

BESU192 Contemporary studies

Module descriptions

Contents

DEPARTMENT OF ENGLISH AND LANGUAGES:	5
A <i>English</i>	5
1. 221DEL Contemporary Fiction	5
2. 223DEL Colonial Literatures	6
3. 224DEL Rewriting the American South	6
4. 323DEL Postcolonial Literatures in English	7
5. 324DEL Contemporary African-American Literature	7
6. 347DEL The Chicano Experience in Film and Literature	8
7. 211DEL Language in the New Media Age	8
8. 229DEL Style and Context	9
9. 250DEL Creating Stories for Children	9
10. 280DEL English Language in Use 2 (non-native speakers)	10
11. 310DEL Critical Discourse Analysis	11
12. 313DEL Language and the Mind	11
13. 314DEL English in the World	12
14. 250DEL Creating Stories for Children	12
15. 280 English Language in Use 2 (non-native speakers)	13
16. 380DEL English Language in Use 3	14
17. 391DEL Advanced Business English for International Students (10 CATS credit)	14
21. 321DEL Fantasy and Speculative Fiction / 325DEL Voices from the American West	17
22. 325DEL Voices from the American West	17
23. 213DEL Child Language Acquisition	18
24. 312DEL Language and Society in Modern Britain	19
25. 362DEL Syllabus and Materials Design in a Multimedia Age	19
26. 251DEL Short Story Workshop	20
B <i>Languages</i>	21
29. 230DEL Communication Strategies in Spoken and Written French	21
30. 231DEL Varieties of French	22
31. 240DEL Spanish Lang 2 Post A	22
32. 241DEL Spanish Language Ab Initio Consolidation	22
33. 244DEL Hispanic Cinema	23
34. 275DEL Marketing and Advertising in French	23
35. 277DEL Marketing and Advertising in Spanish BY INTERVIEW ONLY	24
36. 330DEL Advanced French and DALF Preparation BY INTERVIEW ONLY	25
37. 340DEL Advanced Spanish Language BY INTERVIEW ONLY	25
38. 343DEL Democracy in Spain: Social Change and Economic Development	26
39. 347DEL Chicano Literature and Film	26
40. 371DEL Global Business in French	27

41.	232DEL Post 1945 France: the Trente Glorieuses and modernisation	27
42.	236DEL French Translation in Socio-political Contexts	28
43.	242DEL Spanish Language Ab Initio Reinforcement	28
44.	243DEL Spanish Cultural and Social Issues through the Media	29
45.	245DEL Spanish American Short Story	30
46.	274DEL Business Environment in Spanish BY INTERVIEW ONLY	30
47.	276DEL Business Strategies in French	31
49.	336DEL French Advanced Translation	32
50.	332DEL Contemporary French Culture and Society	32
51.	346DEL Spanish Translation BY INTERVIEW ONLY	33
52.	376DEL Business Strategies in French	33
53.	378DEL Business Strategies in Spanish BY INTERVIEW ONLY	34
C	<i>Sport Management</i>	34
54.	103SEM Introduction to Sport Marketing	34
55.	104SEM Introduction to Management for Sport and Events	35
56.	201SEM Sport and Event Entrepreneurship	35
57.	202SEM Finance for Sport and Events	36
58.	203SEM Sport Marketing and Sponsorship	36
59.	301SEM Strategic Management in Sport and Events	37
60.	303SEM Strategic Sport and Event Marketing	37
61.	307SEM Managing Sports Organisations	38
62.	102SEM Managing People in the Sport and Event Industry	38
63.	107SEM Economic Impacts of Sport and Events	39
64.	101SEM Introduction to Sport Business	39
65.	205SEM Live Event Management	40
66.	207SEM Analysing Sport and Events	40
67.	209SEM CSR and Sustainability in Sport and Events	41
68.	302SEM Managing Volunteers	41
69.	304SEM Venue Operations Management	42
70.	312SEM Contemporary Issues in Sport	42
71.	<i>Event Management</i>	43
72.	104SEM Introduction to Management for Sport and Events	43
73.	105SEM Introduction to Event Management	43
74.	201SEM Sport and Event Entrepreneurship	44
75.	202SEM Finance for Sport and Events	44
76.	208SEM Corporate Planning and Event Marketing	45
77.	301SEM Strategic Management in Sport and Events	45
78.	303SEM Strategic Sport and Event Marketing	46
79.	305SEM International Event Management	46
80.	102SEM Managing People in the Sport and Event Industry	47
81.	107SEM Economic Impacts of Sport and Events	47
82.	106SEM Introduction to Entertainment Industry	48
83.	205SEM Live Event Management	48
84.	207SEM Analysing Sport and Events	49
85.	209SEM CSR and Sustainability in Sport and Events	49

86.	302SEM Managing Volunteers.....	50
87.	304SEM Venue Operations Management.....	50
88.	306SEM Contemporary Issues in the Entertainment Industry	51
	DEPARTMENT OF INTERNATIONAL STUDIES AND SOCIAL SCIENCES.....	52
89.	270ISS The Making of Modern America	52
90.	275ISS A History of International Crime	52
91.	277ISS Contemporary Global Security	53
92.	279ISS Foreign Policy Analysis.....	53
93.	280ISS Comparative Politics and Governance.....	54
94.	287ISS Tradition and Controversy in Social Theory.....	54
95.	288ISS Sex, Sexuality, Power and Oppression	55
96.	369ISS Social Divisions: Theories, Policy and Representations.....	55
97.	370ISS The Third Reich 1933-1945.....	56
98.	378ISS Global Organised Crime.....	56
99.	380ISS Political Ideologies in Britain and France	57
100.	382ISS Politics of the Contemporary Middle East.....	58
101.	387ISS Gender, Family and Society.....	59
102.	397ISS Ethics and IR	59
103.	205ISS The Contemporary Far Right in Western Europe	60
104.	271ISS The International History of Europe	61
105.	274ISS 200 Years of People Politics in Britain, 1800 – 2000	61
106.	281ISS History of Modern Political Thought.....	62
107.	282ISS Contemporary British Government.....	63
108.	286ISS Global Inequality and Development	63
109.	293ISS Leisure, Consumption and Tourism	64
110.	363ISS The Far Right in Britain and France	64
111.	381ISS US Government and Politics.....	65
114.	254SAM Business Management	66
115.	344SAM Project Management.....	67
116.	355SAM Global Business.....	67
117.	358SAM Corporate Strategy Management.....	68
118.	359SAM Principles of Strategy.....	69
119.	361SAM Contemporary Business Strategy	70
120.	368SAM Strategy in Action	70
121.	240SAM Supply Chain and Operations Management.....	71
122.	247SAM Exploring Business Strategy	72
123.	345SAM Project Management for Business.....	72
124.	346SAM Exploring Entrepreneurship	72
125.	348SAM Managing Business Responsibility	73
126.	353SAM International Logistics	74
127.	365SAM International Business.....	74
128.	366SAM Critical Issues in Globalisation.....	75
	LAW	75
129.	180CLS English Legal System.....	75
130.	182CLS Constitutional and Administrative Law	76

131.	280CLS Criminal Law	77
132.	382CLS Human Rights (10 CATS credits).....	77
133.	184CLS Nature of Law	77
134.	185CLS Law in the Business Environment.....	78
135.	186CLS Comparative Law.....	78
136.	186CLS Comparative Law.....	79
137.	238CLS Law and Business Organizations.....	80
138.	281CLS Tort Law	80
139.	283CLS European Union Law.....	80
140.	383CLS Law of Evidence.....	81
141.	384CLS Company Law.....	81
142.	385CLS Employment Law	81
143.	386CLS Family and Child Law	82
144.	387CLS International Criminal Law.....	82
145.	388CLS International Commercial Law.....	83
146.	389CLS Public International Law.....	83
147.	390CLS Intellectual Property Law	84
	HUMAN RESOURCE MANAGEMENT	85
148.	301HRM Strategic Human Resource Management	85
149.	202HRM Contemporary Issues in HR Service Delivery	85
150.	305HRM International HRM	86
	MARKETING.....	87
151.	306MKT – Services and Retail Marketing	87
152.	208MKT Applied Marketing	87
153.	307MKT – Global Marketing.....	88
154.	211MKT Consumer Behaviour.....	88
	ECONOMICS, FINANCE AND ACCOUNTING.....	89
155.	<i>Economics</i>	89
156.	200ECN Intermediate Economics (1)	89
157.	214ECN Managerial Economics	90
158.	215ECN International Trade & Global Economic Issues	90
159.	226ECN Economics of Banking and Finance	91
160.	323ECN Economics of HRM	91
161.	324ECN Economic Policy in the European Union.....	92
162.	316ECN Applied Econometrics	93
163.	318ECN International Economics	93
164.	320ECN Development Economics	94
165.	321ECN Economics of Public services.....	94
166.	322ECN Corporate Governance & Ethics	95
167.	201ECN Intermediate Economics (2).....	95
168.	212ECN Introduction to Econometrics.....	96
169.	310ECN Advanced Economic Issues	96
170.	<i>Accounting and Finance</i>	97
171.	250FIN Principles of Financial Investment	97

172.	281ACC	Decision Management	98
173.	285ACC	Business Accounting	98
174.	287ACC	Accounting Information Systems	99
175.	380ACC	International Corporate Reporting	99
176.	382ACC	Audit & Internal Control	100
177.	350FIN	Investment Analysis	100
178.	357FIN	Corporate and Financial Management	101
179.	352FIN	Portfolio Management	102
180.	251FIN	Financial Services	102
181.	280ACC	Financial Reporting & Analysis	102
182.	381ACC	Performance Management	103
183.	353FIN	International Finance	104
184.	354FIN	Insurance and Pensions	104
4.		Make decisions in relation to pension planning	105
185.	302ACC	Business Strategy	105
		GEOGRAPHY AND DISASTER MANAGEMENT	105

DEPARTMENT OF ENGLISH AND LANGUAGES:

A English

1. **221DEL Contemporary Fiction**

Aims and Summary

The aim of the module is to enable students to appreciate developments in literature since the beginning of the twentieth century, via a range of fictional texts from a diversity of literary forms and movements. It examines the mechanisms of prose writing with respect to ideas of genre, modes of representation, forms of narrative and fictional registers. It will look at issues of identity, technology, gender, race, class and politics, and will investigate changes and developments in politics, society and culture within a contemporary context. Students will develop a theoretical understanding of the relationship between text and context and the role of the literary text as social, political and philosophical discourse.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a good knowledge of selected fictional texts, together with an understanding of issues of interpretation and reception as they affect written works.
2. Demonstrate an awareness of generic conventions and of the shaping effect of historical and social circumstances on fictional works.
3. Demonstrate a critical awareness of the significant features of diverse discourses.

4. To engage critically with primary and secondary material, producing a piece of writing which coherently articulates an analytical response to works.

2. **223DEL Colonial Literatures**

Aims and Summary

This module looks at a variety of literary texts from, what can be described as, the colonial period (the early seventeenth to early twentieth century). The aim of this module is to consider the importance of literary texts in forming, supporting, or challenging the ideology of colonialism, looking in particular at how the colonised subject was constructed as 'Other'. This module provides a theoretical backdrop against which students can analyse and discuss postcolonial texts in year 3.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of the term colonialism and its various manifestations.
2. Articulate an awareness of how the colonial 'Other' is constructed in a range of texts.
3. Use in writing the key theoretical concepts relating to colonialism.
4. Engage critically with primary and secondary material, producing a piece of writing which coherently articulates an analytical response to works

3. **224DEL Rewriting the American South**

Aims and Summary

This module will introduce students to a range of texts from the American South since the 1930s. The module aims to give students an understanding of how the mythology of the South has been deconstructed and re-written by investigating and analyzing a range of contemporary literary responses to the region. Students will be encouraged to situate texts within their particular historical, cultural, social, and intellectual context. This will involve students in not only looking at the American South as a highly mythologised region, but in also studying contemporary issues related to gender, class and the racial heritage of the South. In looking at a diversity of literary forms, students will be expected to take a critical approach to works and apply literary theory where relevant.

Intended Module Learning Outcomes

On completion of this module the student should be able to:

1. Demonstrate an awareness of key historical, social, political and cultural contexts in which texts are produced
2. Articulate an understanding of how the mythology of the American South has been re-written in relation to particular texts
3. Demonstrate a critical awareness of the significant features of diverse discourses

4. Engage critically with primary and secondary material, producing a piece of writing which coherently articulates an analytical response to works

4. **323DEL Postcolonial Literatures in English**

Aims and Summary

This module looks at a variety of literary texts from, what can be described as, the colonial period (the early seventeenth to early twentieth century). The aim of this module is to consider the importance of literary texts in forming, supporting, or challenging the ideology of colonialism, looking in particular at how the colonised subject was constructed as 'Other'. This module provides a theoretical backdrop against which students can analyse and discuss postcolonial texts in year 3.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of the term colonialism and its various manifestations.
2. Articulate an awareness of how the colonial 'Other' is constructed in a range of texts.
3. Use in writing the key theoretical concepts relating to colonialism.
4. Engage critically with primary and secondary material, producing a piece of writing which coherently articulates an analytical response to works.

5. **324DEL Contemporary African-American Literature**

Aims and Summary

This module will focus on the study of African American texts which highlight the diversity and richness of contemporary African American fiction. The majority of texts selected for study will be post 1945. The module will explore how contemporary black writers have drawn on particular genres, such as satire and autobiography in order to address and challenge prevailing discourses on American culture and history. It will examine literary representations of gender, race, ethnicity, identity, community and culture in African American contexts. At the same time, the module aims to place these writers within the tradition of African American writing. The literary works will be investigated through the application of race critical theories and black literary criticism.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. define the criteria inherent within the different genres studied
2. show a understanding of how the literary works address prevailing discourses on American history and culture

3. demonstrate understanding and application of theory in support of their argument;
4. articulate and substantiate an analytical response to literary works, demonstrating an ability to engage critically with primary and secondary material.

6. **347DEL The Chicano Experience in Film and Literature**

Aims and Summary

This course will explore major films and literary texts produced by Mexican-American artists, writers and filmmakers from the late 19th century to the present day in the US Southwest. Students will first acquire and develop knowledge of Chicano culture, society and history so that they can grasp the basic information that they will need for deeper analysis of major Chicano films and literary texts. The module will also touch on the ongoing oppression of the Mexican-American immigrant in the United States, the historical construction of the Chicano as the colonial 'other', and questions of class, gender, identity, culture and ethnicity.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module students should be able to:

1. Demonstrated a wide-ranging knowledge of Mexican-American cinema and literature of the period in question.
2. Revealed a capacity for independent critical thought.
3. Been able to maintain independent debate and participate in group discussions.
4. Displayed the ability to produce well-organised and sophisticated essays and to support arguments based on research.

7. **211DEL Language in the New Media Age**

Aims and Summary

This module picks up where the first year module, Language of the Media, ended. This is a second year module that has been designed for students who have an interest in the new forms of communication – such as text messaging and on-line exchanges – and also for those students who have a specific interest in the ways written and visual texts combine in the media generally. Students also examine the visual media – such as television and on-line news media. There is a clear multi-modal dimension to be explored in this module, and students are presented with an opportunity to do some research into the genre-specific uses of written and visual artefacts. The focus is upon the language as a way of creating media and as a system that embraces a range of semiotic and symbolic practices.

'Language in the New Media Age' draws upon insights gained from work undertaken in Stylistics, Creative Writing, Pragmatics, Discourse Analysis and Communication, and should be useful to any student of English

Intended Module Learning Outcomes

On completion of this module the student should be able to:

1. Demonstrate a sophisticated awareness of the relationship between modes in multi-media texts in establishing the message.
2. Discuss and argue a position with regard to competing discourse as exemplified within the media.
3. Recognise and articulate the interactive nature of media texts and discourses.
4. Create a variety of texts in accordance with the register of the media that are chosen

8. 229DEL Style and Context

Aims and Summary

Developing on from 'Introduction to Stylistics', this module examines the relationship between style and context. What is central to contextual approaches to stylistics is the idea that a text - whether literary or other - is not an independent entity; rather it is a product of the context in which it is produced and the context in which it is read. Drawing on a range of linguistic theories and methods to examine literary (and non-literary) texts, this module will explore issues of reader response, interpretation, and the relationship between text and context.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Show a basic knowledge of some of the main developments in contextual approaches to stylistics.
2. Demonstrate an awareness of how texts are informed and influenced by their specific contexts.
3. Use a range of linguistic tools to analyse literary and non-literary texts.

9. 250DEL Creating Stories for Children

Aims and Summary

This module aims to equip students with the basic tools to understand, analyse and write fictional stories for children from age 5 to 7 and 8 to 11. The module will explore popular story genres and styles, including picture books, and multimedia storytelling. Students are required to produce stories, both visually and textually, with the application of appropriate language for the chosen age group. Although it

may appear to be an advantage, students who are interested in this module do not need drawing skills as they are assessed on their creative writing and whether the drawing assists the story, not on drawing ability. A study of children's literature from medieval to contemporary styles, taking into account social contexts and publishing, are also important aspects of this module.

Intended Module Learning Outcomes

Awareness of techniques necessary to write for a particular age group demonstrating an understanding of suitable story themes, issues, vocabulary, sentence use and story structure.

1. Awareness of techniques necessary to write for a particular age group demonstrating an understanding of suitable story themes, issues, vocabulary, sentence use and story structure.
2. Basic understanding of multimedia productions, for example: graphic stories and visual/audio stories, including techniques used, for example, hyperlinks, voiceover and slide transitions.
3. Ability to analyse the stages of story development and production using appropriate primary and secondary sources.
4. Awareness of children's literature since the medieval period and be able to justify their own choices of vocabulary, story genre and themes for children today.

10. 280DEL English Language in Use 2 (non-native speakers)

Aims and Summary

This is a second year undergraduate degree module for non-native speakers of English. Students who study on this module are typically students who have learned English as a foreign language to a standard that is required for second year study at Coventry University (IELTS 6.0).

In this module students aim to develop their language skills and their application to a level where they can operate alongside native speakers. Students aim to understand and appreciate a range of written and spoken styles and genres, and to produce language appropriate to a given context and purpose. They will be introduced to research techniques and conventions and complete a research task of their own design.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Function in a range of situations with native speakers.
2. Produce an extended piece of writing in an appropriate style.
3. Participate in debates on a topical subject.
4. Produce written language of a good quality under time constraints and without recourse to reference books.

11. **310DEL Critical Discourse Analysis**

Aims and Summary

The aim of the module is to enable students to take a critical perspective with regard to language, and to recognise how language is instrumental in constructing an ideologically framed view of reality – cultural, social and political. Students will, through their examination and deconstruction of texts, acquire the tools to unravel the complexities inherent in language as it is used as a medium of communication and as a means of giving definition to experience.

Through this module students are able not only to build upon previous modules, but also to take the issues raised earlier into new areas.

Intended Module Learning Outcomes

Intended Module Learning Outcomes

On completion of this module the student should be able to:

Analyse stretches of text and explore the organisation of ideas.

1. Discuss and apply in an informed way a range of methods for analysing texts.
2. Apply a critical and informed perspective to the study of language
3. Undertake empirical research utilising appropriate sources of language used in the media, in institutions and in other ideological settings.
4. Write and express ideas coherently about a range of topics relating to both descriptive and critical discourse analysis.

