

N10047

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Business Erasmus

(Level 6 full year

Montpellier and Worms students only)

Module Descriptors

Finance can be simply described as the branch of economic science concerned with the acquisition of money, the allocation and management of money resources and the maximisation of wealth via optimum investment decision-making.

As in the case of individuals, companies encounter these three fundamental questions all the time. For example, as we already know from economic theory, money and other resources are scarce. Recent events in the financial market with soaring commodity prices and increased volatility provide confirmation of such a statement. To cope and provide continuous support to vital organisational functions, corporate financial managers have to adopt policies that will ensure prudent and efficient use of money resources for the purpose of improving or at least sustaining companies' financial position with the ultimate objective being to maximise the wealth of the company's shareholders.

By undertaking this module, students are introduced to the main principles of corporate financial decision-making. Analytically, using normative economic theory as the basic philosophical foundation, students are exposed to the three essential parts of business finance, namely:

Financing decisions and their impact on a company's capital structure and methods to optimise the company's gearing levels in terms of the overall cost of capital;

Corporate investment decisions and the fundamental tools for their analysis;

The selection of a suitable dividend policy including the underlying theoretical viewpoints on the selection and impact of such policies to both shareholders and the firm.

Although the examination of the above aspects of business finance can appear to be quite a daunting task due to the enormous amount of technical jargon and mathematics involved, this particular module has been designed in such a way that will enable students with limited prior knowledge of finance and just a basic knowledge of mathematics to comprehend both the theoretical and empirical aspects of the fundamental theories of finance and the use and relevance of areas such as

- i. Elementary project evaluation,
- ii. Financial mathematics and statistics,
- iii. Equity and fixed-income evaluation and analysis,
- iv. Capital structure and implications of alternative gearing levels to corporate decision making.

Knowledge in the discipline is built by examining the historical developments of theory that underpin the subject area and then move on to the examination of the practical application of these alternative theoretical viewpoints. At the same time, attention will be given to the examination of possible conflict/divergence between theory and empirical evidence in the context of real world practice and current events.

Indicative module content is likely to include the following:

The Objectives of the Organisation

Corporate Financial Strategies and Shareholders' Wealth Creation

The Mathematical of Finance

Capital Investment Decisions: Traditional and Discounted Cash-Flow Techniques

Risk and Project Appraisal

Value Creation Metrics

Raising Equity Capital

Evaluation of Equity and Fixed Income Securities

Introduction to Stock Market Efficiency

Mergers and Acquisitions

The Weighted Average Cost of Capital Method

Theories of Capital Structure

Dividend Policy

Portfolio Theory and the Capital Assets Pricing Model

Learning outcomes:

On successfully completing this module, all students should be able to demonstrate the following:

Subject-specific Knowledge & Skills

Understand what contemporary finance theory can offer to the key functions of modern financial management.

Understand the developing finance function within the normative context of shareholder wealth maximisation and stock market efficiency.

Review the capital investment decision under risk and non-risk conditions.
Evaluate the dividend decision within the context of competing theories of security price determination.
Evaluate the financing decision within the context of competing theories of capital structure and value.
Evaluate the portfolio decision within the context of linear models that comprise Modern Portfolio Theory.
To review the normative objective of business finance with reference to stock market volatility, inefficiency and non-linear theories.
Explain how practising financial managers and investors can combine theory and empirical research with informed judgement to make optimal investment, dividend, financing and portfolio decisions, which add value to their corporate stock of wealth.

Cognitive and Core-Academic Skills

To critically evaluate competing theories and arguments.
To manipulate numerical data in evaluating the different theoretical models.
To use information technology (IT) to analyse and communicate information.
To use communication skills to present quantitative and qualitative information together with analysis, argument and commentary.
To interpret case study material.
To work as members of a learning set/group.
To develop the capacity for independent and self managed learning.

Assessment Criteria:

Module reading:

Core Text

Arnold G. (2005) Corporate Financial Management - 3rd Edition, FT-Prentice Hall

Secondary Text

Watson, D. and Head, A. (2007) Corporate Finance: Principles & Practice - 4th Edition, FT-Prentice Hall

Additional Texts

Pike, R. and Neale, B. (2006) Corporate Finance and Investment: Decisions and Strategies- 5th Edition, FT-Prentice Hall.

Lumby, S. and Jones, C. (2003) Corporate Finance: Theory and Practice (7th Edition), Thomson Learning

Brealey, R.A., Myers, S.C. and Marcus, A.J. (2006) Fundamentals of Corporate Finance (5th Edition), McGraw-Hill Higher Education.

Brealey, R.A., Myers, S.C. and Allen, F. (2007) Principles of Corporate Finance (9th Edition), McGraw-Hill Higher Education.

Brigham and Ehrhardt, (2005) Financial Management, Thomson Learning

Van Horne and Wachowicz, (2005) Fundamentals of Financial Management, FT-Prentice Hall

Vatlingham, (2005) Using the Financial Pages, FT-Prentice Hall

Ryan, (2007) Corporate Finance, Thomson Learning

Other Readings

Financial Times

Euromoney

Investors' Chronicles

Journal of Finance

Journal of Investing

Journal of Financial Economics

Journal of Portfolio Management

Journal of European Financial Management.

International Journal of Finance & Economics

Journal of Business Finance & Accounting

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - Phase Test

Weighting 40%. The component receives a mark.

Unseen Examination 1 -

Weighting 60%. The component receives a mark.

The Duration is 180 minutes.

Assessment Rationale

Students are not required to pass both elements but only to achieve an overall pass.

You may have to achieve 40% in this module to claim professional exemption (see Professional Body Regulations)

Reassessment Requirements

Usually resit the exam in the subsequent summer.

Coursework may also be required instead if the student has already passed the exam but has NOT achieved a 40% overall average.

Thus the student will do only that element needed to allow the module to be passed.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

1 - Subject specific knowledge and skills

To review the capital investment decision under risk and non-risk conditions.

