycle Analysis ☒ Social inclusion and equal opportunities Business, family and community ☒ Fair dealing: relational contracting and the stakeholder model Bad business: from professional crime to managerial self interest The danger signs: information asymmetry, principal-agent problems, opportunism moral hazard and adverse selection 	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it may include peer feedback on informal activities. Summative assessment will be multi-faceted. The first opportunity for summative assessment is a problem-based research project. It would be assessed early enough to provide feedback to students before the exam. The coursework is designed to assess students' abilities to apply core concepts in the module to a real-world problem. The examination will assess the entire module content and will occur at the end of the module.</p> <p>Summative Assessment</p> <ul style="list-style-type: none"> - 2 hour examination at the end of the semester. This will comprise 50% of the final mark. The examination will be based on the topics covered and will reward understanding and analysis. - 2,000 word problem-based assessment. The coursework is one in which the students would be invited individually to research and propose solutions to a problem chosen from a set of case studies identified by the teaching team.

<p>Governance & Accountability</p>	<p>UMADHV-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p><i>Corporate Governance Definitions and Concepts:</i> Narrow to broad scope Conceptual frameworks including agency, stakeholder, stewardship, and transaction cost theories Approaches to corporate governance: rules vs principles <i>Key players:</i> The role of Boards, including the Chairman and INEDS, and executive pay The role of Institutional Investors, including shareholder activism The role of Transparency, including the function of regulators, the audit triangle, and governance reporting The role of audit within corporate governance, including the nature, purpose and scope of statutory audit, audit planning and risk assessment <i>Risk Management</i> Evaluation of the role of risk management in achieving good corporate governance, with particular reference to the failures of the banks Evaluation of the role of the accountant in risk control and management, including consideration of the needs for and structure of internal control systems Consideration of corporate approaches to risk identification, assessment and management <i>Global Issues</i> Comparison of major models of corporate governance in use globally Identification of key drivers towards harmonisation/convergence, including roles of OECD, World Bank and IFC Evaluation of importance of cultural, legal, political and socio-economic differences as barriers to global convergence <i>Ethical Models</i> Consideration of individual ethical decision making, including major</p>	<p>Summative Assessment There are two different assessments for the module. Both are designed to allow students to demonstrate their knowledge and understanding of the module's topics and content. Component A: Consists of an examination (conducted under controlled conditions) which will be 2.hours in length. It will assess students' knowledge of core material and their ability to apply it to given scenarios. Component B Consists of a 2,000 word individual essay on a current topic in corporate governance and accountability. This component allows the student to demonstrate competence in research skills, critical thinking, and writing. The title and topic will be announced at the beginning of the course to enable students time to conduct independent research relating to the topic. Formative Assessment: 1. Students will be offered the opportunity to self-evaluate their knowledge and comprehension of the module's core concepts and topics using question banks drawn from various sources. 2. In addition students will be encouraged to reflect on their academic progress through regular attendance at lectures and seminars.</p>
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			ethical theories Evaluation of the importance of individual ethics for corporate behaviour, and the development corporate ethical codes	
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Economics				
Module	Module Code	Credit	Syllabus Outline	Module Assessment
Research Methods for Business	UMCDM8-15-2	15 UWE/7.5 ECTS	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☑ Designing a mixed methods organisational enquiry project ☑ Framing problems, questions and objectives in organisational enquiry ☑ Reviewing the evidence-base in organisational enquiry ☑ Access to organisations and research participants ☑ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Ethics of organisational enquiry ☑ Designing successful pitches and proposals ☑ Practising quantitative enquiry ☑ Practising qualitative enquiry 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