12. **313DEL Language and the Mind**

Aims and Summary

The aim of the module is to give students a good understanding of the psychological aspects of language, using the English language as a typical example but examining principles that would also apply to other languages. Competing theories will be examined and students will be introduced to research methods adopted in the study of language and the mind.

The module will build on knowledge gained from module 213DEL (formerly 297ENL) on first language acquisition, and will require a good basic knowledge of English grammar and phonology. The main focus will be on language processing, examining theories on how the human mind approaches the tasks of comprehending and producing language. It will also consider theories on the location of language within the brain and on the reasons for language disorders of various kinds.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate familiarity with current theories regarding the localisation of language functions within the brain and evaluate contrasting theoretical explanations.
2. Demonstrate familiarity with the effects of brain damage on language abilities.
3. Articulate an understanding of and critically evaluate the theories of language processing.
4. Demonstrate understanding of research methods used in studying how the human brain processes language, and recognise the validity and appropriacy of different methods.
5. Write coherently, knowledgeably and critically about the issues involved in the study of language and the mind.
6. Deliver a group presentation on the topics covered

13. **314DEL English in the World**

Aims and Summary

The aim of the module is to develop students' awareness of the great diversity in English today, with a focus on description of the variation that exists within 'Englishes' worldwide, and to conduct a critical review of the political, social and cultural issues linked to this diversity.

Intended Module Learning Outcomes

1. Analyse selected texts in terms of their distinctive linguistic features and discourse type.
2. Identify the ways in which context affects discourse and linguistic choices.
3. Demonstrate accurate knowledge of descriptive features of World Englishes and understanding of academic argumentation in the context of published articles.
4. Evaluate contrasting ideological positions in writing.
5. Identify and use relevant resources for the study of Englishes worldwide – including e-resources and library material - to support a coherent position in writing

14. **250DEL Creating Stories for Children**

Aims and Summary

This module aims to equip students with the basic tools to understand, analyse and write fictional stories for children from age 5 to 7 and 8 to 11. The module will explore popular story genres and styles, including picture books, and multimedia storytelling. Students are required to produce stories, both visually and textually, with the application of appropriate language for the chosen age group. Although it may appear to be an advantage, students who are interested in this module do not need drawing skills as they are assessed on their creative writing and whether the drawing assists the story, not on drawing ability. A study of children's literature from medieval to contemporary styles, taking into account social contexts and publishing, are also important aspects of this module.

Intended Module Learning Outcomes

Awareness of techniques necessary to write for a particular age group demonstrating an understanding of suitable story themes, issues, vocabulary, sentence use and story structure.

1. Awareness of techniques necessary to write for a particular age group demonstrating an understanding of suitable story themes, issues, vocabulary, sentence use and story structure.
2. Basic understanding of multimedia productions, for example: graphic stories and visual/audio stories, including techniques used, for example, hyperlinks, voiceover and slide transitions.
3. Ability to analyse the stages of story development and production using appropriate primary and secondary sources.
4. Awareness of children's literature since the medieval period and be able to justify their own choices of vocabulary, story genre and themes for children today.

15. 280 English Language in Use 2 (non-native speakers)

Aims and Summary

This is a second year undergraduate degree module for non-native speakers of English. Students who study on this module are typically students who have learned English as a foreign language to a standard that is required for second year study at Coventry University (IELTS 6.0 which is equivalent to a good pass at level B2).

In this module students aim to develop their language skills and their application to a level where they can operate alongside native speakers. Students aim to understand and appreciate a range of written and spoken styles and genres, and to produce language appropriate to a given context and purpose. They will be introduced to research techniques and conventions and complete a research task of their own design.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

The intended learning outcomes are that on completion of this module the student should be able to:

1. Function in a range of situations with native speakers.
2. Produce an extended piece of writing in an appropriate style.
3. Participate in debates on a topical subject.
4. Produce written language of a good quality under time constraints and without recourse to reference books.

16. **380DEL English Language in Use 3**

Aims and Summary

This is a final year undergraduate degree module for non-native speakers of English. Students who study on this module are typically students who have learned English as a foreign language to a standard that is required for final year study at Coventry University (IELTS 6.5).

In this module students aim to develop their language skills and their application to a level where they can operate effectively alongside native speakers. Students aim to understand and appreciate a range of written and spoken styles and genres, and to produce language appropriate to a given context and purpose. They will be introduced to research techniques and conventions and complete a research task of their own design.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Function in a range of situations on equal terms with native speakers.
2. Produce an extended piece of writing in an appropriate style.
3. Participate in debates on a topical subject.
4. Produce written language of a high quality under time constraints and without recourse to reference books.

17. **391DEL Advanced Business English for International Students (10 CATS credit)**

Aims and Summary

This module helps students of Business and Management to develop their English language knowledge and skills to a level where they can operate effectively and independently. This is achieved in a context where the language is used for the study of business management skills. The emphasis is on developing practical reading, writing and speaking skills to support the study of business management related courses at the university; listening activities can also form part of the course. This module will involve activities and tasks designed to increase the range and

effectiveness of students' use of language and the development of study and communication skills in a business and academic context.

Intended Module Learning Outcomes

On completion of this module students should be able to:

1. Write on a business topic in a suitable academic style.
2. Read and demonstrate understanding of appropriate texts.
3. Express quite complex ideas with some success, commanding a fairly extensive range of vocabulary and grammar.
4. Demonstrate a well defined point-of-view and support their position convincingly with thoughtful and relevant arguments and/or information.
5. Demonstrate the ability to use the CU Harvard referencing system appropriately.

18. 210DEL Language In a Social Context

Aims and Summary

The aim of the module is to develop a perspective that puts purpose and meaning at the heart of the study of the English Language. We will address fundamental and far-reaching questions about discourse, which will take us into discussions about the construction and exchange of meaning, the ways texts and language users interact, and the construction of the message. We start with basic questions about 'text' and 'discourse', before we journey into the world of language in social contexts.

The basis of the module is the role of language as social a phenomenon, the ways in which we use language to determine and regulate our positions towards each other. We look beyond the literal meaning and the formal properties of language, to examine the ways in which we make meaning from a range of possibilities that are embedded in our own social matrix. The question then is one of language user choice. Why and how do we say something in one way rather than another? Both written and spoken language will be explored. Knowledge and insights gained from studying this module will be further developed at Level 3, especially in the Critical Discourse Analysis module.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an awareness of the major issues in discourse and text analysis.
2. Understand the concept of coherence in text, and be able to identify explicit patterns and signals used to structure meaning in text and discourse.
3. Demonstrate a working knowledge of implication and presupposition in language use.
4. Analyse extracts of conversation.
5. Demonstrate an understanding of how the organisation of language as information can affect people's perceptions and attitudes.

Aims and Summary

The aim of this module is to introduce students to the fundamental concepts in the study of language as a social phenomenon. Two of the main areas examined are the ways that language indexes various aspects of the identity of speakers, and how identity is co-constructed in interaction. Another major focus is on how social contexts, power relations and language ideologies shape both the ways we think about language and language policies.

Students who study this module are shown how the description of language in its situational and cultural context provides tools for the evaluating the role of language in social life. The base-concepts of identity and ideology relate closely to topics studied in a number of other modules.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an awareness of ways in which patterns of language use can be investigated.
2. Demonstrate an understanding of how social factors influence variation in the use of different language forms which in turn index speakers' identities.
3. Demonstrate an understanding of how language ideologies affect linguistic interactions.
4. Demonstrate an understanding of how ideology shapes language use at societal level.

Aims and Summary

The aim of the module is to provide students with an overview of 21st century critical approaches to Shakespeare's plays. The module will examine a range of plays, chosen from the tragedies, comedies, romances and history plays, in regards to their present-day interpretation and production on contemporary stage and screen.

It will explore topics such as plot, structure, sources and influence, language and Shakespearian thought. Students will gain experience in studying plays as texts and works written for performance.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of current thinking on the place and significance of Shakespeare's plays.

2. Analyse selected plays demonstrating an understanding of language, themes and content.
3. Analyse a range of creative and critical responses to contemporary re-visions of Shakespeare's plays.
4. Demonstrate an ability to engage critically with the selected plays and the relationship between text and performance and genre and theme.

21. **321DEL Fantasy and Speculative Fiction / 325DEL Voices from the American West**

Aims and Summary

This module will focus on fantasy and speculative fiction as two closely related strands of popular writing. It will attempt to place these genres within literary traditions and explore the ways in which such popular writing is essentially intertextual and cross-generic. It will discuss representations of space and technology; dystopia and political allegory; metaphors of the 'alien' and the 'other'; body horror; the gothic; and the uncanny. These will be investigated through a variety of texts, including short stories, novels, film, television and the internet. The relationship between Fantasy and Speculative Fictions and their social context of urban experience, rapid technological change, consumerism and media will also be examined

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module students should be able to:

1. define the criteria inherent in fantasy and speculative fiction.
2. show an understanding how generic criteria can be used, developed and subverted.
3. critically engage with the historical development and current practice within these genres.
4. articulate and substantiate an analytical response to examples of fantasy and speculative fiction.

22. **325DEL Voices from the American West**

Aims and Summary

This module will introduce students to a range of texts from the American West since the beginning of the 20th century. In particular, it will examine the contemporary discourses of the Western and the Native American within the American West. In studying narratives from these groups, students will be expected to draw on relevant theoretical perspectives such as postmodernism and post-colonialism. Students will gain an understanding of how the following factors: history, culture, society, race, gender, and the land have influenced these different narrative voices and their communities. Students will also be encouraged to assess the implications these factors have upon different writings

Intended Module Learning Outcomes

On completion of this module the student should be able to:

- 1 Identify the key historical, social and cultural contexts in which texts are produced, recognising the implications these have for the texts;
2. Demonstrate understanding and application of theory in support of their argument;
3. Critically evaluate some of the key issues of these diverse American West discourses;
4. Articulate and substantiate an analytical response to literary works, demonstrating an ability to engage critically with primary and secondary material

23. **213DEL Child Language Acquisition**

Aims and Summary

The aim of this module is to give students a thorough understanding of how children acquire their mother tongue (first language). The module will start off by considering briefly the origins of language in the human race. It will then consider how children acquire their first language and the stages they go through in this development. The question of whether language is learnt or innate will be considered. Competing theories will be examined and students will be introduced to research methods adopted in the study of child language development. In the latter half, the module will consider the environment in which children learn and how we can optimise this. The acquisition of language in children with speech and language impairments, and the necessary intervention required to support their development will also be considered. Finally the module will look at language learning at later stages including learning to read and write, and the development of social and pragmatic skills.

The subject will be studied from both social and psychological perspectives, and students will have a chance to analyse and study child language. As well as contributing to students' knowledge and understanding of the English language and the process of acquiring it as native speakers, the module will be a good foundation for students who are considering work in fields such as education and speech & language therapy. It will also provide many avenues of research for students wishing to write their dissertation in this area.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate understanding of the theories of child language acquisition.
2. Demonstrate understanding of research methods used in studying child language acquisition.
3. Demonstrate familiarity with the early stages of native language acquisition.
4. Demonstrate familiarity with the later stages of language development, including learning to read and write.

5. Critically evaluate competing theories of language acquisition

24. **312DEL Language and Society in Modern Britain**

Aims and Summary

This is a module that takes a close look at the language and the different genres that characterise contemporary British society. The use of language to express a range of media related and culturally related domains forms the core of our discussions. These domains include ethnicity, youth, protest, comedy, sub-culture, and identity. Major political and cultural events will take centre stage in our search for causal factors in the evolution of language in this contemporary context. All of these areas come under the spotlight within our exploration of both popular culture and the media that dominates our modern world. There will be analysis of how language is used in the various media through which popular culture is conveyed, as well as examination of the ways in which 'language' and 'society' mutually affect and influence one another as they continue to evolve.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an analytical awareness of the ways in which language and culture interrelate and create change.
2. Show an understanding of the major changes that have taken place in British society in the last 50 years.
3. Demonstrate an ability to analyse media which reflects topical British issues.
4. Present findings in a coherent and well-structured manner that adheres to academic conventions

25. **362DEL Syllabus and Materials Design in a Multimedia Age**

Aims and Summary

This module aims to explore the field of materials evaluation and design incorporating multimedia. Students will gain an understanding of learning frameworks for materials evaluation and design underpinned by relevant theoretical frameworks. Students will take an active part in the learning process and will evaluate and design materials using web 2.0 and other emerging technologies as part of the assessment

TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate both paper and online language learning materials, in terms of both design and content;
2. Discuss how learning theories underpin and relate to material design;
3. Develop and design materials for target groups and demonstrate an ability to reflect on learners' needs and their cultural and situational contexts;
4. Demonstrate the ability to critique the design of published teaching materials for particular students in a learning environment

26. 251DEL Short Story Workshop

Aims and Summary

This module aims to equip students with the basic tools to understand, explore and write prose in the form of short stories (fiction). Students will acquire the general knowledge necessary to identify and study the styles of popular writers (from the Modernist period to the present). Students will learn how to explore and extend their ideas, develop their own creative material, and to use their research skills to create lively and topical texts.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. demonstrate an understanding of how to create fictional plots and develop credible characters, and use this theoretical knowledge to produce a short story;
2. recognise the elements of story structures and publishing;
3. utilise their creative skills to produce effective and stylised narrative, description and dialogue for a specific plot, setting and character;
4. follow a process through its stages of development in order to produce a piece of written work.

27. 358DEL Journalism, Ethics and Society

Aims and Summary

This module offers students the opportunity to theorise, research and critically examine the relationship between journalism and society and enables them to link this with their practice.

Students will analyse and discuss key concepts and theories of media systems and their implications; they will evaluate the structures of media ownership and interests of those able to influence and shape the media. They will explore the issues and debates relating to the concept of press freedom in local, national and global contexts.

In addition they will reflect on their knowledge of the relationship between Journalism and existing and idealised social, political and ethical constraints in order to engage critically with key issues surrounding the wider public role and democratic function of journalism.

These issues will be addressed with particular reference to contemporary ethical and legal challenges.

Intended Module Learning Outcomes

The intended learning outcomes are that on successful completion of the module students should be able to demonstrate:

1. a critical understanding of the key concepts and theories underpinning contemporary journalism, such as media systems and effects; the public sphere, and democratic functions.

2. an informed appreciation of the impacts of the commercial, politico-governmental and professional context in which journalists operate.
3. an advanced awareness of the practical and theoretical implications of the impact of new media technologies on journalism;
4. an advanced understanding of the legal, regulatory and moral frameworks inherent in the way the media industries operate

28. **392DEL Advanced Business English for International Students (10 CATS credit)**

Aims and Summary

This module helps students of Business to develop their English language knowledge and skills to a level where they can operate effectively and independently. This is achieved in a context where the language is used for the study of business skills. The emphasis is on developing practical reading, writing, speaking and listening skills to support the study of business related courses at the university.

This module will involve activities and tasks designed to increase the range and effectiveness of students' use of language and the development of study and communication skills in a business and academic context.

B Languages

29. **230DEL Communication Strategies in Spoken and Written French**

Aims and Summary

This module aims to develop enhanced oral skills through using complex sentences to express ideas and viewpoints. French writing skills will be developed through essay writing in the target language using complex sentences. Commentary writing in English will be used to develop understanding of the explicit and implicit meaning of text/texts by placing them in a political, socio-economic and/or cultural framework. The level of this module, delivered mainly in French, is roughly the equivalent of C1 in the Common European Framework of Reference for Language and will focus on oral and writing skills in French.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate critical understanding of source text/texts through textual commentary that elucidates structure, content, style and register.
2. Situate text/texts in a wider socio-cultural framework.
3. Demonstrate the ability to write proficiently in French.
4. Demonstrate the ability to write proficiently in English
5. Demonstrate the ability to speak French with advanced accuracy and fluency.

30. **231DEL** **Varieties of French**

Aims and Summary

In this module, delivered in French, key concepts in sociolinguistics are introduced and no prior knowledge of linguistics is assumed. This module aims to explore varieties of French historically and geographically. Sociolinguistic issues relating to the French language are also approached through a variety of authentic contemporary sources: academic texts, journals and local press, Internet, TV extracts, cinema and literature

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the students should be able to:

1. Demonstrate an understanding of the inter-relationship between culture and language.
2. Demonstrate an understanding of historical and cultural linguistic variation.
3. Develop and sustain an argument in written French, using a range of sources
4. Demonstrate proficiency in defending an argument in spoken French

31. **240DEL** **Spanish Lang 2 Post A**

Aims and Summary

This module builds on the first year work in module 140DEL (formerly 111ILA), or equivalent. The level of this module is equivalent to Vantage B2 level of the Common European Framework of Reference for Languages (CEFR), and aims to further develop the four skills of listening, speaking, reading and writing in Spanish. Students will also do further work on selected contemporary themes related to Spanish and Spanish American societies and institutions.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module, students should be able to:

1. Demonstrate the ability to communicate and understand ideas, in aural/oral and written form, using a good range of vocabulary and with an appropriate level of accuracy in grammatical structures.
2. Listen to TV/radio extracts, or other authentic audio and/or visual material, in Spanish, and respond to questions (or prompts) in the target language.
3. Summarise written text(s) from Spanish into English.
4. Write short essays in Spanish on contemporary social topics

32. **241DEL** **Spanish Language Ab Initio Consolidation**

Aims and Summary

This module builds on the first year work in modules Spanish Language A1 and Spanish Language A2 - or equivalent. The level of this module is partly equivalent to Threshold B1 level of the Common European Framework of Reference for Languages (CEFR). Delivered mainly in Spanish aims at acquainting students with more fundamental structures of the language with reference to the four skills: listening, speaking, reading and writing using a text book and supplementary texts related to current affairs in the Hispanic world, such as: family relationships, unemployment, social and cultural life.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Express ideas, both orally and in writing, at approximately B1 level in the Spanish language.
2. Deliver a presentation in Spanish on a given topic and respond to questions about it.
3. Use a broad range of intermediate grammatical structures in the target language.
4. Demonstrate understanding of authentic texts in the target language and identify specific information

33. 244DEL Hispanic Cinema

Aims and Summary

This module, delivered entirely in English, is designed for students who have an interest in films made in both Spain and Latin America as well as in world-cinema in general. It aims to provide students with general analytical tools needed to understand selected films made in Spain and some selected Latin American countries from the 1980s to date. Students will also gain an understanding of how film represents the way society works and of the various ways in which society is depicted

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Use appropriate analytical tools and key vocabulary for the understanding of film, including the analysis of genre, film language, technical considerations and aesthetic values.
2. Identify, describe and analyse the key characteristics and genres of cinema made in both Spain and Latin America.
3. Identify, describe and analyse the main similarities and differences amongst the various national films studied.
4. Explain and illustrate how film-making can be regarded as a political tool

34. 275DEL Marketing and Advertising in French

Aims and Summary

This module builds on the language and communications skills acquired in previous modules and concentrates on the key concepts of marketing and advertising in French-speaking contexts. The module will introduce students to the specific cultural issues surrounding products, brands, consumers, and effective communication strategies.