2 - To evaluate the dividend decision within the context of competing theories of security price determination.

3 - To evaluate the financing decision within the context of competing theories of capital structure and value.

4 - To evaluate the portfolio decision within the context of linear models that comprise Modern Portfolio Theory.

5 - To review the normative objective of business finance with reference to stock market volatility, inefficiency and non-linear theories.

6 - Cognitive and non-subject specific skills

To critically evaluate competing theories and arguments.

7 - To manipulate numerical data in evaluating the different theoretical models.

8 - To use communication skills to present quantitative and qualitative information together with analysis, argument and commentary.

Please note that assessment information is subject to change

Handbook Descriptor

15 credits

A module designed to examine the areas of accounting fraud, cyber crime and legal valuations within a context of litigation where the accountant acts as an expert witness or primary investigator liaising closely with lawyers and other legal advisors.

Three themes will underpin the module; Fraud; Cyber Crime. The Accountant as an 'Expert Witness'. Students will study all themes but could concentrate on one for assessment purposes with the agreement of the module leader.

Assessment Criteria:

Please note that assessment information is subject to change.

Assessment Components

Coursework or Poster - Individual Coursework or Poster Presentation

Weighting 30%. The component receives a mark.

The Duration is 60 minutes.

Unseen Examination 1 - Cybercrime/Fraud examination - 2 sections each with 2 questions

Weighting 70%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

The students must achieve an overall pass at 40% but it is not necessary to pass each component.

Reassessment Requirements

Students will be reassessed in any failed component at the next available opportunity.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

1 - Subject specific knowledge and skills

To evaluate the role and appraise the processes of the accountant acting in support of litigation as an expert witness or primary investigator.

2 - To appraise and apply the theories and practices of valuation in support of litigation within a series of given situations.

3 - To critically evaluate the practices of fraud investigation and detection within a series of given common fraud scenarios.

4 - To review and evaluate the development of cyber crime and critically examine mechanisms to detect and discourage such activities.

5 - Cognitive and non-subject specific knowledge and skills

To communicate the findings of investigations in an appropriate, legally supportable manner via a variety of media

6 - To demonstrate the ethical position and duties of an accountant acting as an investigator of criminal activities

7 - To research and evaluate a series of numerical records to detect accidental and deliberate errors using appropriate techniques.

8 - To apply IT to the solution of a series of problems within the area of record-keeping and commercial transactions.

Please note that assessment information is subject to change

During this module you will work towards the following learning Outcomes;

1. Evaluate selected strategic management theories in the context of modern organisations
2. Review the role of corporate, business and functional strategies in achieving organisational objectives.
3. Appraise and deploy selected analytical tools appropriate to major functional domains of an organisation with specific reference to the human factor.
4. Review and deploy significant strategic formulation tools (such as, BCG, Ansoff, Porter) within the context of a modern organisation.

The ACFI3213 module is an application module where you will use your business planning and accounting knowledge to produce a business plan and solve typical business problems in case study exercises.

This module is NOT an exemption module BUT it is very useful for anyone going on to study ACCA P3 (Business Analysis) or CIMA E3 (Enterprise Strategy).

Assessment Criteria:

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 -

Weighting 50%. The component receives a mark.

The word limit is 1,500.

Unseen Examination 1 -

Weighting 50%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

Students must achieve an overall pass but need not pass each element.

You may have to achieve 40% in this module to claim professional exemption (see Professional Body Regulations)

Reassessment Requirements

Consistent with the component to be reassessed normally undertaken at the next assessment opportunity.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Evaluate selected strategic management theories in the context of modern organisations, whilst understanding the role of corporate business and functional strategies in achieving organisational objectives.
- 2 - Appraise and deploy selected analytical tools appropriate to major functional domains of an organisation with specific reference to the human factor.
- 3 - Review and deploy significant strategic formulation tools (such as BCG, Ansoff, Porter) with the context of a modern organisation.
- 4 - To demonstrate an ability to solve typical business problems within a case study environment.
- 5 - To demonstrate the ability to work in small groups to solve given business problems.
- 6 - To demonstrate the ability for the critical evaluation of theories and situations through research, extraction and analysing data in order to draw reasoned conclusions.
- 7 - To demonstrate the ability to effectively use information technology and deliver effective communication of complex ideas to a variety of audiences.
- 8 - To demonstrate the ability to write effective reports for, and verbally present findings to, a well informed audience in an independent and self managed way.

Please note that assessment information is subject to change

This module will look at developments in international accounting.

It will look at and compare different approaches to developing accounting rules and regulations on the international stage.

It will also entail questioning the need for harmonisation and alternatives to harmonised standards.

We will look at current issues such as the EU move to international standards and the problems that economies in transition face.

This module will also look at the international practices of specific countries.

We will consider the impact of specific accounting problems such as goodwill, foreign currency and inflation and compare international practices.

Another important aspect of the module is looking at international accounting from the viewpoint of management.

The module will also examine appraisal of performance in an international context, and critically appraise the usefulness of financial accounting in a global context.

Assessment Criteria:

It is not a requirement to pass each component, but an overall mark of 40% is required for the module.

Please note that assessment information is subject to change.

Assessment Components

Individual Assignment - Individual Academic Assignment

Weighting 50%. The component receives a mark.

The word limit is 1500 words.

Individual Assignment - Individual Academic Assignment

Weighting 50%. The component receives a mark.

The Duration is 6 minutes. The word limit is 1500 words.

Assessment Rationale

Students must obtain 40% overall but there is no need to pass each element. The individual work will test the student's ability to work as a researcher and to present their work in a professional manner. The students will need to understand and critically evaluate existing systems. Both reports will test the student's ability to carry out research and to decide on relevant material to include in the reports. The phase test will test the understanding of core issues involved in looking at developments in international accounting.

