UWE Bristol Business School – Module Options for incoming Erasmus & Exchange students 23/24 Spring Semester

Author’s Name or subtitle text



# Contents

[Welcome 3](#_Toc8981307)

[Business & Management 5](#_Toc8981308)

[International Business 10](#_Toc8981309)

[Marketing 12](#_Toc8981310)

[Accounting & Finance 15](#_Toc8981311)

[Economics 19](#_Toc8981312)

[Human Resource Management 22](#_Toc8981313)

[Module Selection Form 24](#_Toc8981314)

# Welcome

Welcome to the Business School at UWE!

Incoming Erasmus and Exchange students can choose from the modules in this guide for their exchange at UWE. The modules have been organized into 6 ‘streams’, each containing 4 modules worth 7.5 ECTS/15 UWE credits. Students can choose modules from one ‘stream’ per semester. You do not need to do all four modules listed in the stream if you do not need all the credit and you will be able to change ‘stream’ after Christmas if you are staying for the full year.

**Please note, this guide only covers modules offered in the Spring semester. A new guide with modules offered in the Autumn semester has already been sent out.**

Some Notes

* The timetabling of modules occurs during the summer and is typically published in September. Consequently, we will not be able to let you know your timetables until after you have arrived and enrolled at UWE.
* Term dates for 23/24 can be accessed via the link here: <https://www.uwe.ac.uk/study/term-dates/2023-24-term-dates>
* A 15 UWE credit module usually involves 3 hours of contact per week through one semester. Students will be required to put in extra work in their own time to complete tasks and assignments.
* The expectation is that you complete the prescribed assessment for each module. Assessments in most modules usually consist of one piece of coursework and one exam, however this can change.
* All of the modules have a dedicated module web-page, on blackboard, and a module leader. Once your modules have been confirmed you should check blackboard regularly for lecture slides, readings and assessment information.
* Submissions dates for coursework vary and will likely be different for different modules. Please be sure to submit all work before the deadline as late submissions will not be accepted.
* To pass a module you will need to achieve a minimum of 40% overall. If a module has 2 pieces of assessment (e.g. An exam and a piece of coursework), you will need to achieve a minimum of 35% in each and an overall score of 40% (so a lower mark in one component can be compensated by a higher mark in another).
* Your marks will be released to you via your my UWE account within 20 working days of your exam or coursework submission deadline. At this point, they remain provisional until they are scrutinized by examiners external to UWE (e.g. Lecturers and professors from other universities). For modules offered in the Autumn semester, this occurs in February.

Contact Details

There are two main points of contact for you whilst you are at UWE. The first is your Academic coordinator Vlasios Sarantinos. He is your main contact for all **academic** issues you may have. He can be contacted at:

Vlasios Saratinos,

6X213 Bristol Business School

Vlasios.Sarantinos@uwe.ac.uk

(0117) 32 f84297

The second is the Study Abroad team. They are your main contact for all **non-academic** issues you may have. They can be contacted at:

Study Abroad Office

studyabroad@uwe.ac.uk

Module Options

The 6 ‘streams’ UWE modules are sorted into are as follows:

* Business & Management
* International Business
* Marketing
* Accounting & Finance
* Economics
* Human Resource Management

**Please be sure to read through your options carefully and then return the last page of this document with your selected modules.**

# Business & Management

The modules in the Business & Management stream include:

* Introductory Business Research Project
* Managing People
* Accounting Information for Business

**One of**

* International Trade & Multinational Business
* Market Analysis for Private Investors
* Integrated Marketing Communications
* Credit management, Theory & Practice
* Good Business, Bad Business & Sustainability
* Digital Business Management
* Equality Law & Diversity management
* Entrepreneurship & Small Business

**Module Name:** Introductory Business Research Project

**Module Code:** UMCDMA-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** 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 organizational enquiry to a real-world business issue. This small-scale project relies upon students negotiating access to an organisation or company and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.

**Module Name:** Managing People

**Module Code:** UMPDM3-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module is organized thematically with each week’s teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issue in managing people. This horizontal integration of the various elements of the module will ensure tat students are made aware of the linkages from theory to ‘real-life’ application to (individual) practice. The integration of placements preparation as a strand of activity will not only cassisst in the placement application process but also develop students’ awareness of the organizational context of HRM via employer engagement.