By the end of the module the student will be able to communicate with colleagues and customers in a number of marketing and advertising situations, give presentations and deal with promotional activities. This module will be taught mostly in French.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the marketing and advertising environment in France and other francophone contexts.
2. Evaluate a range of relevant marketing and advertising materials and contexts in French.
3. Apply oral communication skills in French in order to operate effectively in a marketing situation.
4. Produce written texts on marketing, demonstrating an understanding of style and register

35. 277DEL Marketing and Advertising in Spanish BY INTERVIEW ONLY

Aims and Summary

This module builds on the language and communications skills acquired in previous modules and concentrates on the key concepts of marketing and advertising in Spanish-speaking contexts. The module will introduce students to the specific cultural issues surrounding products, brands, consumers, and effective communication strategies. By the end of the module the student will be able to communicate with colleagues and customers in a number of marketing and advertising situations, give presentations and deal with promotional activities. This module will be taught mostly in Spanish.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the marketing and advertising environment in Spain and other Spanish American contexts.
2. Evaluate a range of relevant marketing and advertising materials and contexts in Spanish.
3. Apply oral communication skills in Spanish in order to operate effectively in a marketing situation.
4. Produce written texts on marketing, demonstrating an understanding of style and register

Aims and Summary

This module, delivered mainly in French, will focus on oral, listening and writing competencies. The module aims to develop advanced oral communication based on fluency, accuracy and the ability to argue, explain and differentiate shades of meaning. Advanced listening skills will be developed by summarising in French audio/audio visual material of some complexity in the target language. Advanced writing skills will be developed through summarizing French source documents and writing an essay with supporting arguments based on the documents. The level is roughly the equivalent of C2 in the Common European Framework of Reference for Languages.

Students will have the opportunity to take the DALF, diplôme approfondi de langue française.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an advanced proficiency level of oral fluency and accuracy in French
2. Demonstrate advanced proficiency listening skills in French through summary writing in French from a French audio/audio-visual source
3. Demonstrate advanced proficiency writing skills in French through essay writing and summary writing in French.

Aims and Summary

This module aims to increase advanced proficiency in written and spoken Spanish obtained from previous years of study of the language and direct contact with Spanish-speaking people and their culture during the year abroad. It will provide advanced language skills necessary to engage in written, oral, and aural tasks. Using contemporary social, economic and political texts from Spain and Latin America the module aims to increase linguistic competence, as well as advanced translation techniques into English

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module, students should be able to:

1. Demonstrate the ability to research, read, interpret, analyse and communicate ideas, in both oral and written form, using a comprehensive range of vocabulary and highly accurate grammatical structures used in the Spanish Language.

2. Present, analyse and critique a contemporary political, economic or social issue from an article written in Spanish in a group debate and in an oral examination.
3. Translate texts on contemporary topics to a high standard of accuracy from Spanish into English.
4. Write a short essay in Spanish.

38. 343DEL Democracy in Spain: Social Change and Economic Development

Aims and Summary

This module is designed to examine the socio-political changes brought about by the new democratic system introduced in Spain at the end of the 1970s. The module also aims at developing students' understanding of the impact of European integration on the country's economy with an emphasis on the current thinking regarding sustainable development.

The module is taught entirely in Spanish enabling students to practise and improve their communication skills in this language through acquisition of relevant vocabulary and advanced linguistic structures

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate ability to analyze critically the contemporary socio-political & economic scene in Spain.
2. Produce written and spoken Spanish demonstrating ability to synthesize ideas from a variety of research sources.
3. Demonstrate ability to organise material and present coherent arguments on complex themes.
4. Demonstrate ability to work independently and in groups.
5. Demonstrate advanced written and spoken communication skills in Spanish.

39. 347DEL Chicano Literature and Film

Aims and Summary

This course will explore major films and literary texts produced by Mexican-American artists, writers and filmmakers from the late 19th century to the present day in the US Southwest. Students will first acquire and develop knowledge of Chicano culture, society and history so that they can grasp the basic information that they will need for deeper analysis of major Chicano films and literary texts. The module will also touch on the ongoing oppression of the Mexican-American immigrant in the United States, the historical construction of the Chicano as the colonial 'other', and questions of class, gender, identity, culture and ethnicity.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student will have:

1. Demonstrated a wide-ranging knowledge of Mexican-American cinema and literature of the period in question.
2. Revealed a capacity for independent critical thought.
3. Been able to maintain independent debate and participate in group discussions.
4. Displayed the ability to produce well-organised and sophisticated essays and to support arguments based on research.

40. **371DEL Global Business in French**

Aims and Summary

This module builds on the language and communications skills acquired in previous modules, and an awareness of French business culture, and will examine strategies used by French and francophone businesses and organisations to achieve their objectives on an international level. Students will analyse major influences in the contemporary global, economic and political environment in order to understand the competitive international environment in which French and francophone companies and organisations operate. By the end of the module the student will be able to critically assess French and francophone responses to the challenges and opportunities of globalisation. This module will be taught mostly in French.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the factors influencing the international business objectives of French and francophone businesses and organisations.
2. Evaluate the response of French and francophone businesses to challenges and opportunities posed by the international environment.
3. Demonstrate oral communication skills in French in order to operate effectively in an international business situation.
4. Produce written texts on international business, demonstrating an understanding of style and register.

41. **232DEL Post 1945 France: the Trente Glorieuses and modernisation**

Aims and Summary

The module, taught mainly in French, will provide an introduction to the modernisation of French society in the post-1945 period. Presentation, essay writing and listening skills will be developed through the study of economic and social development, the changing role of women, immigration, decolonisation, laïcité and cinema and literature of the period.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate key aspects of post 1945 France in writing in French
2. Summarise in English audio/audio-visual source text in the target language relating to post 1945 France
3. Read with reasonable fluency a range of French source texts relating to post 1945 France
4. Show team skills and reasonable oral fluency and accuracy in French via the delivery of a group presentation.

42. 236DEL French Translation in Socio-political Contexts

Aims and Summary

This module is designed to develop competence in contrastive grammar and translation skills from French to English and from English to French. Texts will be chosen from two or more of the following areas: politics, local government, the social services, business and the legal system. On successful completion of this module students should be able to translate area-specific texts with reasonable accuracy. Particular attention will be paid to the acquisition of related specialist vocabulary and terminology and to an increased awareness of structural differences between the two languages.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Translate with accuracy from French to English in specific contexts.
2. Translate with accuracy from English to French in specific contexts.
3. Demonstrate knowledge of culturally specific terms and their equivalent in English and French
4. Demonstrate acquisition of relevant specific vocabularies and terminologies in English/French.
5. Demonstrate competence in contrastive grammar.

43. 242DEL Spanish Language Ab Initio Reinforcement

Aims and Summary

The level of this module is partly equivalent to B1-B2 level of the Common European Framework of Reference for Languages (CEFR). This module, delivered mainly in Spanish, aims at acquainting students with more fundamental structures of the language with reference to four skills: reading, writing, listening and speaking and at developing their abilities in them. The module aims at developing students' understanding of various texts on topics from contemporary Spanish and Latin

American society. It also aims at developing students' competence in the written production of the Spanish language.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand and produce a broad range of fundamental grammatical structures and vocabulary approximately between B1 and B2 level of CEFR.
2. Demonstrate an understanding of audio and audiovisual material on various topics of contemporary Spanish and Latin America societies.
3. Understand texts on various topics of contemporary Spanish and Latin American societies and summarise their contents in English.
4. Write brief essays on an array of everyday topics and contemporary social issues in Spanish.
5. Read authentic texts in the target language and identify specific information.

44. 243DEL Spanish Cultural and Social Issues through the Media

Aims and Summary

This module, delivered mainly in Spanish, will provide an historical overview, as well as comparisons and contrasts of specific issues such as those involving class, gender and identity as well as those reshaping the Spanish cultural and entertainment practices. Students will gain an understanding of the connections between historical, cultural, political and social events and movements and more recent trends in social and cultural developments.

Students will experience a hands-on understanding of how the media reports and influences cultural and social issues in Contemporary Spain. By using a range of media examples, the module will also look at the way stories are constructed and used for different cultural and social purposes. Students will also be able to improve their linguistic competence by discussing and writing in Spanish with reasonable fluency and accuracy

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of the issues studied and their relationship with the past.
2. Demonstrate an ability to analyze critically the role of the media and its influence in shaping communication practices.
3. Produce reasonable written and spoken Spanish demonstrating ability to synthesize ideas from a variety of sources.
4. Demonstrate ability to work independently and in groups.
5. Read and listen to a range of authentic Spanish media and identify specific information and/or summarize key points in English or Spanish with reasonable accuracy.
6. Write a short essay in Spanish.

45. **245DEL** Spanish American Short Story

Aims and Summary

This module aims to acquaint students with some of the better known examples of short story writing of 20th century Spanish America in the target language and the societies where it was produced. It aims to enhance knowledge of Spanish language and its use in literary texts, as well as, informing about the relationship between the author, the reader and the text.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module, students should be able to:

1. Demonstrate a good knowledge of selected short stories, together with an understanding of issues of interpretation and reception as they affect works of Spanish American writers.
2. Demonstrate an awareness of short story writing in Spanish America and of the shaping effect of historical circumstances on these.
3. Demonstrate a critical awareness of the formal and aesthetic dimensions of literature and the ability to analyse their functions in specific texts, in oral and written formats.
4. Articulate and substantiate an analytical response to short story writing in Spanish America both in an oral presentation and the written examination with an appropriate level of accuracy in the target language.
5. Write short critical essays on short story writing in Spanish at an appropriate level of accuracy in language and content.

46. **274DEL** Business Environment in Spanish **BY INTERVIEW ONLY**

Aims and Summary

This module builds on the language and communications skills acquired on the previous semester and concentrates on the development of higher linguistic competence and skills and on the understanding of intercultural issues relating to business practices in Spain and some Latin American countries.

By the end of the module the student will be able to communicate with colleagues and customers in a number of business situations, give short presentations and deal with promotional activities. This module will be taught mostly in Spanish

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the business environment in Spain and some Latin American countries and collect and organize business-related materials in Spanish.
2. Apply oral communication skills competently in Spanish to show their ability to cope in practical business situations.
3. Demonstrate reading comprehension skills of business-related materials.

4. Produce written business communication texts, which may include business correspondence in Spanish, demonstrating an understanding of style and register

47. **276DEL Business Strategies in French**

Aims and Summary

This module builds on the language and communications skills acquired in previous modules. The module will focus on different models, directions and methods of development available to businesses and organisations in French-speaking contexts. Students will examine business policy in relation to socio-economic, political and environmental changes, consumer needs and concerns, and intercultural awareness. By the end of the module the student will understand how a business or organisation adapts in order to maintain a competitive position. This module will be taught mostly in French.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the factors influencing business strategy in France and other francophone countries.
2. Evaluate a range of relevant business models and strategies relevant to French and other francophone contexts.
3. Demonstrate oral communication skills in French in order to outline a business strategy as part of a group presentation.
4. Produce written texts on business strategy, demonstrating an understanding of style and register

48. **278DEL Business Strategies in Spanish BY INTERVIEW ONLY**

Aims and Summary

This module builds on the language and communications skills acquired in previous modules. The module will focus on different models, directions and methods of development available to businesses and organisations in Spanish-speaking contexts. Students will examine business policy in relation to socio-economic, political and environmental changes, consumer needs and concerns, and intercultural awareness. By the end of the module the student will understand how a business or organisation adapts in order to maintain a competitive position. This module will be taught mostly in Spanish.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the factors influencing business strategy in Spanish and other Spanish American countries.
2. Evaluate a range of relevant business models and strategies relevant to Spanish and other Spanish American contexts.

3. Demonstrate oral communication skills in Spanish in order to outline a business strategy as part of a group presentation.
4. Produce written texts on business strategy, demonstrating an understanding of style and register.

49. **336DEL** **French Advanced Translation**

Aims and Summary

Translation from French into English and English into French will be used to develop understanding of contrastive stylistics between the two languages. The module will focus on problems of syntax, grammar and lexis involved in moving from the source to the target language. Detailed consideration will be given to register, style, genre and general linguistic problems associated with grammar and syntax. This is an applied translation module which aims to provide students with a professional background to operate effectively as translators in the world of work.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Translate advanced texts from French to English
2. Translate advanced texts from English to French.
3. Identify and critically evaluate lexical, syntactical and stylistic problems encountered when translating from one language to the other.
4. Demonstrate cross-cultural awareness in translation.

50. **332DEL** **Contemporary French Culture and Society**

Aims and Summary

This module, taught mainly in French, aims to critically examine French socio-cultural values and issues reflected in politics, the media, education and the arts. It will develop writing skills in French through an analytical commentary and an essay and develop writing skills in English through the summarising of a complex source text in the target language.

Intended Module Learning Outcomes

1. The intended learning outcomes are that on completion of this module the student should be able to:
2. Demonstrate ability to analyze critically contemporary socio-cultural developments in France
3. Produce a summary demonstrating ability to synthesize complex ideas in fluent English.
4. Demonstrate ability to write French at an advanced level in terms of syntax, grammar and register
5. Demonstrate the ability to write a critical commentary of a French source text.
6. Demonstrate the ability to write a long well-structured, essay on a contemporary French topic.

51. **346DEL** Spanish Translation BY INTERVIEW ONLY

Aims and Summary

This module aims to provide students of the Spanish language with a sound knowledge of the translation of journalistic texts (from magazines, newspapers and the internet) in English or Spanish. This is an applied translation course which aims to provide students with translation techniques and strategies to operate effectively as translators in the world of work. Texts for translation will be based on current affairs, social, political and economic issues.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module, students should be able to:

1. Demonstrate the ability to read, interpret, analyse and translate texts from English or Spanish written newspaper articles using a comprehensive range of vocabulary and highly accurate grammatical structures as used in the Spanish Language or the English language press.
2. Work individually, within a given time constraint, to translate texts from journalists writing in the two languages.
3. Demonstrate an accurate understanding of the cultural limitations and nuances inherent in the translation processes of both languages, and the cultures associated with these.
4. Demonstrate knowledge of both Spanish and English stylistics when applied to the task of translation.

52. **376DEL** Business Strategies in French

Aims and Summary

This module builds on the language and communications skills acquired in previous modules. The module will focus on different models, directions and methods of development available to businesses and organisations in French-speaking contexts. Students will examine business policy in relation to socio-economic, political and environmental changes, consumer needs and concerns, and intercultural awareness.

By the end of the module the student will understand how a business or organisation adapts in order to maintain a competitive position. This module will be taught mostly in French.

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the factors influencing business strategy in France and other francophone countries.
2. Evaluate a range of relevant business models and strategies relevant to French and other francophone contexts.
3. Demonstrate oral communication skills in French in order to outline a business strategy as part of a group presentation.

4. Produce written texts on business strategy, demonstrating an understanding of style and register

53. **378DEL Business Strategies in Spanish BY INTERVIEW ONLY**

Aims and Summary

This module builds on the language and communications skills acquired in previous modules. The module will focus on different models, directions and methods of development available to businesses and organisations in Spanish-speaking contexts. Students will examine business policy in relation to socio-economic, political and environmental changes, consumer needs and concerns, and intercultural awareness.

By the end of the module the student will understand how a business or organisation adapts in order to maintain a competitive position. This module will be taught mostly in Spanish

Intended Module Learning Outcomes

The intended learning outcomes are, that on completion of this module, the student should be able to:

1. Demonstrate knowledge of the factors influencing business strategy in Spanish and other Spanish American countries.
2. Evaluate a range of relevant business models and strategies relevant to Spanish and other Spanish American contexts.
3. Demonstrate oral communication skills in Spanish in order to outline a business strategy as part of a group presentation.
4. Produce written texts on business strategy, demonstrating an understanding of style and register.

C Sport Management

54. **103SEM Introduction to Sport Marketing**

Aims and Summary

This module has two main aims: The first is to introduce students to fundamental concepts of marketing with specific relevance to the Sport Industry.

The second is to understand the importance of these concepts and to apply, through the use of case study analysis and academic field trips, to different sectors of the Sport Industry.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand the concepts of marketing in relation to the different sectors of the Sport Industries.

2. Demonstrate a knowledge of the marketing mix, globalisation, marketing research and ethics.
3. Examine how economic climate affects sport industries and their marketing policies
4. Define the key issues facing the future of sport marketing.
5. Explain the concepts and methods of market segmentation, targeting and positioning.

55. **104SEM Introduction to Management for Sport and Events**

Aims and Summary

This module is design to introduce students to the concept of management in the context of sport and events. The module encourages students to think about what skills, attributes and tasks that managers perform in different situations with the purpose of recognising what makes effective management.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Explore the many duties and responsibilities of management in sport and events in order to gain an appreciation of the complexity of the management function.
2. Discuss effective and ineffective management style.
3. Analyse different scenarios in sport and events to identify issues and discuss actions that managers should take in different situations.

56. **201SEM Sport and Event Entrepreneurship**

Aims and Summary

This module aims to provide students with an understanding of the theory and practice of entrepreneurship in sport and event contexts. This module is designed to provide a broad introduction to entrepreneurship and an overview of the small business field.

The module enables students to identify entrepreneurial characteristics and skills. It also develops students' research and communication skills, by making them work on a practical case, and prepare and defend a business plan.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Discuss the characteristics of the entrepreneur and how these can contribute to individual or organisational success or failure.

2. Synthesise and evaluate different approaches to entrepreneurship.
3. Prepare a business plan in support of a business start-up.

57. **202SEM** **Finance for Sport and Events**

Aims and Summary

The module is designed to develop students' understanding of the key concepts in financial and management accounting. The module will explore financial frameworks used for decision-making in the management of facilities in relation to sport and event management

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Examine the nature of accounting rules and the content of basic financial statements.
2. Examine cash flow statements and interpret company accounts in terms of performance.
3. Undertake decision-making in relation to break-even, cost-volume-profit analysis and capital investment opportunities.
4. Develop and understand the purpose of budgets.

58. **203SEM** **Sport Marketing and Sponsorship**

Aims and Summary

This module examines the special nature of sport marketing and the key concepts involved in marketing within the sport context. The module introduces the concept of the controllable variables that are available to the marketing professional when dealing with customers, competitors and the organisations capabilities. It also examines the nature of marketing in the context of sport, sport sponsorship, and the distribution and globalisation of the sport product. It views sport marketing and sport sponsorship from a strategic perspective as well as examining the organisation, implementation, management and control of marketing in sport. Finally this module attempts to predict the future possibilities for the marketing of sport

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate the special nature of sport marketing and the uniqueness of the sport product.
2. Examine the use of the marketing mix variables and apply these variables in case study situations from sport.
3. Evaluate the use of sport sponsorship and sport celebrity endorsement by examining past and current examples of sport sponsorship activities.

4. Develop and evaluate the use of sport marketing planning and sponsorship development from a strategic perspective.

59. **301SEM Strategic Management in Sport and Events**

Aims and Summary

The module aims to provide students with both a theoretical and practical understanding of how business strategy can be formulated in the light of environmental and internal conditions and requirements. More specifically, the module equips students with a framework for understanding business strategy as an activity within the context of competitive sport and event industries, leading to business decision-making. The module aims, therefore, to enhance a broad and ethically sound picture of business strategy development with dynamic and stakeholder focus.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Appreciate the contributions of different theoretical lenses to practical strategy analysis;
2. Analyse and apply strategic models/frameworks into the sport and event industries;
3. Analyse and evaluate strategic choices for sport and event organisations and make specific recommendations for future business actions.