Reassessment Requirements

Consistent with the component to be re-assessed normally undertaken at the next assessment opportunity.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Evaluate the role of different bodies in the harmonisation process
- 2 - Appreciate and evaluate influences such as political and legal systems on International Accounting Developments
- 3 - Critically evaluate the role of accounting in developing countries
- 4 - Critically compare and contrast the development of accounting practices in different countries. The impact this has on performance evaluation.
- 5 - Appraise the management process in global operations
- 6 - To demonstrate the ability to present as a member of a small group an accounting discussion via a variety of media
- 7 - To demonstrate the ability to research and select appropriate data to support an accounting discussion
- 8 - To demonstrate the ability to apply number skills to support an accounting discussion

Please note that assessment information is subject to change

A dedicated academic approach to a traditional Honours level project in Accounting or Finance. Students will lead the module in terms of project design and preparation whilst supervisors will be available to advise and guide research.

Assessment Components

Project 1 - The Research Proposal - made up of a Project Outline, Literature Survey and a Draft Chapter One.
Weighting 30%. The component receives a mark.

Project 2 - The completed project
Weighting 70%. The component receives a mark.

Assessment Rationale

Students will select from a predefined list of topic areas based on the expertise of the supervisors. By December students must have demonstrated the ability to research a specified accounting or finance area, having maintained contact with the supervisor during the research process by meeting prescribed deadline for the production of:

a project outline

a literature survey (or draft bibliography)

By the first week of the Summer Term (usually) two bound copies of a 10,000 to 14,000 word completed project (exclusive of appendices) must be submitted based on the research proposal.

Students must achieve an overall pass but do not need to pass each element.

Reassessment Requirements

Replacement of completed project to be submitted by the summer reassessment deadlines without any additional supervisory input.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - To select from a predefined list of potential areas, a project topic with a demonstrable Accounting or Finance input, suitable for directed private study with minimal supervision to meet a given deadline.
- 2 - To identify, acquire, process and utilise suitable sources of literature and data necessary to support the project.
- 3 - To identify, develop and apply suitable research methodologies required to evaluate both published and original data.
- 4 - To demonstrate a systematic understanding of the available source material and critically analyse its weaknesses using theory, reasoned argument and appropriate research methodologies.
- 5 - To summarise the major issues covered, including ethical dilemmas, based upon independent criticism and analysis in accordance with the University's "Human Research Ethics Policy".
- 6 - To demonstrate the capacity for independent and self-managed learning.
- 7 - To demonstrate the ability to analyse and draw reasoned conclusions from evidence including diverse theory, opinion and empirical evidence to support a reasoned argument.
- 8 - To demonstrate the ability to communicate effectively with the project supervisor in a professional and mutually respectful manner.

Please note that assessment information is subject to change

This module studies the management of those processes that deliver service in all of its aspects - service outcomes, service experiences and in the case of public sector organisations, public value. The key focus of the module is on the operations decisions that managers face in marshalling their resources to deliver and improve service in this wide meaning.

This module differs from CORP 2165 Contemporary Management in that it deals exclusively with service. New topics, new frameworks and new techniques are introduced whilst some aspects dealt with in CORP 2165 are now extended purely in the context of service organisations.

Operations management is essentially a practical subject and it is recommended that you try to relate as much of the material as you can to real organisations. Operations issues are often in the news and you have your own experience as a user or employee of operations, so there is much material for you to draw on. In this way you will absorb the course more easily and you will find it comes alive as a topic.

OBJECTIVES

On completion of this module students should be able to:

- Appraise the problems and opportunities faced by service operations managers as they manage for both conformity and improvement
- Analyse existing and proposed service operations for efficiency and effectiveness
- Evaluate the theoretical underpinning of service operations management
- Develop a critical understanding of the practical application of approaches to service operations management.

Assessment Components

Individual Assignment - 10 minute individual presentation

Weighting 50%. The component receives a mark.

Report 1 - 1500 word individual report

Weighting 50%. The component receives a mark.

The word limit is 1500.

Assessment Rationale

1. Individual Presentation

The presentation of the assignment allows students to demonstrate how they have transferred the generic key skills to this particular context. Students deliver a presentation and upload a video copy of the presentation to Blackboard for assessment. The presentation is not anonymously marked.

Presentations

- Value to teacher
 - o Similar to lectures with added dimension of learner activity
 - o The information presented in deeper understanding acquired through gathering of further information
 - o Highly motivational
- Value to learner
 - o Able to gather key information and build upon it through their own research
 - o Learners investigate their topics and present
 - o Develops individual styles
 - o Balance of teacher and learner activities
 - o Suits all learning styles
- Advantages
 - o Motivational as tasks are individually based
 - o Less intimidating
 - o Results reflect each individual skill
 - o Can be used formatively or summatively

The assignment will consist of a presentation to investigate operations management in the real world of service organisations, thereby reinforcing the implied nature of the subject. By researching the task in depth students are given the opportunity to show the knowledge and understanding gained in subject-specific areas. These presentations will allow students to demonstrate how they have transferred their generic key skills to this particular context.

2. Individual written report (Maximum 1500 words)

This assignment will take the form of an interim report detailing the main areas of investigation for students' individual presentations. The report will include the following:

- o Description of the service concept
- o Explanation of the role of operations
- o Assessment of the implementation of the service concept
- o Suggested improvements or the case of no change

The report will be well referenced using academic sources to back up their findings.

The assignment allows students to investigate operations management in real-world service organisations, thereby reinforcing the applied nature of the subject. By researching the task in depth students are given the opportunity to show the knowledge and understanding that they have gained in subject-specific areas. The report will be anonymously marked.

Reassessment Requirements

Failed students will be reassessed in the failed components only. In the case of the individual presentation this means submitting a video record of presentation. In the case of individual report the reassessment will take the form of a report on a service operation from the UK. For example, they might consider one of the following:

- A supermarket
- A fast-food outlet
- An educational service
- The tourist attraction
- A bank or building society
- A gym or sports centre

The report should address the following tasks.