**Module Name:** Accounting Information for Business

**Module Code:** UMAD5H-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** In this module students will covercost classification and behavior of costs, short-term decision making, calculating full product costs, investment in new or expended facilities, long-term/short-term financing policies, development of plans and budgets, calculation of flexible budgets, KPI’s and working capital management.

**Module Name:** International Trade & Multinational Business

**Module Code:** UMED8P-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** This module will typically cover the foundations of international trade (Mercantilism, Ricardo’s contribution to trade, neo-classical trade theory), Trade policy (advantages and disadvantages of protectionism, empirical eveidence on trade policy, economic integration), International Monetary Economics (exchange rate determination, exchange rate regimes, The Euro) and topics in international economics (fair-trade, absolute poverty and international trade).

**Module Name:** Market Analysis for Private Investors

**Module Code:** UMAD5M-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The main subjects covered in this module are investment theory, equity markets (the nature and workings of the UK equity and bond markets and how to evaluate sources of financial information), Interpretation and application of financial and accounting information and collective investment (the structure of collective investment instruments).

**Module Name:** Credit Management Theory & Practice

**Module Code:** UMAD5N-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Students undertaking this module cover a wide rage of topics including the theory and nature of cost management; Credit Terms, Products and services; Key Factors affecting choice of credit policy; Incentives offered to customers to increase sales; Credit Assessment; Incentives and Promotional forms of credit; Analysing and reporting KPIs of the credit function; Legal aspects of credit management;Importance of current issues in credit management and Efficient credit management.

**Module Name:** Good Business, Bad Business & Sustainability

**Module Code:** UMED8U-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Module topics typically cover: Ethical frameworks fro decision making; Measures and concepts of sustainability; Definitions of sustainability; Frameworks and analysing Impact; Mission, Targets and KPIs Carbon Accouting; Social Inclusion and Equal Opportunities Business and Fair dealing – relational contracting and the stakeholder model.

**Module Name:** Digital Business Management

**Module Code:** UMMDFY-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** In general the syllabus will reflect the range of issues that surround the management of digital systems in a broad spectrum of organisations, including: IS and IT in organisations; Organisational information systems & 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 and Issues in Business Computing.

**Module Name:** Equality Law & Diversity Management

**Module Code:** UMPD7J-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module covers: Development of equiality law in the UK & Europe; the labour market context of equality and diversity; Sex, gender and sexuality; equality, skill and reward; Disability; Ethnicity & Religion; The L&E project; Age in the workplace; Contracts of Employment; Non-standard contracts; Enacting change; Theorising Equality and the future of Equality.

**Module Name:** Entrepreneurship & Small Business

**Module Code:** UMSD7Q-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Students studying this module will cover: The Entrepreneur; The SME sector & Government Policy; The start-up process; Opportunity recognition; Innovation & Risk; Ideation Process; Feasibility Analysis; Social Enterprise; Start-up finances and exit strategies and Review and assessment preparation.

# International Business

The modules in the International Business stream include:

* Global Managing People
* Introductory Business Research Project
* Accounting Information for Business
* Intercultural Communications

**Module Name:** Global Managing People

**Module Code:** UMPDM4-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Not only do human resources have to be managed strategically, they must be managed within the context of ever increasing globalisation. Global human resource professionals are responsible for developing strategies, systems and policies that attempt to ensure the effective and efficient use fo human talent (within and across borders) to accomplish organizational goals. A thorough understanding and appreciation of how culture affects the implementation of strategic goals is also essential. This module synthesizes two critical areas of human resource research and management: strategy and global HR. The module is organized thematically with each week’s teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issue in managing people.The integration of placements preparation as a strand of activity will not only assist in the placement application process but also develop student’s awareness of the organizational context of HRM via employer engagement.

**Module Name:** Introductory Business Research Project

**Module Code:** UMCDMA-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module allows students to build upon the knowledge and skills gained through the Research Methods module in the preceeding semester, in applying the principles and practices of organizational enquiry to a real world business issue. This small-scale project relies upon students negotiating access to an organisation or company and using a mixed methods research approach to explore the process of using both qualitative and quantitative research methods in business.

**Module Name:** Accounting Information for Business

**Module Code:** UMAD5H-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** In this module students will cover cost classification and behavior of costs, short-term decision making, calculating full product costs, investment in new or expended facilities, long-term/short-term financing policies, development of plans and budgets, calculation of flexible budgets, KPI’s and working capital management.