60. **303SEM Strategic Sport and Event Marketing**

Aims and Summary

This module is designed to provide students with the skills and knowledge to make strategic use of the marketing mix for the promotion and delivery of sport or event services. Using marketing strategically enables managers to overcome constraints associated with fluctuations in demand for sport and event products and services and to more effectively / strategically manipulate and respond to demand in the delivery of products services.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Create strategic marketing solutions for sport and event management organisations.
2. Critically evaluate strategic marketing plans, considering relevant environmental contexts and trends in sport and events.
3. Critically discuss the implementation and control of the strategic marketing process for sport and events

Aims and Summary

Management of sport organisations is changing rapidly, largely in response to the increase commercialisation and professionalisation of sport. Huge media coverage and increased expectations in terms of good governance and accountability create specific management challenges. This module outlines the principles and practices necessary for effective management of sport organisations. It draws on management and organisational theories, and encourages students to confront and apply these theories to the context of sport organisations. Students will examine the exciting and changing nature of the external environment of sport organisations and how this may impact on the internal operations and people.

This module will make extensive use of case studies to confront students with practical, real-life issues and allow them to put theory in perspective.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical understanding of how sport organisations operate and how managers can influence the performance of these organizations.
2. Analyse the current context in which sport organisations operate and discuss their implications for the management of sport.
3. Identify issues in sport organisations that impact on performance (eg. leadership, conflict, change, etc.) and critically discuss what/how managers can address these issues.

Aims and Summary

This module is designed to introduce students to the key functions of managing people in the Sport and Event Industries. It examines general human resource management practices and then applies them to the specific context found in these industries, allowing students to explore the distinctions between participant, spectator and elite sport and non-sport events. This prepares them for further specific study in later years

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate understanding of the main areas of general human resource management practice (e.g. recruitment and selection, performance management, discipline and grievance, termination of contract);
2. Apply an awareness of the external organisational context to the relevance and application of people management practices and show an ability to suggest amendments to such practice as relevant;

3. Understand and explain how general people management practice should be adapted to the specific context of the Sport and Event Industries, differentiating between industry-specific situations.

63. **107SEM** **Economic Impacts of Sport and Events**

Aims and Summary

This module emphasises the importance of economic issues and principles to the study of sport and event organisations. This module introduces the essential micro and macroeconomics concepts, principles and analytical methods. A number of issues are dealt with, including opportunity cost, comparative advantage, the behaviour of individuals and firms, their interaction in markets and the role for government, specifically within the sports and events industries.

Intended Module Learning Outcomes

1. Describe and explain basic micro and macroeconomic concepts and principles.
2. Explain and use graphical representations of micro and macroeconomic models.
3. Use basic economic concepts and principles to analyse the sport and event industries.
4. Recognise and evaluate the contribution economics can make in enhancing managerial decision making in the sport and event industries.

64. **101SEM** **Introduction to Sport Business**

Aims and Summary

Contemporary sport is both a sophisticated and complex business. The purpose of this module is to help students to appreciate the modern commercial environment that shapes sport at all levels. The module puts emphasis on those issues that the commercialisation of sport has brought along and therefore prepares students to start thinking about how to manage sport businesses and organisations within this constantly changing business setting.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Comprehend and appreciate the development of sport from the days of amateur players to the current professional era, highlighting changing aspects of participation and inclusion.
2. Understand the impact of commercialisation, internationalisation and globalisation upon selected sports both in terms of individual athletes and from the perspective of the organisation.
3. Identify the relationship between business conduct and performance and various external and internal factors.

4. Propose solutions to improve business practices regarding products and/or services based on the sport business environment.

65. **205SEM** **Live Event Management**

Aims and Summary

The aim of this module is to arm the students with project management and event management experience in the real world. It will focus on group work, planning, execution of an innovative, creative or cultural event, and closure of project.

This module is designed to enable students to utilise their newly learnt event management skills and exhibit decision making skills when choosing a viable event to execute, selecting an appropriate venue and promoting the event. They will also execute the organisation and administration of the event.

The relevant literature is explored, but with a consistent view of the importance of applying theory and planning in practical business contexts.

Intended Module Learning Outcomes

The emphasis in this module is on developing the students' creative event management skills, encouraging innovation, leadership and decision making and its application to project management. The intended learning outcomes are that on completion of this module the student should be able to:

1. Analyse and employ necessary management techniques to plan, prepare and execute an event of your choice within the cultural, sporting or entertainment industries sector.
2. Demonstrate ability to collaborate and negotiate with team members, volunteers and external contacts.
3. Apply business acumen skills in the organisation and management of a creative project.

66. **207SEM** **Analysing Sport and Events**

Aims and Summary

This module is designed to provide students with the knowledge and skills required to design effective research projects to investigate issues in the management of sport and events. Students will be introduced to a wide range of methods and analysis techniques suitable for academic or commercial research purposes. The module also encourages students to evaluate research proposals and reports in the context of understanding management issues in sport and events

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate selected research findings or proposed research projects in the context of sport or event management and demonstrate an understanding of the importance of research/analysis to sport/event business.
2. Discuss and make recommendations on a range of methods and data analysis tools for conducting research into selected sport or event management issues.
3. Identify appropriate questions requiring analysis for the understanding of sport or event management issues.

67. **209SEM** **CSR and Sustainability in Sport and Events**

Aims and Summary

In recent years, interest in the notions of Corporate Social Responsibility (CSR) and Sustainability has grown considerably in significance both in sport and event management domain. The aim of the module is to introduce students to the concepts of CSR and Sustainability while trying to contextualise them within these two broad fields of study. The module will emphasise not only upon the CSR thinking and sustainable practices, but also upon the critical aspects of them as well as the latest research developments in the fields of sport and event management. Although the practical and strategic dimension of CSR and sustainable thinking will be highlighted, students will be also engaged in discussions of the ethical, political and economical aspects and ramifications of the CSR notion in sport and events.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand what is meant by 'corporate social responsibility', 'Sustainability' 'triple bottom line', 'business ethics' and appreciate their development;
2. Identify the opportunities for and barriers to CSR thinking and sustainable practices in sport and event management
3. Reflect on how relevant theoretical models can explain business practices in the sport and event industries.

68. **302SEM** **Managing Volunteers**

Aims and Summary

The Sport and Event Industry is heavily reliant on voluntary labour and yet this is an area of management which is frequently overlooked. This module will prepare students for responsibility for volunteers and help them to understand the very specific demands and motivations of this key group. It utilises key thinking in current research as well as further exploring generic principles of people management.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Differentiate between various types of labour (professional, employee, volunteer) used in the Sport and Event Industry;
2. Understand key motivators for volunteers and explain their importance and effect;
3. Discuss the management of volunteer-professional conflict and control of the organisation;
4. Appreciate the impact of volunteers in the Sport and Event Industry

69. **304SEM Venue Operations Management**

Aims and Summary

The aim of the module is to critically examine the management of facilities in relation to sport and event venue stadia arena. Aspects include examining operations management, event management, health, safety, and security procedures, and the importance of the business functions in managing such facilities will be explored from a theoretical orientation. The conflict between customer satisfaction and resource productivity will be explored, and factors affecting management of facilities in a volatile environment will be examined. The module highlights the tensions that exist between commercialism, safety and order, enjoyment and environmental impact on a micro and macro level. The module will also study the design of some major sport facilities and its impact on, and integration with, the operations function.

Intended Module Learning Outcomes

1. Appraise the importance of Operations Management in achieving corporate objectives in the light of social, political, regulatory, economic and sustainable pressures.
2. Critically evaluate the role of the operations function and in relation to marketing, people management and finance and design in sport and event stadia.
3. Explain the role and contribution that the operations function plays in achieving strategic success in sport and event venue stadia management and examine how performance measures can be used in evaluating operational effectiveness in sport stadia.
4. Appraise the implications of key health and safety legislation to the sport and event venue manager and demonstrate an understanding of security issues surrounding sport stadia and event management.
5. Demonstrate an appreciation of sport and event safety management and recognise its relationship to crisis management.

70. **312SEM Contemporary Issues in Sport**

Aims and Summary

The purpose of this module is to critically explore a wide variety of contemporary issues faced by managers in the sport sector, both in national and international

contexts. These issues may be the focus of academics, prominent news and industry issues or issues raised by students as a result of their experience and/or readings. These issues are discussed to provide students with an opportunity to develop an in-depth and critical understanding of the major issues facing sport in international contexts and to develop a resource guide to solving problems and dealing with issues as discussed in class.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically evaluate major issues facing contemporary sport managers in a variety of contexts.
2. Demonstrate a critical awareness and understanding of management strategies and techniques for a variety of problems, dilemmas and issues and justify the application of those techniques in international settings.
3. Critically discuss the link between academic research and practitioner based problems/issues in the international sport industry context.

71. Event Management

72. 104SEM Introduction to Management for Sport and Events

Aims and Summary

This module is design to introduce students to the concept of management in the context of sport and events. The module encourages students to think about what skills, attributes and tasks that managers perform in different situations with the purpose of recognising what makes effective management

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Explore the many duties and responsibilities of management in sport and events in order to gain an appreciation of the complexity of the management function.
2. Discuss effective and ineffective management style.
3. Analyse different scenarios in sport and events to identify issues and discuss actions that managers should take in different situations.

73. 105SEM Introduction to Event Management

Aims and Summary

This module introduces students to the fundamental principles of management with relation to the sector of events. It introduces them to industry itself and encourages them to explore the wide range of forms that events can take. Students are taught about the management disciplines and techniques needed to effectively manage a

wide spectrum of events. Using a variety of examples it develops in students the practical skills involved in planning, co-ordinating and evaluating an event.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Define the different event typologies and identify the complexities of managing each of these.
2. Explain the need for specific management skills in running an event.
3. To describe the role of using of specialist software in the planning and execution of events on all scales.
4. To produce a professional event audit from a management perspective.
5. Define the breadth and significance of the events sector to both the UK and world economies.

74. 201SEM Sport and Event Entrepreneurship

Aims and Summary

This module aims to provide students with an understanding of the theory and practice of entrepreneurship in sport and event contexts. This module is designed to provide a broad introduction to entrepreneurship and an overview of the small business field.

The module enables students to identify entrepreneurial characteristics and skills. It also develops students' research and communication skills, by making them work on a practical case, and prepare and defend a business plan.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Discuss the characteristics of the entrepreneur and how these can contribute to individual or organisational success or failure.
2. Synthesise and evaluate different approaches to entrepreneurship.
3. Prepare a business plan in support of a business start-up.

75. 202SEM Finance for Sport and Events

Aims and Summary

The module is designed to develop students' understanding of the key concepts in financial and management accounting. The module will explore financial frameworks used for decision-making in the management of facilities in relation to sport and event management

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Examine the nature of accounting rules and the content of basic financial statements.
2. Examine cash flow statements and interpret company accounts in terms of performance.
3. Undertake decision-making in relation to break-even, cost-volume-profit analysis and capital investment opportunities.
4. Develop and understand the purpose of budgets.

76. **208SEM Corporate Planning and Event Marketing**

Aims and Summary

This module examines the principles of event marketing and is designed to provide students with the knowledge to apply marketing principles to event industries. It also introduces the concept of corporate planning to the event industry. A core component of this module is the application of service sector marketing to the event industry. Students will gain an appreciation of the importance of customer satisfaction as a key feature of the marketing process. The critical success factors for successful corporate planning and event marketing such as market segmentation, the marketing mix and promotional strategies are also examined. Students on this module will acquire specific skills in designing a corporate marketing plan and evaluating the various components of a marketing campaign.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Synthesise relevant marketing knowledge and be able to apply these concepts to marketing cases
2. Demonstrate knowledge of the marketing mix and their role in the marketing plan
3. Design a comprehensive corporate event plan
4. Investigate the changing face of corporate events and recognise the importance of information communication technologies (ICT) the delivery and execution of corporate events
5. Assess the effectiveness of case study examples of corporate event marketing campaign

77. **301SEM Strategic Management in Sport and Events**

Aims and Summary

The module aims to provide students with both a theoretical and practical understanding of how business strategy can be formulated in the light of environmental and internal conditions and requirements. More specifically, the module equips students with a framework for understanding business strategy as an activity within the context of competitive sport and event industries, leading to business decision-making. The module aims, therefore, to enhance a broad and

ethically sound picture of business strategy development with dynamic and stakeholder focus.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Appreciate the contributions of different theoretical lenses to practical strategy analysis;
2. Analyse and apply strategic models/frameworks into the sport and event industries;
3. Analyse and evaluate strategic choices for sport and event organisations and make specific recommendations for future business actions.

78. 303SEM Strategic Sport and Event Marketing

Aims and Summary

This module is designed to provide students with the skills and knowledge to make strategic use of the marketing mix for the promotion and delivery of sport or event services. Using marketing strategically enables managers to overcome constraints associated with fluctuations in demand for sport and event products and services and to more effectively / strategically manipulate and respond to demand in the delivery of products services.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Create strategic marketing solutions for sport and event management organisations.
2. Critically evaluate strategic marketing plans, considering relevant environmental contexts and trends in sport and events.
3. Critically discuss the implementation and control of the strategic marketing process for sport and events

79. 305SEM International Event Management

Aims and Summary

The emphasis in this module is on developing the students' creative event management skills, encouraging innovation, leadership and decision making and its application to a simulated international event concept. It aims to build upon project management and event management knowledge previously studied

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Design and simulate a comprehensive international event plan with specific reference to the event briefs issued.
2. Critically analyse industry specific scenarios and apply necessary management techniques to facilitate your event plan accordingly.
3. Demonstrate an ability to collaborate and negotiate with colleagues effectively and efficiently throughout the process.
4. Critically reflect on all experiences learnt throughout the process, demonstrate how these will be used to facilitate your development as an event manager for the future.

80. **102SEM** **Managing People in the Sport and Event Industry**

Aims and Summary

This module is designed to introduce students to the key functions of managing people in the Sport and Event Industries. It examines general human resource management practices and then applies them to the specific context found in these industries, allowing students to explore the distinctions between participant, spectator and elite sport and non-sport events. This prepares them for further specific study in later years

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate understanding of the main areas of general human resource management practice (e.g. recruitment and selection, performance management, discipline and grievance, termination of contract);
2. Apply an awareness of the external organisational context to the relevance and application of people management practices and show an ability to suggest amendments to such practice as relevant;
3. Understand and explain how general people management practice should be adapted to the specific context of the Sport and Event Industries, differentiating between industry-specific situations.

81. **107SEM** **Economic Impacts of Sport and Events**

Aims and Summary

This module emphasises the importance of economic issues and principles to the study of sport and event organisations. This module introduces the essential micro and macroeconomics concepts, principles and analytical methods. A number of issues are dealt with, including opportunity cost, comparative advantage, the behaviour of individuals and firms, their interaction in markets and the role for government, specifically within the sports and events industries

Intended Module Learning Outcomes

1. Describe and explain basic micro and macroeconomic concepts and principles.
2. Explain and use graphical representations of micro and macroeconomic models.
3. Use basic economic concepts and principles to analyse the sport and event industries.
4. Recognise and evaluate the contribution economics can make in enhancing managerial decision making in the sport and event industries.

82. **106SEM** **Introduction to Entertainment Industry**

Aims and Summary

This module aims to introduce the student to the wide range of sectors that come under the Entertainment Industry banner which are commonly linked to social gatherings and events. It will identify the key characteristics unique to those sectors and provide an understanding of the size, scale, and nature of variety of sectors exploring social, political, legal, and economic factors pertaining to a selection of entertainment products and services. It will examine the needs and wants of an audience and the importance of adaptation and change in order to survive in a modern high tech world.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify key concepts and terminology regarding the nature, size and scope of a selection of Entertainment Industry sectors and their environments.
2. Recognise key aspects of the STEEPLE model on a selection of Entertainment Industry sectors.
3. Structure a report comparing two local examples from one selected entertainment sectors

83. **205SEM** **Live Event Management**

Aims and Summary

The aim of this module is to arm the students with project management and event management experience in the real world. It will focus on group work, planning, execution of an innovative, creative or cultural event, and closure of project.

This module is designed to enable students to utilise their newly learnt event management skills and exhibit decision making skills when choosing a viable event to execute, selecting an appropriate venue and promoting the event. They will also execute the organisation and administration of the event.

The relevant literature is explored, but with a consistent view of the importance of applying theory and planning in practical business contexts.

Intended Module Learning Outcomes

The emphasis in this module is on developing the students' creative event management skills, encouraging innovation, leadership and decision making and its application to project management.

The intended learning outcomes are that on completion of this module the student should be able to:

1. Analyse and employ necessary management techniques to plan, prepare and execute an event of your choice within the cultural, sporting or entertainment industries sector.
2. Demonstrate ability to collaborate and negotiate with team members, volunteers and external contacts.
3. Apply business acumen skills in the organisation and management of a creative project.

84. 207SEM Analysing Sport and Events

Aims and Summary

This module is designed to provide students with the knowledge and skills required to design effective research projects to investigate issues in the management of sport and events. Students will be introduced to a wide range of methods and analysis techniques suitable for academic or commercial research purposes. The module also encourages students to evaluate research proposals and reports in the context of understanding management issues in sport and events.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate selected research findings or proposed research projects in the context of sport or event management and demonstrate an understanding of the importance of research/analysis to sport/event business.
2. Discuss and make recommendations on a range of methods and data analysis tools for conducting research into selected sport or event management issues.
3. Identify appropriate questions requiring analysis for the understanding of sport or event management

85. 209SEM CSR and Sustainability in Sport and Events

Aims and Summary

In recent years, interest in the notions of Corporate Social Responsibility (CSR) and Sustainability has grown considerably in significance both in sport and event management domain. The aim of the module is to introduce students to the concepts of CSR and Sustainability while trying to contextualise them within these two broad fields of study. The module will emphasise not only upon the CSR thinking and sustainable practices, but also upon the critical aspects of them as well as the latest

research developments in the fields of sport and event management. Although the practical and strategic dimension of CSR and sustainable thinking will be highlighted, students will be also engaged in discussions of the ethical, political and economical aspects and ramifications of the CSR notion in sport and events.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand what is meant by 'corporate social responsibility', 'Sustainability' 'triple bottom line', 'business ethics' and appreciate their development;
2. Identify the opportunities for and barriers to CSR thinking and sustainable practices in sport and event management
3. Reflect on how relevant theoretical models can explain business practices in the sport and event industries.

86. 302SEM Managing Volunteers

Aims and Summary

The Sport and Event Industry is heavily reliant on voluntary labour and yet this is an area of management which is frequently overlooked. This module will prepare students for responsibility for volunteers and help them to understand the very specific demands and motivations of this key group. It utilises key thinking in current research as well as further exploring generic principles of people management

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Differentiate between various types of labour (professional, employee, volunteer) used in the Sport and Event Industry;
2. Understand key motivators for volunteers and explain their importance and effect;
3. Discuss the management of volunteer-professional conflict and control of the organisation;
4. Appreciate the impact of volunteers in the Sport and Event Industry.