- a. Describe the service concept of the organisation
- b. Explain how the operations of the organisation contribute to the functions of the service concept
- c. Assess how well the operations implement the service concept (A diagram may be needed)
- d. Suggest how both the concept and the delivery system might be improved. If you do not see any areas for improvement in these areas, argue a convincing case from an operations management point of view for maintaining the status quo. (A diagram may be needed)

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note- Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Analyse existing and proposed service operations for efficiency and effectiveness.
- 2 - Demonstrate the main issues in practical service operations.
- 3 - Develop presentation skills to enhance the employability.
- 4 - Appraise the problems and opportunities faced by service operations managers as they manage for both conformance and improvement.
- 5 - Evaluate the theoretical underpinning of service operations management.
- 6 - Have developed a critical understanding of the practical application of approaches to service operations management.

Please note that assessment information is subject to change

The module challenges participants to take a counter-intuitive but important step in their business education - to consider how organisations are exposed to, and deal with, crises and business interruptions. The module synthesises two essential components, each of which have underlying theory and practice - crisis management and business continuity management.

Through the duration of the module, students will immerse themselves in crisis and business continuity management theory and practice, having an opportunity to demonstrate their fomentation of knowledge and skills in critical, applied and real-time manners.

At the end of the module, students should be able to:

Identify, evidence and diagnose the impact and dynamics of business and organisational interruptions

Understand the dynamic process of crisis development and systematically analyse vulnerabilities

Identify, quantify and prioritise risks whilst recognising the limitations of risk management

Critically evaluate the content and context of business continuity plans

Demonstrate decision making skills in simulated crises situations.

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - 1500 words essay

Weighting 50%. The component receives a mark.

Unseen Examination 1 - 1 hour unseen exam

Weighting 50%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

Two assessment components offer diagnostic, formative and summative assessment for module participants.

Assessment components are integrated in the sense that students are given an opportunity to develop and apply wide variety of study skills acquired during their progress through the module.

1. Individual written assignment

The assignment is intended to provide an opportunity for students to synthesise theory with practice through the study of recent business interruptions and published research,

2. Summative Examination

The summative examination tests the student's individual ability to synthesise ideas that have been examined throughout the module. An expectation of this assessment is that students should be able to produce credible, well considered and rigorously evidenced responses to the questions in essay form.

Reassessment Requirements

In the event of module failure, students will be offered the opportunity to retake components with marks below 40% in the following ways (weightings remain the same)-

Failure of individual written assignment - complete a new individual written assignment

Failure of summative examination - resit examination

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note- Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Identify, evidence and diagnose the impact and dynamics of business and organisational interruptions
- 2 - Understand the dynamic process of crisis development and systematically analyse vulnerabilities
- 3 - Identify, quantify and prioritise risks whilst recognising the limitations of risk management
- 4 - Critically evaluate the content and context of business continuity plans
- 5 - Demonstrate decision making skills in simulated crises situations.

Please note that assessment information is subject to change

When a student undertakes a dissertation he/she is offered the opportunity to pursue the independent study of a topic of his/her choice. It is a small scale piece of research that can be completed in the amount of time that a student would spend in and out of class on a regular 30 credit module. To a very large extent a student controls the learning process and the time management of the dissertation process, with some tutor support.

Upon completion of the dissertation a student will be able to:

- Critically review Academic Literature;
- Select and implement a methodological approach;
- Systematically search, sift, collect and evaluate data;
- Write in an analytical and critical way;
- Present convincing, well referenced arguments;
- Produce a well presented document to a deadline.

The dissertation process has two parts. The first part involves the completion of a Literature Review: the second part the completion of the whole dissertation.

A Literature Review requires a student to undertake a critical assessment or critical discussion of relevant published information about a particular topic or subject area. The Literature Review can act as a stepping stone to the dissertation as it provides a student with an overview of, and background to his/her chosen topic or subject area.

A dissertation is likely to be a sustained argument. Its principal aim is to use a selection of concepts, theoretical ideas, observations, statistical findings and a student's own faculties of criticism and imagination in an attempt to reach conclusions about a topic of interest. A very typical format of a dissertation is the discussion of a larger problem or issue followed by a smaller-scale piece of empirical research that focuses on the issue in microcosm.

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - An Academic Literature Review.

Weighting 20%. The component receives a mark.

The word limit is 2000 words.

Project 1 - Dissertation

Weighting 80%. The component receives a mark.

Assessment Rationale

Part 1 (20%) encourages early activity and provides a focus and springboard for completion of the dissertation Part 2 (80%). The Literature Review must be between 2000 and 2100 words (comprises Introduction, Main Body and Conclusion but excludes Bibliography, which has no word limit). The Abstract for the Literature Review has a separate word count and must be no longer than 100 words.

The Dissertation must be no shorter than 8,000 words and no longer than 10,000 words.

Reassessment Requirements

1. Referred Literature Review requires a student to revise the original paper sufficiently to obtain a pass mark of 40%.
2. Referred Completed Dissertation requires a student to revise the dissertation sufficiently to obtain a pass mark of 40%.
3. Deferred Literature Review requires a student to submit a Literature Review to the required specification in Part 1 Module Handbook.
4. Deferred Dissertation requires a student to submit a Dissertation to the required specification in Part 2 Module Handbook.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note- Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Develop skills in the collection of data
- 2 - Be aware of different methodological approaches
- 3 - Utilise and integrate their academic studies and where appropriate, work experience
- 4 - Produce an academic piece of work of substantial length

Please note that assessment information is subject to change

This module aims primarily to ensure that students understand the nature and meaning of corporate strategy and are able to assess the strategic position of corporations operating in complex global markets.

In the early stages, the module emphasises concepts and tools necessary for critical strategic analysis. It then focuses on specific strategic issues and challenges that affect contemporary business operations, including for example, mergers and acquisitions, strategic alliances, knowledge management. A strong focus will be placed on the management of change, organisational learning and strategy implementation.

