

UWE Bristol Business School – Module Options for incoming Erasmus & Exchange students 19/20 Autumn Semester

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Welcome

Welcome to the Business School at UWE!

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

Please note, this guide only covers modules offered in the Autumn semester. A new guide with modules offered in the Spring semester will be sent out in due course.

Some Notes

- The timetabling of modules occurs during the summer and is typically published in September. Consequently, we will not be able to let you know your timetables until after you have arrived and enrolled at UWE.
- Term dates for 19/20 can be accessed via the link here:
<https://www1.uwe.ac.uk/about/termdates/2019-20termdates.aspx>
- A 15 UWE credit module usually involves 3 hours of contact per week through one semester. Students will be required to put in extra work in their own time to complete tasks and assignments.
- The expectation is that you complete the prescribed assessment for each module. Assessments in most modules usually consist of one piece of coursework and one exam, however this can change.
- All of the modules have a dedicated module web-page, on blackboard, and a module leader. Once your modules have been confirmed you should check blackboard regularly for lecture slides, readings and assessment information.
- Submissions dates for coursework vary and will likely be different for different modules. Please be sure to submit all work before the deadline as late submissions will not be accepted.

- To pass a module you will need to achieve a minimum of 40% overall. If a module has 2 pieces of assessment (e.g. An exam and a piece of coursework), you will need to achieve a minimum of 35% in each and an overall score of 40% (so a lower mark in one component can be compensated by a higher mark in another).
- Your marks will be released to you via your my UWE account within 20 working days of your exam or coursework submission deadline. At this point, they remain provisional until they are scrutinized by examiners external to UWE (e.g. Lecturers and professors from other universities). For modules offered in the Autumn semester, this occurs in February.

Contact Details

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

Aylwin Yafele, Associate Head of Department (Accounting and Finance)
3X235 Bristol Business School, Frenchay Campus
Aylwin.Yafele@uwe.ac.uk
(0117) 32 83412

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

Study Abroad Office
2FC100 Felixstowe Court, Frenchay Campus
studyabroad@uwe.ac.uk
(0117) 32 86740

Module options

The 6 'streams' UWE modules are sorted into are as follows:

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

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

Business & Management

The modules in the Business & Management stream include:

- Management Skills
- Operations and Supply Management
- Research Methods for Business
- International Business

Module Name: Management Skills

Module Code: UMPDM5-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The aim of the module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively managing people in the workplace for future line managers and HR professionals. In particular, the module will focus on interviewing, reviewing performance, conducting negotiations and delivery of training.

Assessment: There are 2 assessment components to this module. Component A (25%) Employability Portfolio (1500 words) and Component B (75%) Skills workshop portfolio (2500 words max).

Module Name: Operations and Supply Management

Module Code: UMMDNX-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will provide you with the essential knowledge and practical understanding of the tools and techniques business use to source, produce, deliver and support the goods and services they provide. The module aims to introduce the key tools and techniques of operations and supply management as well as help students understand the importance of operations and supply management in creating competitive advantage. It also aims to get students to consider how contemporary business challenges can be addressed through operations and supply management.

Assessment: There are 2 assessment components for this module. Component A (50%) Written Assignment and Component B (50%) Exam.

Module Name: Research Methods for Business

Module Code: UMCDM8-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group proposal presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: International Business

Module Code: UMSD7R-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: Students in this module will focus on Globalisation, Culture and Ethics in International Business, International Trade, Foreign Direct Investment, Foreign Exchange Risk Management, Market entry strategies and Global Production and Outsourcing

Assessment: There are 2 assessment components for this module. Component A (50%) Exam and Component B (50%) Course work (1500 words).

International Business

The modules in the International Business stream include:

- Research Methods for Business
- Global Management Skills
- Operations and Supply Management
- International Business

Module Name: Research Methods for Business

Module Code: UMCDM8-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group proposal presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: Global Management Skills

Module Code: UMPDNC-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The aim of this module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively managing people in a global context. In particular, the module will focus on interviewing, reviewing performance, conducting negotiations and delivery of training. The skills workshops are also designed to help students learn and develop the skills, which will assist them in their applications for placements and graduate jobs and in managing and developing their own international careers as well as effectively preparing for study year abroad.

Assessment: There are 2 assessment components to this module. Component A (25%) Employability Portfolio (1500 words). Component B (75%) Skills workshop portfolio (25000 words).

Module Name: Operations and Supply Management

Module Code: UMMDNX-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will provide you with the essential knowledge and practical understanding of the tools and techniques business use to source, produce, deliver and support the goods and services they provide. The module aims to introduce the key tools and techniques of operations and supply management as well as help students understand the importance of operations and supply management in creating competitive advantage. It also aims to get students to consider how contemporary business challenges can be addressed through operations and supply management.