87. 304SEM Venue Operations Management

Aims and Summary

The aim of the module is to critically examine the management of facilities in relation to sport and event venue stadia arena. Aspects include examining operations management, event management, health, safety, and security procedures, and the importance of the business functions in managing such facilities will be explored from a theoretical orientation. The conflict between customer satisfaction and resource

productivity will be explored, and factors affecting management of facilities in a volatile environment will be examined. The module highlights the tensions that exist between commercialism, safety and order, enjoyment and environmental impact on a micro and macro level. The module will also study the design of some major sport facilities and its impact on, and integration with, the operations function.

Intended Module Learning Outcomes

1. Appraise the importance of Operations Management in achieving corporate objectives in the light of social, political, regulatory, economic and sustainable pressures.
2. Critically evaluate the role of the operations function and in relation to marketing, people management and finance and design in sport and event stadia.
3. Explain the role and contribution that the operations function plays in achieving strategic success in sport and event venue stadia management and examine how performance measures can be used in evaluating operational effectiveness in sport stadia.
4. Appraise the implications of key health and safety legislation to the sport and event venue manager and demonstrate an understanding of security issues surrounding sport stadia and event management.
5. Demonstrate an appreciation of sport and event safety management and recognise its relationship to crisis management.

88. 306SEM Contemporary Issues in the Entertainment Industry

Aims and Summary

This module aims to develop and improve the students' critical and analytical thinking when applied to contemporary issues in Entertainment and events in sector specific areas such as (but not limited to) festivals, weddings, awards ceremonies and 'collectaramas'.

Using real life cases and current affairs they will apply socio economic and cultural theory to analyse and discuss contemporary issues that they, as event managers and coordinators, may encounter or specialise in their professional lives.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Select key cases for topical analysis and apply analytical models to them, suggesting possible outcomes.
2. Critically appraise and assess their own/peers' presentations and case studies.
3. Synthesise external issues surrounding a chosen sector to create an overall case study

89. **270ISS The Making of Modern America**

Aims and Summary

The aim of this module is to provide an outline history of the United States from Contact to the end of the twentieth century. Whilst the module will be organised along broadly chronological lines, emphasis will be placed on addressing those general themes that have been important in the shaping of modern North America. The major themes of this module are: political change and institutions; key leaders; war and diplomacy; economic and social development. The primary focus of the module is the history of the United States. However, consideration will also be given to the histories of the other two nations of North America, Canada and Mexico.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify the events and ideas which have shaped the political, economic, and cultural history of the United States.
2. Explain the processes by which the United States went from a small agrarian republic to a global superpower.
3. Assess the nature of the political system and the ideas and issues which dominated American politics between 1776 and 2000.
4. Understand the relations between the United States and its two neighbouring countries, Canada and Mexico.
5. Understand the complex and multicultural nature of the American population.

90. **275ISS A History of International Crime**

Aims and Summary

Despite the term 'organised crime' was seldom used before the 1980s, especially in Europe, in some countries' histories we can trace crime patterns that provide evidence for surprising similarities and continuities but also radical breaks with modern-day forms of organised crime. A History of International Organised Crime aims to provide students with a basic understanding of international organised crime groups. Analyzing the historical developments of the traditional criminal organisations (such as the Sicilian mafia, Japanese Yakuza, Chinese Triads, Russian clans) each week, the module will provide knowledge and insight about the nature and the extent of organised crime, the social and legal consequences, the dynamic relationship between organised criminal groups, law enforcement organisations, states and civil societies.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Define organised crime

2. Analyse the origins and developments of the traditional criminal groupings.
3. Demonstrate an awareness of the changing nature of the criminal organisations.
4. Discuss how different aspects of the economy, civil society and politics could be impinged by organised crime.
5. Examine the role of women in mafia organisations.
6. Show an understanding of the and domestic organisations fighting organised crime.

91. **277ISS** **Contemporary Global Security**

Aims and Summary

This module aims to familiarise students with a number of key theories and methodologies relating to the study of contemporary global security and to relate these to a broad range of specific issues on the contemporary security agenda. The module is offered as a mandatory core option on the BA Global Security and Disaster Management and aims to provide students with the necessary conceptual and empirical skills and knowledge required for this degree.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this Module the student should be able to demonstrate:

1. a sound understanding of the principal theories and methods of security studies;
2. an evaluative knowledge of the structures, processes and agencies of the global security domain;
3. an analytical comprehension of the key issues on the current global security.

92. **279ISS** **Foreign Policy Analysis**

Aims and Summary

The module focuses on the foreign policy “problem”, assessing the ways in which national political systems experience and cope with challenges arising from their involvement in international affairs. Students will consider a wide variety of concepts using diverse materials from various disciplines, and will examine not only the theory but will also use case studies to illuminate or challenge theory. Thus students will be introduced to the foreign policy “problem”; will evaluate and discriminate between foreign policies; and will apply these insights to foreign policy in general and to particular foreign policies in depth.

Intended Module Learning Outcomes

1. Critically assess the problems of foreign policy in the international system
2. Critically assess various foreign policy processes.
3. Analyse decisions and actions in relation to case studies

93. **280ISS** **Comparative Politics and Governance**

Aims and Summary

This module focuses on politics and the State in different countries and continents. It aims to give students an understanding of different concepts of the State and to introduce them to a number of key political issues in developed and developing countries today. The first sessions introduce the concepts underlying the module. Further sessions cover how the concepts may be applied to five case study countries (such as France, Spain, Kenya, USA, Egypt and Zambia).

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Analyse the nature and significance of political activity.
2. Establish the relevance of political institutions.
3. Analyse the place of politics in the countries studied.
4. Analyse different modes of democratic governance.
5. Evaluate contemporary debates using both scholarly material and contemporary documents.

94. **287ISS** **Tradition and Controversy in Social Theory**

Aims and Summary

Broadly, the purpose of the module is threefold. Firstly, it aims to provide the student with an appreciation of 'classical' social theory - the work of Marx, Weber and Durkheim. Secondly, it explores the development of 'modern' social theory. Thirdly, it allows students to gain some understanding of contemporary debates and controversies.

As the range and diversity of social theory is immense, the module is necessarily selective, concentrating on particular themes and issues, and on certain theorists.

Intended Module Learning Outcomes

The intended learning outcomes are that, on successful completion of this

module, students should be able to:

1. Critically appraise social-theoretical perspectives.
2. Demonstrate an understanding of key ideas and concepts within the realm of social theory.
3. Demonstrate an understanding of social-theoretical debates and/or controversies.

95. **288ISS** **Sex, Sexuality, Power and Oppression**

Aims and Summary

This module explores the relationship between sex and sexuality, and legal, political and moral definitions of crime and deviance. It examines the issues of sexual violence from the perspective of both victim and perpetrator, sexuality and social control (e.g. prostitution, pornography and same sex relationships). The module draws on a range of theoretical and historical perspectives. The relationship between the public and the private is a central focus throughout

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical understanding of the relationship between public and private spheres in contemporary society and the impact of this relationship on individual lives.
2. Analyse the complex relationship between deviance, criminality and criminalisation.
3. Display a critical understanding of debates surrounding the issue of the relationships between sex and sexuality and definitions of crime and deviance.
4. Demonstrate knowledge and critical understanding of research and debates on a range of topics relating to sex, sexuality, power and oppression.

96. **369ISS** **Social Divisions: Theories, Policy and Representations**

Aims and Summary

This module offers students a site for critical analysis of issues related to social divisions as manifested, experienced and lived in different cultures around the globe. It builds on previous modules that have focused on gender and race at levels one and two, to further explore the concept of social divisions, with a particular focus on sexuality, age, and disability (and other divisions). It offers students an understanding of critical debates, theories, movements, representations and policies associated with social divisions from a UK and international context.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Develop a contextualised understanding of main theoretical approaches to social divisions in contemporary western societies.
2. Interpret and analyse how attitudes, policies and cultural representations related to social divisions are challenged and change over time.
3. Interpret and critically analyse a variety of case studies and deploy appropriate examples to illustrate issues relevant to the module.
4. Produce evidence of further research and engage critically with a range of sources from both a UK and an international context.

97. 370ISS The Third Reich 1933-1945

Aims and Summary

This single module will examine the rise to power of the Nazis and their domination of German political life. It will also analyse the changing nature of Nazism and the impact of Nazi ideas on various sectors of society. The priorities of the Nazis and the impact of those priorities on the German people and those who fell under their control in the Second World War will provide the focus of this module.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an awareness of the factors leading to the collapse of the Weimar Republic.
2. Demonstrate a knowledge of the nature and structure of the Third Reich in peacetime
3. Evaluate the impact of war on German society
4. Demonstrate an awareness of the historiographical debates surrounding Nazism

98. 378ISS Global Organised Crime

Aims and Summary

For a long time, organised crime has been perceived as merely a problem of very few countries (Italy, Japan and US). This no longer the case, organised crime, is very much a transnational phenomenon. Even a casual look at the major organised crime activities, such as drug trafficking and human trade would indicate the absolute need to cross boundaries. The same expansion of global trade and lowering of barriers to

free movement that have enabled the world economy to grow, they have provided parallel opportunities for illegal trade.

Global Organised Crime aims to provide students with a comprehensive understanding of contemporary global organised crime. The module will examine the recent evolution of the traditional criminal organisations in comparative perspective (Sicilian mafia, American Cosa Nostra, Japanese Yakuza and Chinese Triads), the growth of the new wave of organised criminal groups (with a focus on the Balkans, Eastern Europe, Africa and the South American Cartels), the nature of criminality behind the human trade and piracy, the emergence of youth gangs and the evolution of organised crime in the UK. The module will also consider the linkages between transnational criminal organisations and terrorist groups. Particular attention will be given to the international and domestic organisations in fighting organised crime and the impact of globalization on the criminal groups

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Analyse theoretical explanations for national and transnational organised crime.
2. Discuss critically the nature of criminality behind the human trade, drug trafficking and piracy.
3. Identify links between transnational organised crime and terrorism.
4. Evaluate the future threat posed by global organised crime and its implications.
5. Show an understanding of the international and domestic organisations fighting organised crime
3. Discuss critically the role of women in international criminal organised groups.
4. Identify links between transnational organised crime and terrorism.
5. Evaluate the future threat posed by global organised crime and its implications.
6. Show an understanding of the international and domestic organisations fighting organised crime.

99. 380ISS Political Ideologies in Britain and France

Aims and Summary

This module examines the major political ideologies of the twentieth century in Britain and France. It provides students with an in-depth understanding of the main intellectual and political debates within five main contemporary ideological traditions, namely, liberalism, democratic socialism, conservatism, Christian

Democracy and communism. It explores the main ideas of influential political thinkers who shaped the development of these ideologies in the twentieth century and seeks to demonstrate how these ideas emerged out of their specific historical, intellectual and political contexts. Finally, it aims to illustrate the impact of political ideologies, viewed as cohesive sets of values and beliefs, both upon political parties and movements and upon the legislation and policy making of particular governments.

Intended Module Learning Outcomes

The intended learning outcomes are that on successful completion of this module students should be able to:

1. Demonstrate sound knowledge of the major ideological currents which influenced the politics of the twentieth century in Britain and France.
2. Apply a complex analysis on the relationship between political ideas and government policy and policy making.
3. Show a complex understanding of the similarities and dissimilarities between the ideological traditions of liberalism, democratic socialism, conservatism, Christian Democracy and communism.
4. Demonstrate comprehension of the main intellectual currents which influenced the contemporary political history of Britain and France.

100. 382ISS Politics of the Contemporary Middle East

Aims and Summary

This module aims to introduce students to the contemporary history, politics and international relations of the Middle East since 1948. It examines the process of European decolonisation since 1946, the rise of local national independence movements, including Zionism, Nasserism and Ba'athism in the 1940s and 1950s, and focuses specifically on the emergence of the Palestinian question from 1948 to the present. The module also examines the major Arab-Israeli wars of 1948, 1956, 1967, 1973 and 1982 both in the traditional colonial setting and, after 1956, in the context of the escalating rivalry between the Cold War superpowers. Finally, the module will investigate the nature of the post-Cold War Middle East with specific focus on three major themes: the rise of Islamic fundamentalism as a powerful ideological and political force from the Iranian Revolution of 1979 to the present; the Western Wars against Iraq in 1991 and 2003; and the successive failures of the US-led efforts to establish peace between Israel and the Palestinians since 1991.

Intended Module Learning Outcomes

The intended learning outcomes are that on successful completion of this module

students should be able to:

1. Demonstrate sound knowledge of the major historical and intellectual currents which influenced the contemporary domestic politics of the Middle East.
2. Show a complex understanding of the international politics of the Middle East in the colonial, Cold War and post-Cold War era.
3. Demonstrate advanced awareness of the main security conflicts underlying the domestic and international politics of the Middle East, including the Arab-Israeli Wars, the Palestinian question and the Western wars against Iraq.
4. Critically evaluate the socio-economic context surrounding the contemporary international politics of the Middle East.

101. **387ISS Gender, Family and Society**

Aims and Summary

This module explores sociological and historical analyses of changes in family structures, roles, relationships and ideologies, and their connections to social change. Focusing mainly on Britain between 1800 and the present, it draws on a range of theoretical perspectives

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical awareness of debates and issues about the family and personal relationships in relation to their social and historical context.
2. Distinguish between different sociological and historical theories about the development and functions of the family and their relationship to social change.
3. Demonstrate familiarity with relevant literature and an ability to analyse it critically.

102. **397ISS Ethics and IR**

Aims and Summary

This module develops an understanding of the ethical problems that emerge as a consequence of the rapid integration of the global political order. These include, the uneven distribution of gains and losses, the conflicting loyalties we might have to co-nationals and foreigners, the ethics of conflict and the problem of cross-border and trans-generational harm. These issues are investigated through a detailed

engagement with key texts and fleshed out with reference to illustrative case studies. Is the problem of war to be approached from within the ethical parameters set by the principle of sovereignty and non-intervention, as Michael Walzer argues in *Just and Unjust Wars*, or should we agree with Andrew Linklater that the 'problem of harm in world politics' is far wider than war, transcends borders and demands a cosmopolitan framework for ethical practice? Student's undertaking the module will gain a vital understanding of key ethical problems and the most contemporary moral frameworks for thinking about how to approach and, perhaps, resolve these issues

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify the key moral and ethical frameworks for assessing questions of ethics in contemporary world politics.
2. Critically assess the moral-philosophical underpinnings of approaches to ethics in the study of contemporary world politics
3. Apply the theories of ethics currently used in IR to assess and engage contemporary real world problems

103. **205ISS The Contemporary Far Right in Western Europe**

Aims and Summary

This module focuses on the rise of Far Right political parties in West European countries. It aims to give students an understanding of the characteristics and values of these parties that place them under the umbrella term of the 'Far Right'. The focus will be on the different explanations put forwards for their success or failure to acquire electoral support, their influence on the behaviour of mainstream political parties and politics in general in the case study countries.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand the varied nature of far right political movements.
2. Analyse the reasons behind the far right's uneven success in electoral politics.
3. Explain the far right's effect on liberal democratic politics and values.
4. Evaluate contemporary debates using both scholarly material and contemporary documents.

Aims and Summary

This module aims to familiarise students with a number of key theories and methodologies relating to the study of contemporary global security and to relate these to a broad range of specific issues on the contemporary security agenda. The module is offered as a mandatory core option on the BA Global Security and Disaster Management and aims to provide students with the necessary conceptual and empirical skills and knowledge required for this degree.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. a sound understanding of the principal theories and methods of security studies
2. an evaluative knowledge of the structures, processes and agencies of the global security domain;
3. an analytical comprehension of the key issues on the current global security

Aims and Summary

The central focus of this module is to study popular social movements and protests in Britain from 1800 to 2000. It will examine their origins, the direction and course that movements/protests took as well as allowing students to study the outcomes and impacts of movements on British political and social development. In addition there will be an examination of the effects that movements and protests had upon the lives of the men and women who participated in them and the reasons why they became involved

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical understanding of social movements and social protests in Britain between 1800 and 2000
2. Identify key events in British and European history that influenced the birth and development of social movements for change
3. Analyse political developments and ideologies that influenced and led to social movements and protests within the period
4. Demonstrate knowledge and understanding of themes within and links between

106. **281ISS History of Modern Political Thought**

Aims and Summary

This module provides an introduction to the history of modern political thought. It involves an examination of some of the key political ideas and theories developed by major Western political thinkers from Machiavelli to Marx - ideas and theories that have accompanied various stages in the development of the modern state. The module will examine the ideas and theories of major political thinkers in a chronological sequence - from the Renaissance to the end of the nineteenth century - and with attention to their historical - both intellectual and political - contexts. At the same time, modern political thought will be presented throughout as involving the critical study of political values and of the key concepts used in political argument and debate. Those values and concepts will be examined in the principal writings of a limited number of highly influential political thinkers of the early modern and modern periods in the history of political thought.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a knowledge of the historical developments associated with the growth of modern political thought.
2. Demonstrate a knowledge and critical understanding of the essential philosophical concerns of modern political thought.
3. Show a capacity for critical analysis of values and concepts employed in political discourse and debate

Subject Specific Abilities:

- S1. Demonstrate sound knowledge or relevant significant and influential ideas, events, institutions, processes and policies in the world of contemporary politics.
- S2. Show an understanding of the differing approaches to the study of politics, and to be able to evaluate their validity.
- S3. Identify key issues in politics, and to use valid evidence to communicate an independent viewpoint.

General Transferable Skills:

- G1. Develop students' analytical, critical, communication and presentation skills to a level appropriate to the module.

Aims and Summary

This module aims to introduce and analyse the system of government in Britain, with special emphasis on assessing whether these institutions are appropriate for British society in the twenty-first century.

Key institutions (such as the Constitution, Parliament, the Cabinet, the Civil Service, local government, and the European Union) will be examined to show their role in the British political system. Also, the module will look at recent debates, issues and topics arising within British political life.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate understanding of the key institutions within British government.
2. Evaluate key areas of the British system of government.
3. Analyse a range of key debates, issues and topics arising within British political life.

Aims and Summary

The module looks at the ways in which social development has been defined and articulated by academics, planners, governments and members of society. It applies sociological and historical frameworks to western and non-western case studies in order to illuminate the nature of social change since European industrialisation, together with its disproportionate impact on the modern world. Most importantly the module aims to provide a 'hands on' approach that enables students to understand past and current forces and processes behind social change in the modern global system.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical understanding of major theoretical traditions in the analysis of social development.
2. Analyse the relationship between development and under development and evaluate arguments relating to international aid, non-governmental organisations and international financial institutions.

3. Demonstrate a critical understanding of economic and social developments in comparative contexts

109. **293ISS Leisure, Consumption and Tourism**

Aims and Summary

The module introduces students to sociological approaches to the study of leisure, consumption and tourism. Students are asked to think critically about taken for granted aspects of leisure, tourism and consumption. As such, particular emphasis is placed on how social divisions such as gender, class and ethnicity shape access to and use of leisure resources and consumer goods. Particular attention is also given to those whose labour sustains the leisure and tourist industries and to their potential exploitation.