Overall, this module focuses strongly on both formative and summative learning. Students give the opportunity to reflect on their experience to foster their critical appreciation of the discipline and evaluate its evolution in their own understanding of the topic. Their critical appreciation of strategic management will be questioned throughout the lecturing programme but also within assessed components, including the exam.

Assessment Components

Phase Test - Multiple Choice Questions, 1 hour. 1st term

Weighting 20%. The component receives a mark.

The Duration is 60 minutes.

Podcast - Individual audio commentary on a news related current case study, identifying a strategic issue. (Maxi

Weighting 35%. The component receives a mark.

Unseen Examination 1 -

Weighting 45%. The component receives a mark.

The Duration is 180 minutes.

Assessment Rationale

The module combines summative assessment (examination) and combined formative and summative assessment in an audio commentary on a strategic issue and an MCQ component.

The 1-hour Multiple Choice Questions component would have a wide range of topics from across materials covered in both lectures and tutorials.

The individual audio commentary will be based upon a news related current case study, identifying a strategic issue (maximum 5 minute audio upload plus full transcript).

The module will have a 3-hour final unseen examination paper, which will test students' factual knowledge, understanding and critical assessment of some of the strategic management literature. The examination paper will cover the themes introduced and discussed in lectures. It is a summative assessment which addresses learning outcomes 1&5.

Reassessment Requirements

Failed students will be reassessed according to the failed component as follows-

Note- All reassessments and resubmissions are capped at 40%

MCQs- Anyone that fails this component will be reassessed with another MCQs test.

Audio commentary- 'In course Re-assessment' - Should a student receive a mark between 0-39% for this component, they are offered the opportunity to redo and submit the audio commentary (within 14 days of their original mark being made available)

Audio commentary- Any student who fails this assessment or is eligible for, but who does not undertake the 'In-course Re-assessment' opportunity will be asked to redo and submit the audio commentary (as above) in accordance with the standard calendar provisions for reassessed coursework.

Examination- Student who fail the final exam will be reassessed with an exam.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note- Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Understanding and critical appraisal of strategy concepts: students can demonstrate understanding and competent use of strategic management concepts
- 2 - Strategic analysis: students selectively use analytical concepts and develop a well-founded strategic analysis a company case.
- 3 - Analysis of theory: Students synthesise their strategic analysis and critical thinking and present their findings an appropriate manner.
- 4 - Team working: Students effectively engage in collaborative learning in the context of assessments.
- 5 - Critical thinking and understanding of the strategic issues: students successfully engage in individual learning and strategic thinking by evaluating concepts, processes and models.

Please note that assessment information is subject to change

Content: This module is designed to critically evaluate how current world issues in both economics and politics affect business management and performance.

There is a strong initial emphasis upon analysing the causes of major world events and examining the various scenarios that these events confront business managers with. Topical areas to be covered for the 2017/2018 academic session will be:

- The economic effects of commodity/stock markets
- The Growth and Decline of Economies and the Cyclical Nature of Recession
- Financial Institutions: The Influence of the Banking Sector on the Economies
- The Role of Government in Business, e.g. Regulations, Monetary and Fiscal Policies
- The Fate of the Euro, EU and BREXIT
- The effect of trade agreements upon sovereign states and the global business community
- The rise (and fall) of emerging/developing economies
- Political and economic ideology

The module utilises the above to set the scene for more 'general' global management issues by examining:

- The advantages & disadvantages of Globalisation as well as Multi National Companies.
- Managing Diversity in Business.
- The role of the State in Managing the Economy.
- Public/Private Partnerships.
- Economic Regulation.
- Corporate Social Responsibility.
- Business Ethics.
- Reputation Management.
- Greening Business.

Delivery: There is one two hour lecture per week with ten tutorials, one every two weeks.

Assessment: There is no group work in this module. There is an individual essay in term two worth 40% of the overall module mark which will be due at the end of semester 2. There is an individual video presentation worth 30% of the overall module mark which will be due at the end of semester 1. Students deliver a presentation and upload a video copy of the presentation to Blackboard for assessment. There is a final examination worth 30% of the overall module mark. This exam is 'part-seen' in that the topic areas are released prior to the exam.

Assessment Components

Other Coursework 1 - Individual Essay 1 (3000 words) Term 1 or Term 2 (depending on choice).

Weighting 40%. The component receives a mark.

The word limit is 3000.

Other Coursework 2 - Video Presentation.

Weighting 30%. The component receives a mark.

Unseen Examination 1 - 1 1/2 hour examination.

Weighting 30%. The component receives a mark.

The Duration is 90 minutes.

Assessment Rationale

There is no group work in this module. There is an individual essay in term two worth 40% of the overall module mark which will be due at the end of semester 2. There is an individual video presentation worth 30% of the overall module mark which will be due at the end of semester 1. Students deliver a presentation and upload a video copy of the presentation to Blackboard for assessment. There is a final examination worth 30% of the overall module mark. This exam is 'part-seen' in that the topic areas are released prior to the exam.

The module assessment is designed to encourage students to think deeply, critically, and from a number of different perspectives. The individual written assignment enables the student to examine a topical business-related issue in depth. The individual presentation is used to help students practice for such presentations in interviews and in the work place. The use of a partially seen exam also facilitates the learning process. Students will be advised in the second term of the general subject areas that will appear on the exam. They will not be given the exact examination questions. Students are expected to develop greater understanding in the given areas, by continued and extensive reading using a range of sources. In general, it is not sufficient to just rely on material given in lectures, and the student should develop their own ideas, opinions, and examples. The exam will be conducted under examination conditions of two hours duration comprising a series of compulsory multiple choice questions to test the breadth of knowledge and skills developed on the module and a series of compulsory multiple choice questions to test the level of critical reflection on a range of theories and global contemporary business issues.