Assessment: There are 2 assessment components for this module. Component A (50%) Written Assignment and Component B (50%) Exam.

Module Name: Theory and Practice of International Business

Module Code: UMSDKG-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module will cover themes such as Introduction to the theory of international business, strategy and organisation of multinational firms, modes of foreign market entry. Students will also be expected to cover strategic alliances, exporting, global production and outsourcing as well as looking at global marketing and global human resource management.

Assessment: There are 2 assessment components to this module. Component A (50%) exam (2 hours). Component B (50%) and in-class group presentation and a group report (1000 words).

Marketing

The modules in the Marketing stream include:

- Management Skills (Marketing & Events) **or** Practical Digital Skills
- Research Methods for Events and Marketing
- Consumer Behaviour
- Applied Marketing Practice

Module Name: Management Skills (Marketing & Events)

Module Code: UMPDM6-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The aim of the module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively managing people in the workplace for future line managers in a Marketing and Events context. This module will begin to provide students with the skills and knowledge to become an effective future manager of people.

Assessment: There are 2 assessment components to this module. Component A (25%) Employability portfolio (1500 words). Component B (75%) Skills workshop portfolio (2500 words).

Module Name: Practical Digital Skills

Module Code: UMKDQU-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The teaching and learning strategy for the module is based on actively engaging students with digital media tools and applications as part of the learning process and the assessment work. The module will be grounded in developing practical competences that can directly translate to the workplace and will provide a progressive and future facing element to the programme. Practical digital skills are constantly changing so the list below reflects an overview of the current tools most prominent within business and marketing.

Assessment: There is 1 assessment component to this module. Component A (100%) Portfolio (2500 words).

Module Name: Research Methods for Events and Marketing

Module Code: UMCDM9-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: Consumer Behaviour

Module Code: UMKDME-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will examine the multiple and inter-related factors that influence consumer decision making. It will explore the importance of understanding consumer behavior and its impact upon the development of marketing strategies and plans. The effect of different market dynamics and the context of consumer decision making situations will be explored and analysed.

Assessment: There are 2 assessment components to this module. Component A (25%) Group presentation (20 minutes). Component B (75%) Essay (2000 words).

Module Name: Applied Marketing Practice

Module Code: UMKD6N-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: Students will cover the market audit process, segmentation, targeting and positioning, competitive analysis and strategy, strategic marketing models, marketing matrix, branding, ethical marketing practice and the basic structure and content of a marketing plan.

Assessment: There are 2 assessment components to this module. Component A (75%) Group presentation (10 minutes) and attendance at a trade show. Component B (25%) Individual product development brief (750 words).

Accounting & Finance

The modules in the Accounting & Finance stream include:

- Operations and Business Systems
- Research Methods for Business
- Corporate Finance
- Financial Accounting II

Module Name: Operations and Business Systems

Module Code: UMMDP3-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will provide you with a solid foundation of understanding in operations management, along with appropriate techniques for the analysis of operational performance, to enable you to make informed decisions and recommendations. The module aims to introduce the key tools and techniques of operations management, help you understand how to manage and improve operations and to help you think about resilience and risk management.

Assessment: There are 2 assessment components to this module. Component A (50%) Exam. Component B (50%) written assignment (1500 words).

Module Name: Research Methods for Business

Module Code: UMCDM8-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group proposal presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: Corporate Finance

Module Code: UMAD5L-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to introduce students to the theory and practice of corporate finance, the financial world and financial markets. Investment appraisal techniques, Financial markets, equity financing, long-term debt financing, capital rationing, shareholder value and replacement versus lease/buy decisions.

Assessment: There are 2 assessment components to this module. Component A (70%) Exam (3 hours). Component B (30%) Group project on a case study.

Module Name: Financial Accounting II

Module Code: UMADNB-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The aim of this module is to provide an understanding of the principles, mechanics and subjective issues involved in the preparation of external financial statements. It will enable students to appreciate the nature and role of accounting data as well as the processes for the collection, analyzing and presentation of this data. It will also help them to appreciate those issues that involve professional accounting judgements and to evaluate, apply and discuss concepts in financial accounting relating to the financial accounting regulatory framework, financial statement analysis, corporate governance and internal controls.

Assessment: There are 2 assessment components to this module. Component A (70%) Exam (2 hours). Component B (30%) Individual report (1500 words).