Intended Module Learning Outcomes

The intended learning outcomes are that, on successful completion of this module, a student should be able to:

1. Show familiarity with how leisure, consumption and tourism have been conceptualised theoretically.
2. Apply conceptual theories of leisure, consumption and tourism to real life examples and case studies.
3. Demonstrate an awareness of how leisure, consumption and tourism is accessed and experienced differently depending on social divisions such as gender, class, ethnicity and sexuality.
4. Develop a critical awareness of the political, financial and cultural conditions which underpin leisure, consumption and tourism in contemporary society.
5. Show a good understanding of the international and global aspects of leisure, consumption and tourism

110. **363ISS The Far Right in Britain and France**

Aims and Summary

The aim of this module is to provide students the opportunity to examine the different natures of the far right in Britain and France. In France this will include the ideological legacy of the 1789 revolution to the contemporary status of the French Front National. In the United Kingdom, we will examine the BUF, National Front and British National Party. The far right of both countries have experienced periods of popularity and apparent failure during the 19th, 20th and 21st centuries. The primary focus for both countries will be, the inter-war period, the different experiences and consequences of World War Two, the 1950s, 1970s up to the current time. It will examine the explanations put forward by the literature for the differences in the relative success or failure of both movements in their national context.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate in-depth knowledge of the history and politics of the far right in Britain and France.
2. Analyse political ideas and concepts and critically evaluate their impact on Contemporary French politics and society
3. Demonstrate an awareness of the academic debates surrounding the nature and reasons for the success and failure of the far right political parties in Britain and France.

111. **381ISS US Government and Politics**

Aims and Summary

This module seeks to highlight the system of government in the United States. It places special emphasis on assessing the political institutions that have evolved from the US constitution, and analysing whether these institutions are appropriate for American society in the twenty-first century.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify the key institutions within the United States government, and the power relationships between them.
2. Evaluate the performance of the United States system of government.
3. Analyse competing interpretations of the value of the US constitution in modern times.

112. **387ISS Gender, Family and Society**

Aims and Summary

This module explores sociological and historical analyses of changes in family structures, roles, relationships and ideologies, and their connections to social change. Focusing mainly on Britain between 1800 and the present, it draws on a range of theoretical perspectives.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical awareness of debates and issues about the family and personal relationships in relation to their social and historical context.
2. Distinguish between different sociological and historical theories about the development and functions of the family and their relationship to social change.
3. Demonstrate familiarity with relevant literature and an ability to analyse it critically.

113. **391ISS** **France 1945-2002: Conflict, Change and Continuity**

Aims and Summary

This module examines the turbulent political and social history of France from the end of the Second World war to the apparent general consensus over the legitimacy of the Republican regime expressed in the second round of the 2002 presidential election. France was for a long time considered to be 'exceptional' when compared to other West European states because of the volatility and instability of its politics and apparent popular taste for revolution. It studies the legacies of the 1789 Revolution and how these have influenced the nature of the French political system, the achievements and weaknesses of the Fourth Republic, the birth and evolution of the Fifth Republic. The political parties and relative strengths of the Left and Right in France, and the major political and social developments that took place under the respective presidencies of De Gaulle, Pompidou, D'Estaing, Mitterrand and Chirac.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate in-depth knowledge of political and social developments in France since 1945
2. Analyse political ideas and concepts and critically evaluate their impact on Contemporary French politics and society
3. Demonstrate an awareness of the historiographical debates surrounding the French Republican tradition

STRATEGY AND APPLIED MANAGEMENT

114. **254SAM** **Business Management**

Aims and Summary

This module aims to develop a strategic perspective of business, by taking an integrated view of the environment in which business operates. Students will understand the internal & external factors which influence strategic decisions.

Students will use theoretical models and frameworks as an aid to analysis and problem solving, and develop skills to evaluate evidence in order to prepare solutions.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Explain and assess the nature of the changing business environments.
2. Propose, evaluate and communicate strategic options available to an orga

115. **344SAM Project Management**

Aims and Summary

Business and organisations are constantly changing. Regardless of whether organisations are planning to expand or rationalise, managing projects that facilitate change are an integral part of ensuring competitive advantage for an organisation.

This module is designed to introduce students to the use of project management in a business environment. It aims to develop students' understanding and skills in the use of project management tools and techniques, and in the impact of effective people skills on the outcomes of projects.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Develop a project management plan in a business context
2. Critically evaluate different approaches to project management
3. Evaluate methods of managing large scale projects

116. **355SAM Global Business**

Aims and Summary

This module defines the scope of international business and differentiates between domestic operations and business in an international context. International business now touches the lives of everyone across the globe; therefore it is important to understand the events, trends and forces that play a vital role in International Business.

The module is designed to help students recognize the dynamics of international business. World trade patterns and the functions of international institutions will be examined. The business strategies used by organisations to achieve their international objectives will be brought into the context of the global economic and

political environment. Influences in the international business environment will be assessed in relation to the formulation of global business strategies.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify and employ appropriate strategic frame works to evaluate the structures of global trade and international business.
2. Critically evaluate the impact of socio-economic, political and legal environments on international business.
3. Explain and assess the operational strategies used in international business and the importance of these strategies in global business development.
4. Analyse the differences between domestic and global business operations.

117. 358SAM Corporate Strategy Management

Aims and Summary

Strategic management has now evolved to the point that its primary value is to help the organisation operate successfully in a dynamic, complex environment. To be competitive in this environment, businesses have to become less bureaucratic and more flexible, including the ability to shift from one dominant strategy to another. This strategic flexibility also demands a long term commitment to the development and nurturing of critical resources in this environment driven by technical and social change.

People at all levels need to be involved in strategic management: scanning the environment for critical information, suggesting changes to strategies and programs to take advantage of environmental shifts, and working with others to continuously improve work methods, procedures and evaluation techniques. Moreover, organisations with good corporate governance models perform better because their managers are more inclined to make decisions that favour the business; and most importantly offers transparency and accountability on the way that business is conducted

Students on this module will therefore engage in debate on critical business issues such as corporate values, Corporate Social Responsibility, and Business Ethics. The main aim of the module is to provide students with the concepts, frameworks and techniques of strategic decision making to enable them to assess competitive conditions, evaluate corporate capabilities and identify means for businesses to establish sustainable competitive advantage in its industry.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically evaluation a range of key theories and approaches associated with Business Strategy.
2. Critique the suitability and feasibility of approaches associated with organizational strategies.
3. Evaluate the importance and the problems inherent in strategic choices and implementing strategies.

118. **359SAM Principles of Strategy**

Aims and Summary

Strategic management has now evolved to the point that its primary value is to help the organisation operate successfully in a dynamic, complex environment. To be competitive in this environment, businesses have to become less bureaucratic and more flexible, including the ability to shift from one dominant strategy to another. This strategic flexibility also demands a long term commitment to the development and nurturing of critical resources in this environment driven by technical and social change.

People at all levels need to be involved in strategic management: scanning the environment for critical information, suggesting changes to strategies and programs to take advantage of environmental shifts, and working with others to continuously improve work methods, procedures and evaluation techniques. Moreover, organisations with good corporate governance models perform better because their managers are more inclined to make decisions that favour the business; and most importantly offers transparency and accountability on the way that business is conducted

Students on this module will therefore engage in debate on critical business issues such as corporate values, Corporate Social Responsibility, and Business Ethics. The main aim of the module is to provide students with the concepts, frameworks and techniques of strategic decision making to enable them to assess competitive conditions, evaluate corporate capabilities and identify means for businesses to establish sustainable competitive advantage in its industry.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically evaluation a range of key theories and approaches associated with Business Strategy.
2. Critique the suitability and feasibility of approaches associated with organizational strategies.
3. Evaluate the importance and the problems inherent in strategic choices and implementing strategies.

Aims and Summary

Strategic management has now evolved to the point that its primary value is to help the organisation operate successfully in a dynamic, complex environment. To be competitive in this environment, businesses have to become less bureaucratic and more flexible, including the ability to shift from one dominant strategy to another. This strategic flexibility also demands a long term commitment to the development and nurturing of critical resources in this environment driven by technical and social change.

All managers need to be involved in the strategic management process in order to put together the most effective strategy that achieves better organisational performance, as well as developing and maintaining the firm's position of competitive advantage. Strategy is about identifying and working on key issues for the future of the organisation and involves activities such as: scanning the environment for critical information, suggesting changes to strategies and programs to take advantage of environmental shifts, and working with others to continuously improve work methods, procedures and evaluation techniques. Students on this module will therefore learn about the systematic analysis of the factors associated with an organisation's external and internal environment that provide the basis for maintaining optimum management strategies and practices. Students will also engage in debate on critical business issues such as corporate values (ethics) and corporate social responsibility (CSR) both at home and on the international scene.

The main aim of the module is to provide students with the concepts, frameworks and techniques of strategic decision making to enable them to assess competitive conditions, evaluate corporate capabilities and identify means for businesses to establish sustainable competitive advantage in its industry.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically evaluation a range of key theories and approaches associated with Business Strategy.
2. Critique the suitability and feasibility of approaches associated with organizational strategies.
3. Evaluate the importance and the problems inherent in strategic choices and implementing strategies

Aims and Summary

This module seeks to develop a critical approach to theoretical and practical aspects of strategic management, particularly focusing on the process, content and context of strategy and the problems associated with implementing strategic decisions. The wide-ranging debate on the variety of approaches to strategic management is investigated. Students are encouraged to tackle complex issues, understand the

inter-related aspects of organisational change, and develop solutions to multi-faceted problems.

Students are expected to explore the rich academic literature but with a consistent view of the importance of applying theory in a number of different business contexts.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Debate different approaches to strategic management theory.
2. Critically review and develop current themes in relation to strategy content.
3. Apply and evaluate strategic management theory in an international, industry and organisational context.
4. Evaluate the complex issues arising out of enterprise-wide systems

121. 240SAM Supply Chain and Operations Management

Aims and Summary

This module aims to develop perspectives of business organisations and underpinning knowledge of Supply Chain and Operations management. It provides students with an introduction to the management principles, processes and the environment within which the Supply Chain manager operates. Core to the module will be an examination of management decision-making and the range of tools and techniques that are used to support the Supply Chain process.

Students will use theoretical models, philosophies, and frameworks as an aid to informed analysis and management problem solving. The knowledge and skills relevant to the integrated management of supply chain activities, and operations from the perspective of organisation and customer needs will be explored.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand modern supply chain management principles and practice, including the evolution of modern operations management theory.
2. Understand and explain the process of supply chain management decision making.
3. Understand and apply appropriate management frameworks which can be used for the planning and control of materials and services, from the viewpoints of quality, quantity and cost analysis.
4. Understand the range of tools and techniques available to aid efficient and effective Supply chain managerial decision making.

Aims and Summary

This module aims to develop a strategic perspective of business, by taking an integrated view of the environment in which business operates. Students will understand the internal & external factors which influence strategic decisions. Students will use theoretical models and frameworks as an aid to analysis and problem solving, and develop skills to evaluate evidence in order to prepare solutions

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Explain and assess the nature of the changing business environments.
2. Propose, evaluate and communicate strategic options available to an organisation

Aims and Summary

Business and organisations are constantly changing. Regardless of whether organisations are planning to expand or rationalise, managing projects that facilitate change are an integral part of ensuring competitive advantage for an organisation. This module is designed to introduce students to the processes of project management in a business environment. It aims to develop students' understanding and skills in the use of project management tools and techniques, and in the impact of effective people skills on the outcomes of projects.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate current issues in project management and its application in the business environment
2. Critically evaluate different tools and techniques used in project management
3. Assess the impact of people skills on the management of a variety of different projects

Aims and Summary

This module aims to provide students with an understanding of academic perspectives and practice of entrepreneurship in a range of contexts. It also encourages students

to develop a critical appreciation of current academic debates on 'entrepreneurship' as well as research evidence on the application of this and other closely related concepts. The module enables students to identify entrepreneurial characteristics and skills, together with how the use of these can contribute to entrepreneurial success or failure. The module also develops students' research and communication skills.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Discuss the individual characteristics and social forces associated with entrepreneurs and how these can contribute to entrepreneurial success or failure
2. Demonstrate the ability to evaluate current research on issues relating to entrepreneurship
3. Demonstrate the ability as part of a group to critically analyse and present a topic relating to entrepreneurship for peer and tutor assessment.
4. Synthesise and evaluate different approaches to entrepreneurship.

125. 348SAM Managing Business Responsibility

Aims and Summary

It is a common theme of management thinking that we are working in a time of increasingly rapid change, both technical and social. In this module, we will explore the implications of change for managing organisations and managing self. Current theoretical and practitioner approaches to managing change will be discussed and critiqued.

The module will be facilitated from a particular perspective; that change is ongoing rather than an event, and that organising is a social process, taking place within change. As a consequence, students taking this module will focus upon social processes and their 'ability' to take responsibility for promoting or denigrating certain types of organisational action/change. Such processes may include the students' own encounters with learning about change through this module.

At a pragmatic level, this module will lead to the development of participative styles of organising and management in ongoing change. The social processes of negotiation, co-ordination and collaboration will be

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Discuss the social processes involved in organisational change.
2. Demonstrate awareness that organisations are responsible for their actions and the treatment of people affected by change.
3. Challenge the prevailing orthodoxy by focusing upon the role of conversations/language in organising.
4. Apply participative organising styles to practical, change situations.
5. Appreciate the political dimension to change in the organisation.

Aims and Summary

To develop the skills and knowledge of the students regarding the physical distribution channels used to deliver goods in both the industrial and retail contexts. This will include planning at the strategic level and analysis of the operational techniques available to the practitioner to meet Chartered Institute of Purchasing and Supply (CIPS) Professional Stage exemption requirements. The module will also explore the increase in International logistics trade and the opportunities and threats that can also arise for logistics organisations competing in the international market.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically review organisational situations and develop relevant distribution and customer service strategies.
2. Diagnose and appraise complex supply chain issues, including change of organisational ownership.
3. Evaluate the issues associated with the design and operation of distribution warehouses and apply relevant techniques for the design of such centres.
4. Evaluate the transport issues associated with delivering goods to the customer, and formulate appropriate transport plans to achieve this.

Aims and Summary

This module defines the scope of international business and differentiates between domestic operations and business in an international context.

The module will synthesise disciplines such as geography, politics, economics, law, finance and history in order to understand how they underpin the current conduct of international business.

World trade patterns and the functions of international institutions will be examined. The business strategies used by organisations to achieve their international objectives will be brought into the context of the global economic and political environment. The financial environment of international business will be examined through different types of global investment. Influences in the international business environment will be assessed in relation to the formulation of global strategies.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate the theory and structure of world trade and business.
2. Critically assess the social, economic, political and legal environments of international business and emphasise the differences between domestic and global operations.
3. Evaluate the financial environment and operations of international business

through the functions of foreign exchange and investments.

4. Critically assess the methods and operational strategies used in international business and to be able to critically assess the importance of these in formulating global development

128. **366SAM Critical Issues in Globalisation**

Aims and Summary

This module defines the scope of international business and differentiates between domestic operations and business in an international context. International business now touches the lives of everyone across the globe; therefore it is important to understand the events, trends and forces that play a vital role in International Business.

The module is designed to help students recognize the dynamics of international business. World trade patterns and the functions of international institutions will be examined. The business strategies used by organisations to achieve their international objectives will be brought into the context of the global economic and political environment. Influences in the international business environment will be assessed in relation to the formulation of global business strategies.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify and employ appropriate strategic frame works to evaluate the structures of global trade and international business.
2. Critically evaluate the impact of socio-economic, political and legal environments on international business.
3. Explain and assess the operational strategies used in international business and the importance of these strategies in global business development.
4. Analyse the differences between domestic and global business operations.

LAW

129. **180CLS English Legal System**

Aims and Summary

This module aims to provide the student with a sound knowledge of the English legal system and its operation including civil and criminal procedure. It is designed to enable the student to develop a critical awareness of the legal system, its strengths and shortcomings. In particular, it seeks to encourage an appreciation of the issues of the day confronting the legal system and the law in general, including aspects of human rights law. This module strongly supports other substantive law modules by encouraging students to discover, interpret and apply legal rules. It will also provide students with an understanding of the nature, purpose, sources of law and knowledge of theories of law.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify and comprehend the key concepts and principles of the legal system through the development of an understanding of the sources of, and theories underpinning, the English legal system;
2. Demonstrate knowledge and understanding of the various institutions of the English legal system and describe their operational processes;
3. Demonstrate an ability to evaluate information in order to appreciate policy arguments in both case and statute law;
4. Develop specialist skills to support this and other modules encountered during the first year including determining solutions to a variety of problems.

130. 182CLS Constitutional and Administrative Law

Aims and Summary

The aim of this module is to gain an understanding of constitutional and administrative law. British constitutional law is concerned with the law and practices relating to the uncodified constitutional arrangements of the United Kingdom. This aspect of the module will consider the various fundamental public law principles that underpin the constitution. It will also examine the principal institutions of the State and how these institutions interact and relate to one another and to the individual, including consideration of how human rights are protected in the United Kingdom. Administrative law focuses specifically on the law relating to the government and how its powers are controlled. In particular, this aspect of the module will consider how the government is legally regulated through the process of judicial review.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate knowledge and understanding of the institutions of the State;
2. Utilise and evaluate this knowledge in order to explain the role of, and interaction between, these key institutions and/or how they relate to the individual;
3. Demonstrate knowledge and understanding of the key constitutional and administrative law concepts, principles and themes;
4. Identify how these concepts, principles and themes are expressed in legal authority and/or non-legal practices;
5. Utilise the relevant knowledge and understanding to determine solutions to a range of problems and generate appropriate responses.

Aims and Summary

This module aims initially to acquaint students with the principles and criteria upon which a person's responsibility under criminal law will be assessed. This requires an analysis of the nature of criminal offences and an appreciation of the circumstances in which people are absolved of responsibility under the criminal law. Having studied these basic principles the module then aims to enable students to acquire a knowledge and appreciation of crimes of violence and sexual offences, together with crimes against property, notably: theft, robbery and burglary. This module will also explore the law regarding accomplices to a crime and inchoate offences.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate the ability to evaluate the theoretical principles underlying criminal law;
2. Utilise a wide range of specialist skills in order to analyse and evaluate the principles of criminal law and relevant case law as applied in practice;
3. Demonstrate an ability to evaluate the principles of criminal law and formulate responses to various hypothetical scenarios;
4. Demonstrate the ability to analyse and evaluate proposals for reform (where applicable) and to generate ideas.

NO MODULE FOUND**Aims and Summary**

This module aims to provide the student with an introduction to the basic foundations of the nature of law. This module will introduce the student to the idea and the nature of law from a theoretical stand point thereby placing law within its overall broader philosophical context. It will consider the various philosophical, political, social, economic and moral issues which the law raises and how these factors have helped shape the laws that affect us today.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate knowledge and understanding of the concept of law;
2. Appreciate an awareness of the overall broader context in which law operates;

3. Demonstrate knowledge and understanding of basic legal theories;
4. Demonstrate knowledge and understanding of the nature of law in one or more of the following areas: public law, private law, criminal law, civil law and the English legal system.
5. Utilise the relevant knowledge and understanding to determine solutions to a range of problems and generate appropriate responses.