Reassessment Requirements

Students will be given the opportunity to re-take elements of the module in which they achieved less than the required level by the University

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Critically evaluate differing views/perspectives on current business issues to derive balanced and informed opinions
- 2 - Carry out quality primary and secondary research as an independent learner.
- 3 - Produce logical, well-presented and coherently argued analysis.

Please note that assessment information is subject to change

Handbook Descriptor

15 credits

This module's aim is to introduce Level 6 students of business to 'new ways of seeing' their external and internal business environments. The emphasis is on experiential learning, for example cross-cultural negotiations. Participants will practice techniques for-

Exploring their external business environments - such as their industry networks - in novel ways that maximise value customers in global markets

Developing creative organisational climates that will encourage the implementation of new internal processes and the learning of new skills

Understanding networks and relationship marketing techniques that provide sources for new ideas - both downstream and upstream

Demonstrating both entrepreneurial (growth in small firms) and intrapreneurial (renewal/transformation in large organisations) behaviour.

Assessment Components

Blog 1 - Individual Video Blog - 5 minutes

Weighting 50%. The component receives a mark.

The word limit is 800.

Essay - individual 1500 word essay, choice of essay questions from a range of module topics

Weighting 50%. The component receives a mark.

The word limit is 1500.

Assessment Rationale

The assessment strategy will entail the creation of simulated networks of small, medium and large organisations (value chains), and demonstrations via creative scenarios of entrepreneurial and intrapreneurial behaviour

Individual blog based on Group-based practice simulation - demonstration of creative management and marketing techniques and skills developed on the module. The Blog's assessment aims are focused on helping employability with a particular focus on networking skills.

Individual essay - reflective exercise to demonstrate holistic understanding of application of creativity to business situations

Reassessment Requirements

Failure in the overall module requires students to re-submit an expanded individual essay.

Learning Outcomes

- 1 - Demonstrate the application of creative management and marketing techniques, entrepreneurship and intrapreneurship, to real-life business situations.
- 2 - Introduce students to analytical frameworks of creative management and marketing at individual, group and organisational levels.
- 3 - Demonstrate an understanding of the barriers and enablers to building successful creative business relationships.

Please note that assessment information is subject to change

The nature of economies the world over is changing. In the UK the Service sector accounts for over 79% of GDP, and ONS Census data indicates the proportion of the population employed in service sector roles has risen to 80% in 2017. Although the UK, in common with USA, France, and Canada is very reliant on its service sector, other global economies, such as China and India, are also taking a particular interest in growing the service sector from a historically low base percentage of GDP. This module will acclimatise students to the special approaches needed to market services through formal lectures and applied case studies to develop their theoretical knowledge to practical scenarios. Students will be assessed individually, but team work will be used formatively for initial research, analysis and dissemination of information. As this module is a specialised marketing subject students will be expected to have a broad based knowledge of marketing and may have additionally specialised in other areas of marketing.

Assessment Components

Individual assignment - Individual

Weighting 50%. The component receives a mark.

The word limit is 1,500 total.

Unseen Examination 1 - 1 essay type question from a choice of 3.

Weighting 50%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

The coursework elements allow for the formative development of the students' research and analytical skills by using a business report with a real business case.

The students' research and analytical skills are also tested through the examination, which uses a real business case. This format allows the students to demonstrate their abilities to investigate a situation and to offer solutions to real marketing problems.

The assessments components (both coursework and examination) are to be anonymously marked.

Reassessment Requirements

There will be no re-assessment of coursework components within term time.

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

Failure in the exam component will be re-assessed by another examination.

Failure in the coursework component will be re-assessed by an individually set assignment.

Learning Outcomes

- 1 - Develop the ability to work in a team to research and share of the special nature and characteristics of service (Graduate Global Competency 1)
- 2 - Identify the service offer and necessary management of the extended marketing mix of service appropriate to Global/Cultural context (Graduate Global Competency 9)
- 3 - Use key frameworks to analyse and design service offers taking into account all relevant factors (Graduate Global Competency 6)
- 4 - Understand the importance of service quality, and demonstrate the ability to select appropriate context specific methods to assess this.

Please note that assessment information is subject to change

Handbook Descriptor

15 credits

Retailing is usually one of the largest sectors in the economy of any developed country. It is of critical importance to manufacturers and consumers alike. This module aims to demonstrate how the major marketing tools, which students should have already learnt, are currently used in the context of retail business. It achieves this through a combination of discussion and specific illustrations of the tools in use. The dynamism of the sector is legendary so the module uses up to date cases as a major vehicle for learning.

The module reflects major interests in positioning strategy, store choice and location, and the future development of retailing. These themes are reflected throughout the programme as being of significant use in current retail markets.

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - Individual Business Report

Weighting 50%. The component receives a mark.

The word limit is 1,500.

Unseen Examination 1 - Case Study

Weighting 50%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

The module is assessed through a combination of a business poster presentation (submitted with a supporting report) and a case study based examination. The combination allows students to demonstrate the application of knowledge whilst helping to develop their investigative and analytical skills.

The coursework elements allow for the formative development of the students' analytical skills by using a staged business poster presentation. There is feedback, from both peers and tutors, throughout the production process, thus skills are both practiced and improved through the module.

The second part of the assessment strategy is exam based. The exam will encompass many aspects of the module syllabus and students will be briefed at the end of the module's taught input (in the final seminar). The student will have the opportunity to demonstrate their ability to evaluate a current situation and to offer realistic solutions to problems. Knowledge of the concepts and their application are tested by this method. The emphasis is on the creation of realistic solutions to the problems in the case company and therefore requires the student to engage in decision making activity.

Reassessment Requirements

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Summer Reassessment - Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period. This opportunity will only be offered if their grade profile permits re-assessment (as determined by the Marketing Assessment Board). Failure in the exam component will be re-assessed by another exam. Failure in the coursework component will be re-assessed by an individually set assignment of approximately 3,000 words

Learning Outcomes

1 - At the end of the module the competent student should have achieved these aims and be able to demonstrate their learning using the objectives set out below.