<p>Good Business, Bad Business & Sustainability</p>	<p>UMED8U-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☑ Ethical frameworks for decision-making and frameworks for assessing good and bad business, such as The Triple Bottom Line and cost benefit analysis ☑ Measures and concepts of sustainability, such as The Five Capitals model: ☑ Definitions of sustainability: from very weak to very strong sustainability, ecosystems and issues of climate change, system degradation, assimilative capacity, threshold effects, biodiversity and resource depletion. Approaches to valuing the environment ☑ Frameworks for analysing impact: intergenerational and intragenerational equity, economic growth and the Environmental Kuznets Curve ☑ Mission, targets and KPIs Carbon Accounting, footprinting and Life Cycle Analysis ☑ Social inclusion and equal opportunities Business, family and community ☑ Fair dealing: relational contracting and the stakeholder model Bad business: from professional crime to managerial self interest The danger signs: information asymmetry, principal-agent problems, opportunism moral hazard and adverse selection 	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it may include peer feedback on informal activities. Summative assessment will be multi-faceted. The first opportunity for summative assessment is a problem-based research project. It would be assessed early enough to provide feedback to students before the exam. The coursework is designed to assess students' abilities to apply core concepts in the module to a real-world problem. The examination will assess the entire module content and will occur at the end of the module.</p> <p>Summative Assessment</p> <ul style="list-style-type: none"> - 2 hour examination at the end of the semester. This will comprise 50% of the final mark. The examination will be based on the topics covered and will reward understanding and analysis. - 2,000 word problem-based assessment. The coursework is one in which the students would be invited individually to research and propose solutions to a problem chosen from a set of case studies identified by the teaching team
<p>Management & Cost Accounting</p>	<p>UMAD5J-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<ul style="list-style-type: none"> ☑ Cost classification and the behaviour of costs. ☑ Short-term decision-making, including cost volume profit analysis, the importance of contribution, relevant costing and limiting factors. 	<p>The module assessment is designed to assess both technical understanding of accounting information and the student's capacity to interpret and apply information to support management decision making in a financial context. Formative assessment and interim feedback opportunities will</p>

			<ul style="list-style-type: none"> ☒ Calculating full product costs: including absorption and activity based costing and its contribution to activity management. ☒ Long-term/short-term financing policies and financing working capital. ☒ Development of plans and budgets and the influence of target setting on managers. ☒ Calculation of flexible budgets. ☒ The behavioural aspects of management control systems and the “beyond budget” agenda. ☒ Key performance indicators, including the Balanced Scorecard, and the role of performance measurement in organisations. ☒ Working capital management. 	<p>occur through workshops activities on an ongoing basis.</p> <p>Summative assessment consists of :</p> <ul style="list-style-type: none"> ☒ a 2 hour examination ☒ Individual report 2,000 words – Students will be required to apply their learning through analysis of real company data to support financial recommendations in a management accounting context. They will be required to demonstrate skills in evaluation and analysis of quantitative and qualitative company data and in effective business report writing.
International Trade & Multinational Business	UMED8P-15-2	15 UWE/7.5 ECTS	<p>This module typically will cover:</p> <ul style="list-style-type: none"> ☒ The foundations of International Trade – Mercantilism, Ricardo’s contribution to trade, neo-classical trade theory, alternative theories of trade, the relationship between trade and economic growth. ☒ Trade Policy – Advantages and Disadvantages of protectionism, empirical evidence on trade policy, economic integration and trade in a global world. ☒ International Monetary Economics – exchange rate determination, exchange rate regimes, capital markets and capital controls, The Euro ☒ Topics in International Economics – Fair-trade, absolute poverty and international trade, empirical examination of the causes of trade and policy implications. 	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it may include peer feedback on informal activities. Summative assessment will be multi-faceted. The first opportunity for summative assessment is an assessed essay relatively early in the semester. The examination will assess the entire module content and will occur at the end of the module. The examination will reward understanding and analysis of theory and empirical evidence.</p> <p>Summative Assessment</p> <ol style="list-style-type: none"> 1. Component A: 2 hour Written Examination. The examination constitutes 60 per cent of the final grade. The exam will test the student with regard to all of the learning outcomes. 2. Component B: Assessed essay – 1,500 words. This will be an individual piece of work that relates to the first part of syllabus and to learning outcomes 1-3.