134. **185CLS Law in the Business Environment**

Aims and Summary

The aim of this module is to provide students with a broad introduction to business law and its environment. The module looks at the different types of business organisations such as the sole trader, the partnership and the registered company. Students will understand the different legal consequences which flow from setting up a business in each of these ways. The module will move on to explore how the activities of businesses are regulated by the law, for example, tort liability for defective goods as well as tort liability for defective premises. Students will also be introduced to aspects of contract law, agency and sale of goods as they affect business activities. An equally important part of the module will involve an examination of some of the elements of employment law such as the contract of employment, health and safety at work as well as the rights at work and the protection against dismissal and redundancy.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate the acquisition of knowledge relating to the different forms of business organisation and to be able to evaluate that information in order to identify various options regarding business formation;
2. Evaluate the liability that businesses may incur for defective goods as well as the liability for the premises on which they operate;
3. Demonstrate knowledge and understanding of the concept of agency as applied in the business environment and the legal consequences of entering into an agency agreement;
4. Demonstrate knowledge and understanding of aspects of the law of sale of goods and the ability to evaluate that information in order to investigate the legal rights and duties of both the buyer and seller;
5. Determine solutions to a variety of problems – actual or hypothetical - involving elements of employment law and to generate appropriate responses.

135. **186CLS Comparative Law**

Aims and Summary

The aim of this module is to introduce students to the different families of law across the world. In a globalised world, lawyers need to be aware of the law in

other countries. This will be achieved by focusing on the legal systems of two very different countries: France as an example of the civil law systems which are found across Europe and also further afield such as in Japan; and Pakistan as an example of Muslim law which is found in Africa, the Middle East and further afield, for example, in Malaysia. Civil law systems are based on Roman law and are codified; Muslim law is based principally on religious sources, especially the Koran, but it is adaptable and encompasses modern developments in company and financial law e.g. the Islamic mortgage. The module concentrates on the French Civil Code and the elements of French contract law; it then focuses on the four sources of Muslim law and aspects of Pakistani law.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate knowledge and understanding of different traditions of law and their historical development;
2. Demonstrate knowledge of, and the ability to evaluate, distinctive concepts and principles of the legal systems studied;
3. Apply knowledge of the substantive law of another country to solve a variety problems and generate appropriate responses;
4. Employ specialist skills to undertake comparative legal research using primary and secondary sources;
5. Evaluate information and offer reasoned arguments about the merits of solutions to issues raised in the course of study.

136. **186CLS Comparative Law**

Aims and Summary

The aim of this module is to introduce students to the different families of law across the world. In a globalised world, lawyers need to be aware of the law in other countries. This will be achieved by focusing on the legal systems of two very different countries: France as an example of the civil law systems which are found across Europe and also further afield such as in Japan; and Pakistan as an example of Muslim law which is found in Africa, the Middle East and further afield, for example, in Malaysia. Civil law systems are based on Roman law and are codified; Muslim law is based principally on religious sources, especially the Koran, but it is adaptable and encompasses modern developments in company and financial law e.g. the Islamic mortgage. The module concentrates on the French Civil Code and the elements of French contract law; it then focuses on the four sources of Muslim law and aspects of Pakistani law.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate knowledge and understanding of different traditions of law and their historical development;

2. Demonstrate knowledge of, and the ability to evaluate, distinctive concepts and principles of the legal systems studied;
3. Apply knowledge of the substantive law of another country to solve a variety problems and generate appropriate responses;
4. Employ specialist skills to undertake comparative legal research using primary and secondary sources;
5. Evaluate information and offer reasoned arguments about the merits of solutions to issues raised in the course of study.

137. **238CLS Law and Business Organizations**

NO MODULE FOUND

138. **281CLS Tort Law**

Aims and Summary

The aim of this module is to introduce students to the law of tort by demonstrating the civil obligations that are owed by both organisations and individuals to others. The module will look at such areas as negligence, nuisance and occupier's, employer's and product liability. It will also examine any defences that may be applicable to tortfeasors and any remedies available to compensate victims. It aims to show the student how the law develops in the context of the economic, social and political climate. The students will gain an understanding of how the various topics studied relate to other legal areas including criminal law, contract law and human rights law. Where appropriate, shortcomings of the current law and plans for reform will be discussed.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate the varied contexts in which the law of tort exists and be able to make comparisons with other branches of law;
2. Analyse and evaluate the basic legal principles which underpin various types of tort law;
3. Evaluate a wide range of information in order to apply tortious principles and statutory provisions to individuals, employers and public authorities;
4. Evaluate and appropriately apply the relevant defences which may be available in tort;
5. Analyse substantive principles of tort law to solve problems and demonstrate the ability to devise a range of appropriate responses;
6. Evaluate a wide range of information in order to be able to advise as to any remedies that may be applicable in given circumstances.

139. **283CLS European Union Law**

Aims and Summary

European Union law is an integral part of the English legal system and an ever increasing amount of national legislation is implemented to give effect to European measures. As European Union law pervades many aspects of English law it is essential for law students to have an understanding of this subject. The aim of this module is to familiarise students with European Union law by providing them with an understanding of the evolution and development of the internal market and the European Union, and the legal framework within which the institutions of the European Union operate. To this end, particular emphasis will be placed on the European Court of Justice, as well as the other main institutions involved in the formulation, implementation and enforcement of European Union law at both national and European levels. The module will also examine the nature of European Union law and its impact on domestic law. In addition, students will be equipped with an understanding of some of the substantive law of the European Union and the methods of enforcing such at both national and European level.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate the role of the Institutions of the European Union and the law making process;
2. Understand and evaluate the impact of UK membership of the European Union on domestic law;
3. Analyse the limits of European Union law in providing remedies to Member States and individuals;
4. Use a wide range of specialist skills in order to formulate responses to problem scenarios covering areas of law specific to this module;
5. Analyse and evaluate the main substantive EU law freedoms in their social, legal and economic contexts.

140. **383CLS** **Law of Evidence**

NO MODULES FOUND

141. **384CLS** **Company Law**

NO MODULES FOUND

142. **385CLS** **Employment Law**

NO MODULES FOUND

Aims and Summary

This module covers major aspects of family law and child law, and aims to give students a clear understanding of current law. The module aims to develop ability to think in a legal and rational manner as to the present parameters of the law and whether the law needs amending. The module covers relationships between married and unmarried couples, regulation of them while continuing and on breakdown. It also examines parental rights and responsibilities, and the difficulty of balancing these against the obligations of the State to protect children. The concept of Children's Rights, particularly as developed in the UN Convention on the Rights of the Child, is contrasted with the welfare principle of "the best interests of the child". Legal approaches in other jurisdictions will be compared, where appropriate, to practice and policies in the UK.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify and confidently handle the key concepts and principles of law relevant to families and children, and the application of these concepts and principles in the case law.
2. Analyse the legal rules and their consequences, together with criticism and proposals for reform.
3. Explore the conflict between the principles of the child's right to make his/her own decisions and the parent's responsibility for the welfare of the child.
4. Explore the balance between the desire for the state to protect the vulnerable and the desire to avoid excessive intervention in domestic life.
5. Recognise and analyse both explicit and implicit policy arguments in the case law and evaluate the relative weight of such policy considerations.

Aims and Summary

International criminal law has developed extraordinarily quickly with the creation of ad hoc tribunals for the former Yugoslavia and Rwanda and the establishment of a permanent International Criminal Court. This module will look at those crimes which operate across national borders as well as those that are committed within states but which warrant international scrutiny. In recent years there has been a developing emphasis on the codification of gross and systematic violations of an international nature. This module seeks to examine the development of international criminal law

from genocide and war crimes to people and drug trafficking, together with the mechanisms of enforcement of the law and the rights of victims.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Critically review the historical institutional framework of international criminal law;
2. Understand and critically evaluate the nature of international crimes;
3. Critically review the codification of gross and systematic human rights' violations;
4. Understand and critically review the practice of international tribunals and the International Criminal Court;
5. Use specialist research skills to identify and critically evaluate the key issues affecting international criminal law.

145. **388CLS International Commercial Law**

NO MODULES FOUND

146. **389CLS Public International Law**

Aims and Summary

This module aims to equip students with a knowledge of international law in the contemporary world arena. Students will learn how International Law provides the legal framework by which states regulate their relations with each other and how it lays down international standards. Students will appreciate the impact of globalization which has led to all fields of human activity being affected by International Law. Thus students will be confronted in the module with vital issues such as the role of the United Nations in international peace and security, human rights, combating drug trafficking, containing the spread of infectious diseases, preventing people trafficking, and promoting environmental protection. The module is thus of relevance to both law students and joint degree students.

The module firstly examines the sources of International Law and how it is generated. In the absence of a legislature and a court system, it is obvious this differs markedly from the municipal law of a state, in spite of supra-national bodies like the United Nations and the World Trade Organisation and tribunals like the International Court of Justice. The module also considers how International Law is generated by state practice, treaties, arbitral decisions, and moral imperatives often linked to UN resolutions. The module is then developed by looking at the key elements of International Law in context.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Understand the sources and distinctive nature of International Law and its relation to international politics and state practice
2. Appreciate international legal personality and the application of peremptory norms like self determination to developments in the contemporary world arena.
3. Demonstrate knowledge of the criteria for exercising international jurisdiction and distinguish sovereign and diplomatic immunity.
4. Understand the principle of state responsibility and the duty to make reparations for injury.
5. Assess the developing norms for environmental protection.
6. Critically evaluate the role of the UN in maintaining international peace and security.

Demonstrate research into appropriate international legal materials and offer informed judgments about the importance and merits of solutions to policy issues in the contemporary world arena.

147. **390CLS Intellectual Property Law**

Aims and Summary

This module examines the intangible but marketable proprietary interests of commercial and industrial concerns, including goodwill, trade secrets, know-how and inventions. The increasing importance of such law in the modern business environment will be emphasized. Students will develop a critical awareness of the nature and legal protection of a trade mark and a critical appreciation of the role played by, and value of, patent protection in modern industrial society.

This module also examines in detail the protection given by UK and EC law and international conventions to (1) works of literary, artistic and musical creation; (2) the products of record, film, broadcasting and other media companies; and (3) designs used in the commercial and industrial spheres. Also examined will be the increasing importance of the protection of personal privacy through the Law of Confidence.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify and confidently handle the key concepts of intellectual property law
2. Develop an appreciation of the global nature of intellectual property rights.
3. Appreciate the ethical issues where appropriate

Demonstrate knowledge and understanding of areas in which reform is needed and how such reform may be achieved where applicable

148. **301HRM Strategic Human Resource Management**

Aims and Summary

This module provides an overview of theoretical perspectives of Strategic Human Resource Management (SHRM). The aim of the module is to ensure students develop their knowledge and understanding of current key concepts and issues in the management of people. It explores current areas of debate to demonstrate how HRM is a crucial component in enabling organisations to seek sustained competitive advantage.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Identify the major theoretical models of SHRM and evaluate their relevance to practical application.
2. Discuss the relationship between SHRM activities and the strategic imperatives facing the organisation including its structure & culture.
3. Synthesise the available evidence and apply SHRM theory to a practical situation.
4. Engage in academic and professional communication with others, reporting on action clearly, autonomously and competently.
5. Evaluate the relevance of SHRM and identify the methodologies for its measurement.
6. Identify the strategic dimensions of common HRM activities.

149. **202HRM Contemporary Issues in HR Service Delivery**

Aims and Summary

Human resources (HR) professionals need to understand the different HR service delivery models available to contemporary organisations, the ways that these are evolving and the contribution effective and efficient HR service delivery makes to facilitating and supporting sustained organisational performance. This includes establishing and monitoring service standards, measuring performance and issues surrounding the use of shared services, partners and external providers.

This unit is designed for professionals working across the full range of learning and development roles, but will be of particular interest for those who are involved in organisational learning and knowledge creation that can be used in change and performance improvement strategies. It offers a mixture of operational and strategic insights into how learning and knowledge can be leveraged to achieve maximum impact on individual and collective behaviour.

Intended Module Learning Outcomes

On completion of this unit, learners will:

- 1 Understand the reasons behind organisations changing the structure and location of HR service provision.
- 2 Understand the different HR service delivery models available to contemporary organisations.
- 3 Understand the challenges involved in maintaining and managing HR services and how standards are established and monitored.
- 4 Understand what knowledge is, the different forms it can take and how it can be understood.
- 5 Understand how knowledge within an organisation can be accessed and fully utilised.
- 6 Be able to contribute to the generation of knowledge through the design of different learning experiences and mechanisms.
- 7 Understand how knowledge can be used to support sustained organisational performance.

150. **305HRM International HRM**

Aims and Summary

This is a research-driven module that provides a critical evaluation of the globalisation of human resource management strategies from various perspectives. The module introduces the key concepts for understanding international human resource management, and explores the practice of managing human resources in an international context.

The intercultural factor will also be examined and appraised from an anthropological point of view, emphasising the operational aspect of the organisation of performance efficient systems of work in international settings.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the students should be able to:

1. Demonstrate sound knowledge about the relationship between the impact of culture on organisational life.
2. Identify key areas of similarity and difference in HR practice between countries.
3. Link the choice of strategic international HR with international business strategy approaches.
4. Measure the impact and effectiveness of international assignments.

MARKETING

151. 306MKT – Services and Retail Marketing

Aims and Summary

Services marketing, once a small academic field, has become a thriving area of activity. For those marketing graduates who find employment in service industries, the traditional product-based models of marketing are not always useful. Within services, retailing is an activity of enormous economic significance to most developed countries. In the UK alone it employs over 10% of the workforce.

This module aims to enable students to explore the theoretical concepts surrounding services marketing and retail marketing. Students will have the opportunity to develop appropriate marketing solutions to problems by the use of case studies and reference to current services and retail developments.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Evaluate the difference between goods and varying forms of service provision by understanding the main features of a "service" and be able to apply relevant marketing knowledge to that service.
2. Critically analyse the determinants of competitive success in retail industries, in particular the role and application of marketing within the retail environment.
3. Analyse and evaluate the marketing management issues that are appropriate to retail organisations, both traditional and new formats (e-t@iling).
4. Evaluate the academic debate around issues in services and retail marketing.
5. Conduct a critical analysis of contemporary issues in the area of services and retail marketing

152. 208MKT Applied Marketing

Aims and Summary

This module aims to provide students with an integrated approach to the understanding of the key operational aspects of marketing. The module introduces the marketing fundamentals of analysing the environment; understanding the customers and applying the marketing mix.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of the theoretical concepts that underpin operational marketing

2. Demonstrate an understanding of the difference between business markets and consumer markets and identify the main factors that influence business to business and business to consumer buyer behaviour
3. Be able to explain the concept of segmentation and the criteria for effective market positioning
4. Demonstrate a practical understanding of the nature of the market environment and its relevance to marketing practice
5. Apply the elements of the marketing mix and recognize their interrelationship to product and services marketing
6. Apply the concept of marketing to a case study to produce a marketing plan

153. **307MKT – Global Marketing**

Aims and Summary

This module aims to deliver and develop a wide-ranging and contemporary perspective of the international marketplace and the strategic issues involved in marketing across countries and cultures. While the major focus of the module is deliberately global, some coverage of European and other trade blocs (i.e., emerging economies) will be afforded through case study sessions and assignment work.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Research, critically analyse, discuss and synthesise the dynamics and key aspects of the international business environment and their affect on marketing performance;
2. Critically analyse and utilise information on market structure and segmentation, competitor positioning and buyer behaviour within specific international market scenarios.
3. Examine and critically discuss globalisation versus localisation issues related to the marketing function, e.g. sales, customer service, online marketing.
4. Propose and justify relevant marketing strategies and activities within specified cross-cultural settings

154. **211MKT Consumer Behaviour**

Aims and Summary

This module aims to provide students with an insight into how consumers make buying decisions and the various factors, psychological and social, that influence the decision-making process. The module provides a sound basis for further study in marketing, advertising and communication psychology in particular

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate an understanding of the main theories in consumer behaviour and how these can be applied in marketing endeavours.
2. Understand the psychological underpinnings of consumer behaviour.
3. Evaluate social, demographic and cultural influences on consumer behaviour.
4. Develop an understanding of current issues in consumer behaviour, such as internet consumption and ethical consumer behaviour.
5. Produce a critical analysis of a contemporary issue in consumer behaviour.

ECONOMICS, FINANCE AND ACCOUNTING

155. **Economics**

156. **200ECN Intermediate Economics (1)**

Aims and Summary

This module aims to deepen and widen students' understanding by building upon the foundations acquired from the introductory economics modules (*add codes later*). It provides a thorough grounding in intermediate principles of microeconomics and macroeconomics. The module provides students with an appreciation of the potential applications of the analytical techniques, their limitations and critiques. In addition it also introduces students to some of the controversies between alternative theoretical approaches. It provides the underpinning for subsequent study in the degree courses in economics and it is also one of the key elements in the professional training of an economist.

Main topics covered in the module will include the theory and applications of consumer choice theory under conditions of both certainty and uncertainty, measuring consumer welfare, intertemporal choice, growth and business cycle theory, consumption behaviour and demand for money.

Intended Module Learning Outcomes

1. Demonstrate an understanding of the intermediate principles of microeconomics and macroeconomics

2. Apply appropriate theoretical models to analyse economic questions and policy issues
3. Compare and contrast alternative models of economic behaviour
4. Appraise the relative merits of different economic policy options
5. Demonstrate an ability to communicate logical arguments

157. **214ECN Managerial Economics**

Aims and Summary

This module aims to introduce managerial economics, where the emphasis is on the firm, the environment in which it finds itself, and the decisions that individual firms have to take.

This module shows how to use economic analysis to solve problems and make effective decisions in the complex world of business. It emphasizes the global aspects of managerial economics and its application in the international marketplace.

Intended Module Learning Outcomes

The intended learning outcomes are that on completion of this module the student should be able to:

1. Demonstrate a critical understanding of a range of topics and issues related to the economic analysis of the firm, and its market and industry environment.
2. Apply relevant concepts and models to undertake an economic analysis of specific real world cases and examples relevant to the management of organisations.
3. Communicate economic concepts in a clear and precise style through written work.
4. Relate differences in economic policy recommendations to differences in the theoretical economic analysis that underlie such recommendations.

158. **215ECN International Trade & Global Economic Issues**

Aims and Summary

The aim of this module is to enable students to understand the key elements of international trade theory and trade policy, and apply the underlying principles to assess major contemporary developments in the world economy.

The module will also examine the current and future role of the major economic institutions and assess the nature of international economic policies for promoting and managing global growth and trade, monetary stability and development.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, the student should be able to:

1. Demonstrate an understanding of the concepts, principles and analytical tools of relevance to trade theory.
2. Assess and analyse global trends and issues in trade and international trade policy.
3. Critically evaluate global issues and the role of international economic institutions in the global economy.

159. **226ECN Economics of Banking and Finance**

Aims and Summary

The aim of this module is to enable students to analyse the nature and functions of financial institutions, to equip students with the necessary tools and concepts to be able to explain and interpret the process of financial intermediation, and to understand the system of regulation in financial markets. The module also examines the underlying principles and characteristics of money and banking that are the foundation for understanding their role in the economy.