Students should be able to identify the major environmental and competitive factors affecting a market and analyse their relative importance. They should be able to demonstrate their understanding of the interaction between the factors by use of specific illustrations.

2 - Students should be able to summarise the factors affecting a consumer's choice of a particular store and to analyse the factors affecting a store's local competitive strengths and weaknesses.

3 - Students should understand the use of the major retail marketing tools for generating competitive advantage a position within a market. In specific cases, they should be able to critically evaluate the operational use of these tools and be able to suggest ways to improve performance.

Please note that assessment information is subject to change

The Marketing Dissertation is designed to give students the opportunity to pursue a topic of their individual interest, from any area of marketing and retail; from brand to e-marketing, consumer behaviour to services marketing. Students frequently expand on a subject that has been of interest to them in previous marketing modules, link the study to issues that intrigued them from their work placements, or explore a topic that has not been studied in a formal module. With the guidance of a few lectures and support from an assigned supervisor, the dissertation should demonstrate the application of academic theory to actual marketing situations. Although supervised, the module requires the student be able to work independently and set their own goals in exchange for the opportunity to explore a topic that excites and interests them personally. It is for all the above reasons why having a dissertation is still regarded as a badge of academic excellence and is highly regarded by industry.

Assessment Components

Dissertation 1 - Dissertation @12-1400 words

Weighting 85%. The component receives a mark.

Other Coursework 1 - Literature Review @ 2,000 words

Weighting 15%. The component receives a mark.

Assessment Rationale

In Term 1 a preliminary piece of work is required which is not assessed but reviewed and returned with feedback (relevant to outcome 1). If this is not submitted then the literature review grade will be capped at 40%.

As stated above, the overall dissertation is designed to be an independent piece of work with some academic support. The initial assessment of the work is to be formative rather than summative. The assigned supervisor will provide feedback and guidance on how to progress the dissertation. The literature review offers assessment of the students' understanding of the academic underpinning of the chosen topic and is aimed at encouraging students to gain a thorough understanding of their research area. The final dissertation demonstrates that students are skilled in various aspects of research design, implementation and analysis.

Reassessment Requirements

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

Re-assessment, where permitted, is by the submission of a revised report.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Research and analyse relevant academic literature.
- 2 - Design a research methodology to appropriately test the application of academic theory in business situations.
- 3 - Conduct primary research and defend the interpretation of the results.
- 4 - Evaluate the existing theory and recommend potential business applications.

Please note that assessment information is subject to change

The module will critically evaluate the impact of emerging technologies such as the Internet and mobile phones on marketing theory and practice, the development of theoretical concepts and frameworks in the field and their application in real life situations.

The Internet has become an essential part of almost every company's marketing strategy, whether viewed as a market or a distribution channel. E-marketing should be grounded in the Marketing concept and has a clear impact upon a firm's Marketing Mix. It provides new and exciting ways to communicate with target audiences. It opens up new markets by doing away with the need for intermediaries and expensive shop fronts. The Internet has also affected global pricing and opened up new pricing opportunities (for example dynamic pricing), while various e-products/services have emerged e.g. online music, social networking sites, magazine sites, text messaging services etc. One of the most important applications of E-marketing involves customer relationships management. Firms are utilizing new technologies to discover and meet the needs of demanding customers, to build relationships in order to gain a competitive advantage.

This module will familiarise students with the way the Internet, and other digital media, are used today - and with their potential. There will be an emphasis on good practice, illustrated through examples of both good and bad.

The course will be a blend of practical and academic, placing e-marketing within the traditional marketing framework and also looking at effective use of today's e-tools.

Assessment Components

Other Coursework 1 - Individual Coursework - 1,500 max words

Weighting 50%. The component receives a mark.

The word limit is 1,500.

Other Coursework 2 - Individual Coursework - Max 1,500 words

Weighting 50%. The component receives a mark.

The word limit is 1,500.

Assessment Rationale

Students will be assessed through two pieces of individual coursework. The individual reports cover a range of e-marketing topics allowing the application of theoretical concepts and frameworks and synthesis of knowledge and skills learnt. Students will work on a real-life situation analysing a firm's online presence in the first coursework and proposing an e-marketing strategy in the second coursework. Students will have the opportunity to discuss their coursework and receive feedback throughout the module. This reflects the student centred learning approach taken. Detailed guidelines will be provided in class by the module leader.

Reassessment Requirements

- If a student attempts but fails the first element of assessment in this module, he/she can complete an individual new assessment, without using any formally recorded reassessment credits. If the student then passes the new assessment, the mark for the element will be capped at 40%. A student that initially fails to submit work is not entitled to this opportunity.
- No other elements will be reassessed before final marks are submitted to the Assessment Board.

Learning Outcomes

- 1 - Develop understanding of E-marketing theoretical developments, concepts and frameworks through real life examples and application.
- 2 - Develop awareness of a range of tools and techniques of emerged technologies; and how these impact the elements of the marketing mix.
- 3 - Be able to review, assess and develop effective digital marketing plans and strategies; and advise organisations on their digital marketing strategy. (Graduate Global Competency 1 & 2)
- 4 - Gain understanding and knowledge of complex digital marketing issues and be in a position to effectively communicate these to various audiences. (Graduate Global Competency 1, 2 & 4)
- 5 - To understand social media networks and their impact on marketing; and be able to take advantage of the potential of social media networks.

Please note that assessment information is subject to change

Handbook Descriptor

15 credits

This module builds on the International Marketing Module, so it is assumed that the student has at least a basic understanding of the subject. The module provides a more focussed look at the incentives and drives for firms to operate globally, as well as reviewing global strategies of firms.

Assessment Criteria:

The coursework elements allow for the formative development of the students' thinking, reasoning and analytical skill through various tutorial activities. Appropriate feedback will be given in the tutorials, thus allowing skills to develop and improve. These skills will feed into the summative elements of the module's assessment programme. The group presentations allow the students, among other things, to demonstrate their abilities to investigate a situation and to offer solutions, based on an application of relevant theory.