<p>Introductory Econometrics</p>	<p>UMED8M-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>This module typically will cover:</p> <ul style="list-style-type: none"> ☑ Recap of regression, hypotheses testing and goodness of fit ☑ Dummy variables ☑ Functional form ☑ Omitted and irrelevant variables ☑ Estimating and testing the multivariate regression model ☑ Multicollinearity ☑ Serial correlation ☑ Heteroscedasticity ☑ Forecasting ☑ Running your own regression project <p>The content will be illustrated by various applications related to the theory taught in macro and micro economics. Lectures will be used to introduce the econometric techniques that will be used to test economic theories and to measure economic relationships. The examples used in the lectures will complement study in the other core courses. Seminar exercises will complement the lecture material by requiring the student to apply techniques introduced in lectures to selected economic problems. Students will work through a series of questions on a specific topic and will receive guidance on how to answer these questions. Workshops will be based in computer rooms and will emphasise the critical analysis of empirical output and the application and practice with a suitable econometrics software package.</p>	<p>This module deploys a mix of formative and summative assessment. Formative assessment takes various forms and will occur throughout the module; it will include peer feedback and informal activities. In particular, students are required regularly to prepare, present and discuss their own work or group work, relating to various specific econometric problems as denoted in the syllabus. Typically, students will conduct their own estimations. Feedback will be provided from peers and tutors. The aim is to provide students with an appreciation of the limitations of quantitative techniques in analysing econometric problems and to be skilled in the practical application of econometric techniques. Furthermore, the aim of the presentations and the group work is to develop students' transferable skills and experience of presenting work to an audience. The statistics report coursework (Component B) will assess the students' ability to estimate and interpret regression models, and write in a manner suitable for the world of work. The examination (Component A) will assess the entire module content: Section A comprises knowledge based questions and section B includes questions on estimation results which need to be interpreted and analysed. The examination will occur at the end of the module.</p> <p>Component A: An end-of-module exam (Component A) will be conducted under controlled conditions to test knowledge of core concepts. The two hour exam will consist of a variety of question types.</p> <p>Component B: A mid-module piece of coursework (Component B) will take the form of a 1200 word statistics report,</p>
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				to test knowledge of core econometrics techniques, particularly linear regression and the interpretation of parameter estimates.
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Human Resource Management				
Module	Module Code	Credit	Syllabus Outline	Module Assessment
Research Methods for Business	UMCDM8-15-2	15 UWE/7.5 ECTS	<p>The curriculum content for this module covers:</p> <ul style="list-style-type: none"> ☑ Designing a mixed methods organisational enquiry project ☑ Framing problems, questions and objectives in organisational enquiry ☑ Reviewing the evidence-base in organisational enquiry ☑ Access to organisations and research participants ☑ Principles of quantitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Principles of qualitative enquiry: data types, data collection techniques, data analysis methods and interpretation ☑ Ethics of organisational enquiry ☑ Designing successful pitches and proposals ☑ Practising quantitative enquiry ☑ Practising qualitative enquiry 	<p>The assessment methods are chosen to provide formative and summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module.</p> <p>A Group presentation (Component A) will summarise a real world research problem, outline a small scale research strategy, and address issues of access to participants and data. The scope of this project will be limited to a very precise research question, small expected sample sizes and limited scope on behalf of a small local organisation, to be defined in the assessment brief. Verbal and written feedback will be supplied in response to the presentation, for use in developing Component B. Methods to allocate marks according to the group's perceived impact of each group member will be used.</p> <p>A 2,000-2,500 word proposal (Component B) will be developed as coursework over the module, and build upon ideas initially presented in the group presentation. A combined qualitative and quantitative approach is required, in a professional format suitable for presenting to the client (a small local organisation).</p> <p>Groups of students will be expected to identify and approach small local organisations (local businesses, charities and not for profit organisations) in order to develop a research question and initial group presentation (Component A), but students will work alone to develop and clarify their own research proposal (Component B).</p>

<p>Research in HRM & Leadership</p>	<p>UMPDMS-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>This module provides students with the opportunity to explore the contemporary research in the fields of HRM and Leadership. Through a series of research seminars, researchers from both the field of HRM and Organisational studies will highlight their areas of research expertise before students explore an area of specific interest. The module allows students to build upon the knowledge and skills gained through the Research Methods module in the preceding semester, in applying the research methods training to a small-scale research project of their choosing. This can be either applied research; through negotiating access with a local business, charity or third sector employer, or by engaging in primary research that is more empirical in nature. Teaching and learning methods will support students to make informed decisions regarding methods, through the process of gathering and analysing data, and writing and presenting research finding to be presented in a series of research seminars that will be student-led, and open to outside invite, developing a strong community of researchers within the fields. These will build on subject-led sessions in the first semester in Research Methods for Business and during the first three weeks of the module. The structure of the module will be as follows: ☐ Weekly 2 hr research seminars, supported by the research groups and centres from Organisational Studies and HRM. For the first 3 sessions, these will be staff-led. The final 3</p>	<p>Students will then work together in groups defined by shared research interests to agree a small, defined research proposal that will be signed off by staff (including ethical approval) either before the group conduct the research within an organisation that they identify and negotiated access with, or if appropriate through empirical research. Component A is a student-led research seminar where students will present their own research findings, during each research seminar of 2 hours 3 groups will present and their research to be discussed by both staff and students (max. 40 minutes). Students will be assessed on both the quality of their research, their ability to reflect on areas of weakness in their research design. This will be supported by the submission of an individual write up of the research (max. 2500) outlining the research rationale and methods, analysing the data gathered as a group, and interpreting this to produce recommendations to address the business issue/ or identified research problem.</p>
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			<p>sessions will be student-led.</p> <ul style="list-style-type: none"> ☑ Weekly 1 hr support sessions covering the following curriculum: <ul style="list-style-type: none"> o Agreeing appropriate methods for your chosen research questions o Negotiating access to research participants or organisations o Applying the principles of quantitative and/or qualitative research (if appropriate) o Using research results to develop recommendations for business practice or future research o Principles of ethical research o Presenting and defending research effectively through a range of approaches: written and oral 	
Accounting Information for Business	UMAD5H-15-2	15 UWE/7.5 ECTS	<ul style="list-style-type: none"> ☑ Cost classification and the behaviour of costs. ☑ Short-term decision-making, including cost volume profit analysis, the importance of contribution, relevant costing and limiting factors. ☑ Calculating full product costs: including absorption and activity based costing and its contribution to activity management. ☑ Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques. ☑ Long-term/short-term financing policies and financing working capital. ☑ Development of plans and budgets and the influence of target setting on managers. ☑ Calculation of flexible budgets. ☑ The behavioural aspects of management control systems and the “beyond budget” 	<p>Formative assessment opportunities in the modules are reflective and ongoing. Summative assessment consists of :</p> <p>Component A - a 2 hour examination - final assessment</p> <p>Component B - 2000 word (maximum) group professional report to inform management decision making and address students’ reflections on their learning and development.</p> <p>The strategy will continue to assess students’ ability to critically appraise the impact of accounting on organisations and their shareholders within the modern day international business environment.</p>