**Module Name:** Intercultural Communications

**Module Code:** UMOD88-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** There are 3 parts to this module. Part 1: Conceptual Foundations – where we present key ideas, concepts and debates about the subject (including debates about the nature of culture and how to study it). Part 2: Themes in Intercultural Communication – where we look at intercultural meetings and negotiations, ethical dilemas in intercultural settings and virtual communication. Part 3: Intercultural communication and international careers.

# Marketing

The modules in the Marketing stream include:

* Financial Aspects for Marketing, Events and Tourism ***or*** Introduction to Digital Strategy
* Integrated Marketing Communications
* Introductory Research Project
* Service Operations

**Module Name:** Financial Aspects for Marketing, Events & Tourism

**Module Code:** UMADDF-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module will be problem oriented, taking realistic business setting and showing how techniques of financial analysis can be employed to clarify alternatives and set out their financial consequences.

**Module Name:** Introduction to Digital Strategy

**Module Code:** UMKDQV-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** This module builds the student’s appreciation of the importance of the ever-evolving dynamic digital landscape and their understanding of the skills needed to increase marketing effectiveness. Students will analyse the nature of the challenges and opportunities within the digital environment and use the skills and tools to evaluate, enhance and support marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.

**Module Name:** Integrated Marketing Communications

**Module Code:** UMKD6M-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** In this module you will cover: Communication theories and models, Media forms and media choices and the elements of the communication mix including Advertising, Public Relations and 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.

**Module Name:** Introductory Research Project (Marketing & Events)

**Module Code:** UMCDMB-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** 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 organizational 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.

**Module Name:** Service Operations

**Module Code:** UMMDP4-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** This module will provide you with the essential knowledge and practical understanding of the tools and techniques businesses use to manage service operations. The aims of this module are: introduce key tools and techniques of service operations management; Understand the role of service operations in gaining competitive advantage and consider the growing importance of service operations to both service and manufacturing organisations.

# Accounting & Finance

The modules in the Accounting & Finance stream include:

* Managing People
* Introductory Research Project (Accounting & Finance)
* Management & Cost Accounting

**One of**

* Market Analysis for Private Investors
* Business Law
* Credit management, Theory & Practice
* Good Business, Bad Business & Sustainability
* Entrepreneurial Finance

**Module Name:** Managing People

**Module Code:** UMPDM3-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module is organized thematically with each week’s teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issue in managing people. This horizontal integration of the various elements of the module will ensure tat students are made aware of the linkages from theory to ‘real-life’ application to (individual) practice. The integration of placements preparation as a strand of activity will not only assist in the placement application process but also develop students’ awareness of the organizational context of HRM via employer engagement.

**Module Name:** Introductory Research Project (Accounting & Finance)

**Module Code:** UMCDMD-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** 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 organizational enquiry to a real world business issue related to accounting, economics and finance. 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.

**Module Name:** Management & Cost Accounting

**Module Code:** UMAD5J-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module will help students understand the following concepts in more depth: Cost classification & behavior of costs; Short-term decision-making; Calculating full product costs; Long-term/Short-term financing policies; Development of plans and budgets; Calculation of flexible budgets; Behavioural aspects of management control systems; Key Performance Indicators and Working capital management.

**Module Name:** Market Analysis for Private Investors

**Module Code:** UMAD5M-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The main subjects covered in this module are investment theory, equity markets (the nature and workings of the UK equity and bond markets and how to evaluate sources of financial information), Interpretation and application of financial and accounting information and collective investment (the structure of collective investment instruments).

**Module Name:** Credit Management, Theory & Practice

**Module Code:** UMAD5N-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Students undertaking this module cover a wide rage of topics including the theory and nature of cost management; Credit Terms, Products and services; Key Factors affecting choice of credit policy; Incentives offered to customers to increase sales; Credit Assessment; Incentives and Promotional forms of credit; Analysing and reporting KPIs of the credit function; Legal aspects of credit management; Importance of current issues in credit management and Efficient credit management.

**Module Name:** Good Business, Bad Business & Sustainability

**Module Code:** UMED8U-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Module topics typically cover: Ethical frameworks fro decision making; Measures and concepts of sustainability; Definitions of sustainability; Frameworks and analysing Impact; Mission, Targets and KPIs Carbon Accouting; Social Inclusion and Equal Opportunities Business and Fair dealing – relational contracting and the stakeholder model.