Students are given the opportunity to play the role of global marketing executives in determining, producing and defending the development of global strategy. Skills of analysis, problem solving and decision-making are emphasis throughout the module. Extensive group work requires the application of team skills and interpersonal communication.

Ongoing feedback is given at each stage of the process and thus skills are both practiced and improved through the module. This assessment format allows the students to demonstrate their abilities to investigate a situation and to offer solutions to real global marketing issues.

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - Group Report - 1,000 words per person with groups of 3-4 people (Total length 3-4,000)
Weighting 30%. The component receives a mark.

The word limit is 1,000.

Other Coursework 2 - Presentation with notes (Group 3-5, 25 minute presentation including questions, 20 slides).
Weighting 70%. The component receives a mark.

Assessment Rationale

The coursework elements allow for the formative development of the students' thinking, reasoning and analytical skills, through various tutorial activities. Appropriate feedback will be given in the tutorials, thus allowing skills to develop and improve. These skills will feed into the summative elements of the module's assessment programme. The group presentations allow the students, among other things, to demonstrate their abilities to investigate a situation and to offer solutions based on an application of relevant theory.

Reassessment Requirements

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

Failure in the module will be re-assessed by an individually set assignment.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Defend a decision based on case material
- 2 - Research and analyse global markets for opportunities
- 3 - Evaluate and defend presented decisions for global marketing programmes

Please note that assessment information is subject to change

Handbook Descriptor

15 credits

Customer Management is about:

- Finding the right customers (those with an acceptable current and future net value)
- Getting to know them (as individuals or groups)
- Growing their value (if appropriate) and
- Retaining their business in the most efficient and effective way.

Revenue comes from customers. Good customer management is essential and it is now being recognised that there is a very strong link between customer management performance and overall business performance. Doing this means understanding which customers are profitable and which are not.

Customer management involves a comprehensive understanding of customer needs as either individual customers or segments of customers. Propositions need to be developed that will match the needs of these customers and will be attractive to new customers.

CEOs should demonstrate leadership in customer management and be responsible for looking after customers as this is too important to be delegated to the marketing department. Having the right people, processes, customer information and technology helps enable good customer management.

This module develops an understanding of how an organisation can avoid becoming a 'stupid company' by developing and implementing effective Customer Management.

Please note that assessment information is subject to change.

Assessment Components

Other Coursework 1 - Individual Report

Weighting 50%. The component receives a mark.

The word limit is 1,500.

Unseen Examination 1 - 1 hour exam - must answer 1 question out of 3.

Weighting 50%. The component receives a mark.

The Duration is 60 minutes.

Assessment Rationale

The coursework elements allow for the formative development of the students' analytical skills by using a staged business report. There is feedback at each stage and thus skills are both practiced and improved through the module.

The students' research and analytical skills are also tested through the examination, which uses a real business as its case. This format allows the students to demonstrate their abilities to investigate a situation and to offer solutions to real marketing problems.

Reassessment Requirements

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

Failure in the exam component will be re-assessed by another examination.

Failure in the coursework component will be re-assessed by an individual coursework.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Learning Outcomes

- 1 - Assess organisational competence and weaknesses in customer management performance.
- 2 - Make recommendations on how an organisation can improve its CM performance and profitability.
- 3 - Appreciate the impact of customer acquisition, retention, development and cost to serve on business profitability.
- 4 - Understand the importance of customer data in management decision making.

Please note that assessment information is subject to change

This module explores the most urgent challenge facing humanity: the transformation of our economic, political and social systems to ensure long-term sustainability. It focuses on how we understand the politics of such transformations, how environmental problems are managed (or not) through the political system and the ways in which alternative perspectives are articulated, advocated and accommodated. It begins by critically examining the distinctive characteristics of environmental policy problems before considering how transitions to a sustainable society are contested by policy makers, activists and the public. In particular it addresses how we build political coalitions for change as part of a transition to a sustainable society: how different actors view issues of sustainability, climate justice and the protection of the global commons; why current political solutions fall short; and how alternatives are promoted by local activists and environmental NGOs. By engaging in current debates on contemporary environmental issues such as sustainable transport, air pollution, energy futures and consumption, students will be encouraged to critically reflect on the extent to which these alternatives move the sustainability agenda forward.

Assessment Components

Essay 1 - 1500 word essay

Weighting 25%. The component receives a mark.

The word limit is 1500.

Other Coursework 1 - Policy Briefing/Outline Campaign

Weighting 50%. The component receives a mark.

The word limit is 3000.

Reflective Assignment 1 - Critical Reflection

Weighting 25%. The component receives a mark.

The word limit is 1500.

Assessment Rationale

The assessment will be based upon a combination of a short essay, critical reflection and policy briefing/outline campaign strategy. The short essay in the early part of the module will test understanding of theoretical approaches to solving environmental policy problems. The critical reflection will give students the opportunity to provide a considered reflection based on their understanding of and responses to the case studies of new alternatives considered during the module. The final assessment will give students the opportunity to choose between providing a policy briefing on a contemporary environmental issue or outline a campaign strategy around contemporary environmental issue. Together these assignments will enable students to develop a portfolio of learning based on critical understanding of theory and practice in the first two assignments and then apply this to a real world policy problem in the final assessment. The choice in the final assessment will enable students to consider issues around employability and where gaps in their practical experience lie.

Reassessment Requirements

Students will normally be required to undertake work related to the component in which the deficiency occurred. For the essay, this will involve researching and writing an essay on a new topic chosen from the essay lists contained within the module handbook. For the comparative report, this will involve choosing a different topic chosen from the list in the module handbook. For a deficiency in the examination, students will be required to re-take the examination.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery

Learning Outcomes

6 - Write written pieces of work which demonstrate the ability to critically engage with the literature and communicate these findings in a prescribed format and to a specific deadline.

Please note that assessment information is subject to change