			<p>agenda.</p> <ul style="list-style-type: none"> ☑ Key performance indicators, including the Balanced Scorecard, and the role of performance measurement in organisations. ☑ Working capital management. 	
<p>Equality Law & Diversity Management</p>	<p>UMPD7J-15-2</p>	<p>15 UWE/7.5 ECTS</p>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - Describe and explain the key theoretical interpretations of inequality and discrimination in the labour market - Explain the role of Europe in the setting of anti-discrimination legislation. - Understand and explain the main points of the discrimination and equal treatment legislation in the UK and demonstrate knowledge of the leading case law. - Explain theories of equal opportunities and the management of diversity and their role in anti-discrimination policy and practice. (Component B) - Identify key sources of labour market statistical data and critically assess their use in helping organisations to establish good equal opportunities and diversity management practice. - Understand and assess the role of the government, NGOs, employers and trade unions in using the law to eradicate discrimination in the workplace. - Develop research, presentation and appropriate academic writing skills - Critically evaluate theoretical accounts of labour market discrimination, equal opportunities and the law - Develop the ability to debate complex ideas - Access and critically interpret relevant 	<p>The assessment is designed to support student learning and encourage them to develop the skills of independent study. In particular students will be assessed on their critical understanding of the theoretical and applied dimensions of law and equality in the workplace. There is one component to the summative assessment for this module: A 3000 word, project-based written research assignment which will address a key aspect of equality law in the workplace setting. Students will be expected to research and critically analyse relevant literature, legislation (statute and case law) and labour market statistics. Formative assessment will be provided throughout the module and will be particularly addressed in the skills development workshop.</p>

			labour market data sources	
Contemporary Employment Relations	UMPD7E-15-2	15 UWE/7.5 ECTS	<p>The module will cover the following broad topics:</p> <ul style="list-style-type: none"> ☑ The theory of the Employment Relationship ☑ The role of trade Unions, employers and managers and the State ☑ Trade union decline and renewal ☑ Conflict, industrial action and Employment Relations ☑ Pay determination ☑ Employment relations in SME's ☑ Control in the workplace ☑ The impact of the EU on employment relations ☑ EU and worker participation ☑ Globalisation and employment relations 	<p>The assessment strategy includes a 2 hour examination (component A) and a 2000 word essay (component B). Combined, these two forms of assessment will allow evaluating the extent to which the students have achieved the desired learning outcome. This strategy provides the students with the opportunity to demonstrate an in depth understanding of employment relations issues with a critical and analytical perspective and, through their writing expression, show the ability to examine complex ideas and challenge different viewpoints - particularly important for the understanding of employment relations from a comparative and international perspective. The students will be supported in developing these abilities throughout the semester, especially in the tutorials and the weekly assisted essay-development activities. Component B, the essay, and the weighting of 50% of this component, is also designed to support international students whose first language is not English to have the opportunity of developing reading and writing skills in supported conditions before being assessed in controlled conditions that require those skills.</p>