Topics studied will include the role and importance of banks in financial intermediation, their fundamental characteristics as depository institutions and suppliers of money, the management of risks involved in their operations, and how regulation addresses some of the risks

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Analyse and interpret the functions and operations of financial institutions like banks.
2. Demonstrate knowledge and comprehension of the characteristics and tools that financial institutions use for risk management.
3. Appraise the need for, types of and effects of, regulation in financial markets.
4. Assess the role of central banks in maintaining monetary and financial stability
5. Make use of the BankScope database to undertake empirical analysis of an issue in banking

160. **323ECN Economics of HRM**

Aims and Summary

This module will focus on the theoretical and empirical tools developed by economists in order to analyse the employment relationship

This module will focus on the theoretical and empirical tools developed by economists in order to analyse the employment relationship within an organisation. It will provide detailed analysis of a selected number of human resource issues such as compensation schemes, performance measures, training, discrimination and the impact of government programmes. Traditional analysis of principal agent theory will be complemented by evaluating recent developments in behavioural economics that focus on the psychology of incentives. The material will develop the building blocks for addressing key questions, such as what factors determine the use and strength of explicit incentives such as bonuses and piece rates? Can rewards have a negative impact on productivity? What makes a good performance measure? How is training by the firm financed?

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply appropriate economic analysis to human resource issues
2. Evaluate economic theory with specific reference to the empirical evidence
3. Synthesise and appropriately organise empirical evidence relating to theories of the Economics of HRM.
4. Assess potential solutions to selected human resource problems

161. 324ECN Economic Policy in the European Union

Aims and Summary

The aim of this module is to provide an analysis of European economic integration, principally through the European Union (EU). The emphasis is on economic policy, supported by appropriate theory. The module will assess the impact of the EU on Europe, individual states and the rest of the world. While the focus is principally on the economic dimension of the EU, it is firmly placed within the context of the surrounding political debates.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply economic theory to a range of EU issues
2. Critically assess theories of economic integration
3. Evaluate the economic policies of the EU

4. Research EU issues by using a range of information sources and be able to assess the appropriateness of these sources

162. **316ECN Applied Econometrics**

Aims and Summary

The aim of this module is to develop students' understanding of econometric techniques and economics modeling relevant to various Macro and Microeconomic applications. The empirical work covered in the lectures and seminars will be supplemented by students undertaking applied studies (using real and simulated data) using the PcGIVE econometrics package.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. understand and apply the techniques of econometric analysis,
2. interpret and critically evaluate published articles of applied econometric research,
3. conduct empirical analyses using a variety of econometric techniques and tests.

163. **318ECN International Economics**

Aims and Summary

The primary aim of this module is to provide students with the opportunity to develop a thorough understanding of international trade theory and policy and international monetary economics. The trade theory and policy element offers a natural progression route for students having studied the basic elements in this field at Level Two (215ECN), although the focus will be more on new developments such as income inequality effects of trade and the importance of the role of international negotiations in trade liberalisation.

The international monetary element will focus on the role of monetary policy in theories of exchange rate determination and examine the problems inherent in fixed exchange rate systems. Additionally, the module will cover recent developments in monetary integration, including the implications for the conduct for monetary policy in monetary unions.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Compare and contrast a range of trade theory or trade policy issues with regard to their usefulness for understanding patterns of world trade or income distribution

2. Apply appropriate models and tools of economic analysis to examine policy issues of relevance to open interdependent economies.
3. Appraise relevant theories with regard to their implications for the role or conduct of monetary policy.

164. **320ECN Development Economics**

Aims and Summary

This module aims to provide students with an introduction to the main economic concepts and principles used in understanding economic problems and policy issues facing developing countries. The module also provides students with an understanding and evaluation of the comparative development experience and performance of major regions of the developing world and an assessment of the differential impact of development strategies.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Appraise and evaluate a variety of economic concepts, techniques and literature of relevance to understanding developing economies.
2. Identify, apply and evaluate indicators for assessing comparative performance of countries including differentiation and evaluation of explanations for the unequal improvements in quality of life across different third world regions.
3. Comment critically on strengths and weaknesses of different development strategies available to developing countries.
4. Compare and contrast a variety of economic perspectives with regard to major development issues facing a developing economy.

165. **321ECN Economics of Public services**

Aims and Summary

This module critically investigates the development of the market-based model of public services, using case studies drawn from different public services including education, healthcare and social housing. The module takes an international perspective, highlighting the experiences of the UK, other EU countries, and the US. To achieve its aims, the module introduces, applies and evaluates essential welfare economic concepts and principles. Topics covered include an assessment of the optimal scale and scope of the state, the impact of the new public management upon performance assessment, the re-emergence of quasi-markets within the NHS and the crisis in the state pension scheme.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Explain and evaluate a wide range of welfare economic concepts and principles when applied to specific public services.
2. Trace and critically examine the economic and political development of quasi-contracting within public services.
3. Assess the usefulness of different schools of thought within economics and other related disciplines to optimal decision making by public service economists and public services managers.

166. **322ECN Corporate Governance & Ethics**

Aims and Summary

The aim of this module is to provide students with a thorough understanding of a number of key advanced topics of corporate governance theory including research and practice (incorporating associated reporting and regulation, the role of monitors, and issues of independence and ethics). It will also develop their ability to critically analyse the academic literature and current issues; and to integrate and synthesise topics in order to participate in current debates and to suggest potential insights for development.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Critically assess the social, economic and legal context, rationale and drivers for corporate governance.
2. Analyse, comment and criticise the history and evolution of corporate governance frameworks.
3. Discuss the value and limitations of key academic research on module topics.
4. Integrate and synthesise between module topics to discuss the key issues in corporate governance theory, research and practice (including associated reporting, regulation and ethical issues).

167. **201ECN Intermediate Economics (2)**

Aims and Summary

This module aims to deepen and widen students' understanding by building upon the foundations acquired from the introductory economics modules (*add codes later*). It provides a thorough grounding in intermediate and more advanced principles of microeconomics and macroeconomics. The module provides students with an appreciation of the potential applications of the analytical techniques, their limitations and critiques. In addition it also introduces students to some of the controversies

between alternative theoretical approaches. It provides the underpinning for subsequent study in the degree courses in economics and it is also one of the key elements in the professional training of an economist.

Main topics covered in the module will include the impact of asymmetric information on efficiency, strategic choice, general equilibrium, macroeconomic models, inflation, unemployment, and open economy macroeconomics.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate an understanding of the intermediate principles of microeconomics and macroeconomics
2. Apply appropriate theoretical models to analyse economic questions and policy issues
3. Compare and contrast alternative models of economic behaviour
4. Appraise the relative merits of different economic policy options
5. Demonstrate their ability to communicate logical argument

168. 212ECN Introduction to Econometrics

Aims and Summary

The aim of this module is to provide students with an understanding of statistical techniques used by the professional economist. The module will expose students to different statistical techniques; allow them to read and understand published empirical work and formulate and test their own research hypotheses. This is integrating module for Intermediate Economics I and II.

The module builds on the statistical techniques and computing skills developed in 113ECN Introduction to Statistics for Economics. It provides a basis for those students wishing to take 316ECN Applied Econometrics.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate an understanding of concepts and tools relevant to econometrics
2. Apply classical econometrics methodology
3. Interpret and analyse statistical results

169. 310ECN Advanced Economic Issues

Aims and Summary

The aim of this module is to provide students with an understanding of selected recent developments in economic theory and policy. On completion of this module students should be able to appreciate the relevance of these developments, evaluate them and be able to apply them to practical economic issues.

The content of the module will change over time, but likely subjects to be covered may include for example, corporate governance, growth theory, time-inconsistency and economic policy, auction theory, regulation and competition, the economics of happiness and efficiency management in the public services.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

- [1] Evaluate selected developments in economic theory
- [2] Compare and contrast these developments with other models
- [3] Assess the limitations of these developments
- [4] Apply these developments to explain and interpret business and economic policy issues.

170. **Accounting and Finance**

171. **250FIN Principles of Financial Investment**

Aims and Summary

This module aims to introduce students to relevant concepts in finance. Students will learn about the function of capital markets, the trade off between risk and return, how to price financial assets and the importance of the way a firm finances its operations. The module is designed to develop numeracy and analytical skills

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate an understanding of concepts and analytical tools relevant to finance.
2. Appraise the operation of financial markets, particularly with respect to financial investment.
3. Solve problems relating to asset pricing, risk and return measurement and costs of capital.
4. Develop skills of numeracy, which are specific to finance.

Aims and Summary

This module investigates how relevant accounting techniques can be used to assist managers in decision-making. The aims are for students to understand the techniques, be able to apply them to business situations and to be aware of their limitations.

In addition to this, students are introduced to the behavioural aspects of Managerial Accounting in areas such as transfer pricing and divisional performance.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Capital Investment Appraisal, all techniques of appraisal and aspects of taxation and inflation.
2. Contribution analysis, including single and multiple limiting factors.
3. Decision making, including relevant costing, setting prices and transfer pricing.
4. Divisional performance.
5. Measuring performance including variance analysis.

Aims and Summary

This module is for students on non-accounting courses and is designed to develop their understanding of the language, concepts and tools commonly used in financial and management accounting.

The students will be introduced to managerial accounting concepts and will be expected to apply them in a decision making context.

The students will be expected to draw up a basic set of financial accounts including profit and loss, balance sheet and cash flow. Using these they will be expected to make a comparative evaluation of the performance of the firm.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply numeracy skills and qualitative judgement to aid financial decision making.
2. Derive and make use of financial information to evaluate company performance
3. Apply management accounting concepts

Aims and Summary

The Accounting Information Systems module explores the processes by which financial and management accounting is supported by various Enterprise Resource Planning Tools such as (SAP), and market leading software such as (SAGE) in the decision-making process.

The module aims to equip students with the knowledge and skills required to operate in a finance or accounting role in real world situations using internationally recognised software products to develop their abilities and understanding of the role of such tools in an industry setting.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Understand how various information systems are used to support financial and management accounting decision-making. Discuss the organisational implications of AIS deployment.
2. Demonstrate critical thinking and analysis skills of the issues surrounding ERP systems.
3. Summarise and present management information in an easy and comprehensible format.
4. In the context of an in-tray exercise and the use of the selected computer package, produce an accurate set of accounts involving financial and management accounting elements.
5. Use integrated software tools for planning, forecasting, directing and the production of reports integral to financial decision making.

Aims and Summary

This module builds on the financial accounting and reporting techniques studied in modules 100ACC Accounting Fundamentals A, 101ACC Accounting Fundamentals B[A1] , and 280ACC Financial Reporting and Analysis.

The module focuses primarily on the preparation of published financial statements by public limited companies. The module aims to enable students to develop the knowledge and skills necessary to understand and apply International Financial Reporting Standards (IFRS's) and accounting theory in the preparation of published financial statements of entities, including groups.

Subject to accreditation, the module will enable students to gain exemption from some professional accounting qualification papers.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate an understanding of the conceptual and regulatory framework for financial reporting.
2. Prepare financial statements for publication in accordance with the requirements of IFRS's and other relevant legislation (including the Companies Act 2006).
3. Describe and apply the main provisions of key IFRS's to transactions and items in financial statements
4. Prepare consolidated financial statements for a company with one subsidiary and one associate company in accordance with IFRS's.

176. **382ACC Audit & Internal Control**

Aims and Summary

The module builds on and requires knowledge and understanding of financial accounting and reporting developed by 280ACC Financial Reporting and Analysis or equivalent. Its aim, for different business entities operating in an international environment, is to develop understanding and critical evaluation of:

Internal control risks and organisational responses, and audit processes and their application in the context of the external regulatory framework.

Subject to accreditation, the module will enable students to gain exemptions from some professional accounting qualification papers.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Critically evaluate the nature, purpose, scope and governance of auditing and internal control processes within different business entities.
2. Understand and evaluate accounting and internal control risks and systems.
3. Understand and critically review audit risk, audit procedures, audit evidence.
4. Design appropriate procedures for audit assignments.

177. **350FIN Investment Analysis**

Aims and Summary

This module provides students with an understanding of: the characteristics of, and methods used in the valuation of, bond and equity financial investments. The teaching of the model will be focused around the use of practical problem solving exercises using, where possible, real-world financial data.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply quantitative and qualitative fundamental analysis, and where appropriate technical analysis, to determine the intrinsic values of bonds and shares,
2. Evaluate alternative bond and share investment strategies,
3. Analyse and interpret alternative methodologies used in the valuation of bonds and shares.

178. 357FIN Corporate and Financial Management

Aims and Summary

The overall aims of this module are to make students aware of the scope and nature of the financial management function, and enable them to assess situations and data for the purpose of making appropriate recommendations and decisions.

The objective is to familiarise students with the major strands of financial management theory and to attempt to apply the theory to real world applications. All major areas of financial management will be covered including fixed and working capital asset management, capital investment and investment appraisal, the financing of the company using long and short sources of finance, the cost of capital and the valuation of companies, as well as the measurement and evaluation of performance in financial terms. Underlying the entire module will be the nature of risk, how it can be managed and its relation to return.

Subject to accreditation, the module will enable students to gain exemptions from some professional accounting qualification papers.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply financial theory to advise on the profitable and efficient utilisation of the company's assets.
2. Make critical decisions involving the risk/return trade off when making financial decisions.
3. Use financial management techniques to deal with open-ended financial problems.
4. Critically assess the tools and techniques of financial management and control.

Aims and Summary

This module examines how portfolios are structured, monitored and managed for maximum effectiveness. It develops students understanding and ability to apply asset allocation, portfolio strategies, international diversification and performance evaluation techniques.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply fundamental analysis to determine the advantages of diversification.
2. Work out an optimal portfolio.
3. Evaluate the performance of a portfolio.

Aims and Summary

This module intends to provide students with an understanding of the functions and operation of retail financial services in the UK. It aims to provide an understanding of the main investment and borrowing alternatives available to individuals. It provides a background to financial advice at the personal level by providing a knowledge of products, regulation, and the process of decision-making.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Discuss the role and functioning of financial markets.
2. Apply appropriate principles to investment decisions.
3. Apply appropriate principles to financing decisions.

Aims and Summary

This module builds on the financial accounting techniques studied in modules 100ACC Accounting Fundamentals A and 101ACC Accounting Fundamentals B. [A1] The module focuses primarily on the preparation of published financial statements by public limited companies. It aims to introduce students to International Financial Reporting Standards (IFRS's). Enabling them to develop the knowledge and skills necessary to understand and apply a number of IFRS's and accounting theory in the

preparation of the published financial statements of entities, including a simple group. Students will also develop the skills necessary to critically analyse and interpret these financial statements and become aware of their limitations.

The module is the intermediate module in the sequence 100ACC Accounting Fundamentals A and 101ACC Accounting Fundamentals B[A2] , 280ACC Financial Reporting and Analysis, and 380ACC International Corporate Reporting.

Subject to accreditation, the module will enable students to gain exemption from some professional accounting qualification papers.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate an understanding of the conceptual and regulatory framework for financial reporting.
2. Apply a range of financial reporting techniques to analyse and interpret financial statements and use these to critically evaluate company performance.
3. Prepare and present financial statements for publication in accordance with the requirements of International Financial Reporting Standards and other relevant legislation (eg: Companies Act 2006). In doing so students will apply the main provisions of key International Financial Reporting Standards to transactions and items in the financial statements.
4. Prepare a consolidated statement of financial position for a company with one subsidiary in accordance with the requirements of International Financial Reporting Standards.

182. 381ACC Performance Management

Aims and Summary

This module investigates how relevant accounting techniques can assist managers to control the performance of their business. Management accounting is presented as a service function; a means to an end rather than an end itself. The aims are for students to understand the techniques, be able to apply them to business situations and to be aware of their limitations.

One important aim of this module is for the student to gain an understanding of the limitations of Management Accounting techniques. However, in order to do this, students must first understand what the techniques try to do and how they do it. In addition to this, students are introduced to the behavioural aspects of Managerial Accounting in areas such as 'budget games'.

Subject to accreditation, the module will enable students to gain exemptions from some professional accounting qualification papers.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Apply the concepts required in budget creation and identify, calculate and analyse significant variances.
2. Understand the behavioral aspects of budgeting with regard to recent thinking.
3. Analyse various techniques used in performance strategies.
4. Analyse the impact of transfer pricing strategies.

183. **353FIN International Finance**

Aims and Summary

The aim of this module is to provide students with an understanding of the international dimension of finance and how this impacts upon business. By the end of this module students should appreciate the workings and operation of currency derivatives markets, the international money and capital markets and the principles of currency risk management.

The subject matter of the module includes study of currency markets, international parity conditions, international money and capital markets, the nature and importance of currency risk and strategies for managing currency risk, including the application of derivatives to manage such risks.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Analyse how the international dimension of finance affects the environment within which business operate and how it affects the decisions of the firm.
2. Compare the financial products available on international markets
3. Devise and apply appropriate strategies using derivatives to manage currency risk.
4. Critically evaluate the use of derivative instruments to manage currency risk.

184. **354FIN Insurance and Pensions**

Aims and Summary

This module provides students with an understanding of the nature and purposes of insurance and pensions. By the end of the module, students should have acquired the ability to critically evaluate alternative insurance and pension products in relation to the needs of individuals. They should also be able to communicate the relative merits of alternative insurances and pensions, and the implications of inadequate cover and provision.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Demonstrate knowledge of a range of insurance products.
2. Evaluate insurance products in relation to the requirements of individuals and businesses.
3. Evaluate the various types of pension in the UK.
4. Make decisions in relation to pension planning

185. **302ACC** **Business Strategy**

NO MODULE FOUND

GEOGRAPHY AND DISASTER MANAGEMENT

186. **236GED** **Development and Inequality**

Aims and Summary

This module examines processes leading to social and economic development and the resultant patterns of inequality in the developing world. Theoretical and historical explanations of the development process are introduced and different ways of measuring development and inequality discussed. The module highlights some of the challenges faced by developing countries wishing to speed up social and economic progress. In particular, the module focuses on social inequalities including gender, health and education, together with economic inequalities relating to issues of aid, trade, agricultural modernisation and industrialisation. The interrelationships between developed and developing countries within the international system are stressed and the resultant spatial patterns evaluated.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Analyze different explanations of development and inequality and the various philosophies of development.
2. Evaluate critically the ways in which development and inequality measures capture the level, pace and direction of social and economic change in developing countries.
3. Evaluate the ways in which economic, social and communications inequalities are impacting differentially on regions and peoples of the developing world.
4. Pursue individual research on a chosen country of study in relation to development and inequality

5. Demonstrate the ability to search out and evaluate library and data sources on development and inequality

187. 2007GED Global Sustainability

Aims and Summary

The concept of sustainability gained international attention over 20 years ago, when it was defined in the Bruntland Report (1987) as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” International debate on how such development should be achieved, however, remains far from conclusive. Nevertheless, issues such as global climate change, uneven economic growth, the long term security of resources such as fossil fuels, water, food and soil, stand to concentrate geo-political debates over sustainability in the near future. Within this context, the aim of this module is to examine the contested principles and practices of sustainability in relation to key global resources. In essence, the module seeks to debate whether a sustainable world is possible and, if so, how can this be best achieved.

Intended Module Learning Outcomes

The intended learning outcomes are that, on completion of this module, students should be able to:

1. Assess the concept of sustainability and its significance at a global scale.
2. Evaluate the key sustainability issues relating to essential resources around the world, such as water, food, energy and soil.
3. Demonstrate understanding of the geo-political context within which international decisions regarding sustainability are made.
4. Analyse the complex ways in which policies and practices of sustainability are negotiated in different contexts throughout the world.