Economics

The modules in the Economics stream include:

- Economic Theory, Policy and Application
- Research Methods for Business
- Operations and Business Systems
- Emerging Economies *or* Economics of Money and Banking

Module Name: Economic Theory, Policy and Applications

Module Code: UMED8S-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module will cover the behavior of consumers and firms (why consumers behave like they do, the impact this has on demand and price elasticity), Market structures and national income and accounting. It will also look at determination of interest rates as well as inflation, unemployment and growth.

Assessment: There are 2 assessment components to this module. Component A (50%) Exam (2 hours). Component B (50%) Essay (2000 words).

Module Name: Research Methods for Business

Module Code: UMCDM8-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group proposal presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: Operations and Business Systems

Module Code: UMMDP3-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will provide you with a solid foundation of understanding in operations management, along with appropriate techniques for the analysis of operational performance, to enable you to make informed decisions and recommendations. The module aims to introduce the key tools and techniques of operations management, help you understand how to manage and improve operations and to help you think about resilience and risk management.

Assessment: There are 2 assessment components to this module. Component A (50%) Exam. Component B (50%) written assignment (1500 words).

Module Name: Emerging Economies

Module Code: UMED8R-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module will typically will cover the East Asia economic 'miracle' (Tiger economies and how growth occurred), trade theory and evidence (dynamic gains and risks of integration), China's 'open-door' policy (causes of China's growth and China as an industrial super-power), India (causes and effects of growth & economic reforms), transitional states (history and context of the transition process in Eastern Europe) and case study evidence on Albania, Kosovo and Macedonia.

Assessment: There are 2 assessment components to this module. Component A (50%) Exam (2 hours). Component B (50%) Essay (2000 words).

Module Name: Economics of Money and Banking

Module Code: UMED8Q-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will cover topics such as: Banks and the supply of money (bank's balance sheets, monetary aggregates, loan and deposit creation) Monetary policy and monetary theory (inflationary bias, rules versus discretion, independence and credibility), UK sterling money market, History and recent trends in UK banking and the role of banks in micro and macro-economy.

Assessment: There are 2 assessment components to this module. Component A (50%) Exam (2 hours). Component B (50%) Written assignment (2000 words).

Human Resource Management

The modules on the Human Resource Management stream include:

- Management Skills
- Operations and Supply Management
- Research Methods for Business
- Issues in Contemporary Employment

Module Name: Management Skills

Module Code: UMPDM5-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The aim of the module is to provide students with an opportunity to understand and practice some of the skills that are necessary for effectively managing people in the workplace for future line managers and HR professionals. In particular, the module will focus on interviewing, reviewing performance, conducting negotiations and delivery of training.

Assessment: There are 2 assessment components to this module. Component A (25%) Employability Portfolio (1500 words) and Component B (75%) Skills workshop portfolio (2500 words max).

Module Name: Operations and Supply Management

Module Code: UMMDNX-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: This module will provide you with the essential knowledge and practical understanding of the tools and techniques business use to source, produce, deliver and support the goods and services they provide. The module aims to introduce the key tools and techniques of operations and supply management as well as help students understand the importance of operations and supply management in creating competitive advantage. It also aims to get students to consider how contemporary business challenges can be addressed through operations and supply management.

Assessment: There are 2 assessment components for this module. Component A (50%) Written Assignment and Component B (50%) Exam.

Module Name: Research Methods for Business

Module Code: UMCDM8-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: The module aims to support students in developing a critical, scholarly and appreciative understanding of the principles and practices of organizational enquiry. This includes not only empirical or conceptual research, but also work-based consultancy, project and action research in a broader sense. Teaching and learning methods will reflect the wide diversity of potential approaches and methods, and the intellectual and practical benefits of successful identification and solution of organizational problems.

Assessment: There are 2 assessment components to this module. Component A (25%) In-class group proposal presentation (10 minutes). Component B (75%) Individual proposal (2500 words).

Module Name: Issues in Contemporary Employment Relations

Module Code: UMPDNF-15-2

Credits: 15 UWE/7.5 ECTS

Syllabus Outline: Students on this module will cover the theory of the employment relationship, the role of trade unions, conflict & industrial action, pay determination, the political economy of employment relations, working time, voice and participation, job quality and the experience of work, HRM and work organisation, managing disputes and grievances and the 'dark side' of employment relations.

Assessment: There are 2 assessment components to this module. Component A (70%) Group-based presentation of a research based infographic (25 minutes max). Component B (30%) Individual executive summary of infographic (1000 words).

Module Selection Form

Please complete the below table and return the form (1 page only) to studyabroad@uwe.ac.uk by **Friday 28th June 2019**.

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

*Only applicable to Marketing and Economics streams