**Module Name:** Entrepreneurial Finance

**Module Code:** UMADQL-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** This module introduces the necessary knowledge and skills to enable a student to understand the nature and characteristics of a financial planning in the context of entrepreneurship. The goal of this module is to help students to aquire a critical understanding of processes of entrepreneurial financial management and know better investment and financing decisions in entrepreneurial settings. The module covers key financial issues faced by entrepreneurs: different forms of business, business plan, understanding financial statements, measuring performance, evaluation techniques, the range of sources of finance available and exit strategy.

# Economics

The modules in the Economics stream include:

* Good Business, Bad Business & Sustainability
* Managing People
* Management & Cost Accounting
* International Trade & Multinational Business

**Module Name:** Good Business, Bad Business & Sustainability

**Module Code:** UMED8U-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** Module topics typically cover: Ethical frameworks for decision making; Measures and concepts of sustainability; Definitions of sustainability; Frameworks and analysing impact; Mission, Targets and KPIs Carbon Accouting; Social Inclusion and Equal Opportunities Business and Fair dealing – relational contracting and the stakeholder model.

**Module Name:** Managing People

**Module Code:** UMPDM3-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module is organized thematically with each week’s teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issue in managing people. This horizontal integration of the various elements of the module will ensure tat students are made aware of the linkages from theory to ‘real-life’ application to (individual) practice. The integration of placements preparation as a strand of activity will not only cassisst in the placement application process but also develop students’ awareness of the organizational context of HRM via employer engagement.

**Module Name:** Management & Cost Accounting

**Module Code:** UMAD5J-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module will help students understand the following concepts in more depth: Cost classification & behavior of costs; Short-term decision-making; Calculating full product costs; Long-term/Short-term financing policies; Development of plans and budgets; Calculation of flexible budgets; Behavioural aspects of management control systems; Key Performance Indicators and Working capital management.

**Module Name:** International Trade & Multinational Business

**Module Code:** UMED8P-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** This module will typically cover the foundations of international trade (Mercantilism, Ricardo’s contribution to trade, neo-classical trade theory), Trade policy (advantages and disadvantages of protectionism, empirical eveidence on trade policy, economic integration), International Monetary Economics (exchange rate determination, exchange rate regimes, The Euro) and topics in international economics (fair-trade, absolute poverty and international trade).

# Human Resource Management

The modules in the Human Resource Management stream include:

* Research in HRM & Leadership
* Managing People
* Accounting Information for Business
* Equality Law and Diversity Management

**Module Name:** Research in HRM & Leadership

**Module Code:** UMPDMS-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** 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 scientific interest. The module allows students to build upon the knowledge and skills gained ithrough the Research Methods module in the preceeding semester, in applying the research methods training to a small-scale research project of their choice. This can be either applied research; through negotiating acces with a local business, charity or third sector employer, or by engaging in primary research tha tis more empirical in nature.

**Module Name:** Managing People

**Module Code:** UMPDM3-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module is organized thematically with each week’s teaching contributing to a holistic understanding of an operational aspect of HRM or a critical issue in managing people. This horizontal integration of the various elements of the module will ensure tat students are made aware of the linkages from theory to ‘real-life’ application to (individual) practice. The integration of placements preparation as a strand of activity will not only cassisst in the placement application process but also develop students’ awareness of the organizational context of HRM via employer engagement.

**Module Name:** Accounting Information for Business

**Module Code:** UMAD5H-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** In this module students will covercost classification and behavior of costs, short-term decision making, calculating full product costs, investment in new or expended facilities, long-term/short-term financing policies, development of plans and budgets, calculation of flexible budgets, KPI’s and working capital management.

**Module Name:** Equality Law & Diversity Management

**Module Code:** UMPD7J-15-2

**Credits:** 15 UWE/7.5 ECTS

**Syllabus Outline:** The module covers: Development of equiality law in the UK & Europe; the labour market context of equality and diversity; Sex, gender and sexuality; equality, skill and reward; Disability; Ethnicity & Religion; The L&E project; Age in the workplace; Contracts of Employment; Non-standard contracts; Enacting change; Theorising Equality and the future of Equality.

# Module Selection Form

Please complete the below table and return the form (1 page only) to studyabroad@uwe.ac.uk by **Friday 25th November 2023**.

|  |  |
| --- | --- |
| **First Name** |  |
| **Surname** |  |
| **UWE Student Number** |  |
| **Email Address** |  |
| **Home Institution** |  |
| **Degree Programme studied** |  |
| **Selected Stream** |  |
| **\* Chosen optional module** |  |

\*Only applicable to Business & Management, Marketing, Economics and Accounting & Finance streams