

Logistics-Marketing-Hospitality-and-Analytics (Bachelor)

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Understanding Business Analytics	
MODULE CODE	BFD0003
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Tutorials: 10 Hours Guided independent study: 170 hours
SYNOPSIS	In this module you will investigate and explore various analytical concepts and the value they provide to organisations. To support this, you will explore the value of analytical data and how this supports the creation of Business Intelligence for decision making. You will investigate different analytical methods and apply them within the business context, looking at strategy, business goals and organisational competitive advantage.
OUTLINE SYLLABUS	<p>Through the completion of this modules, you will appreciate environmental issues and their impact on organisations. You will understand the importance of data and how managing this data can help organisations to make decisions. This will be achieved through the analysis and identification of various data management techniques and how these methods are used to support organisational innovation and growth. You will critically apply various data analytical approaches and look at the various concepts and current prevailing ideas in data management. In addition, you will investigate some of the key legislative, operational and strategic issues which support the collection and usage of data within a digital business environment. This will be underpinned by looking at both internal and external data sets for example from data.gov.uk and the World Bank.</p> <p>In order to identify business improvements and to create innovative business approaches this module will support the decision-making process by introducing you to the various online and offline business and revenue models, and their potential to create unique opportunities for innovation and growth.</p> <p>Outline syllabus:</p> <ul style="list-style-type: none"> • Introduction to data science principles and methods • Principles of modern analytics • Data Analytical strategy • Introduction to apply analytics in the context of business value • Explore the different analytical platforms • Data visualisation software

ASSESSMENT TYPE	In-class Test 60 minutes Individual Analytical Report 1000 words
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Events Operations Management	
MODULE CODE	BFH1009
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Tutorials: 10 Hours Guided independent study: 170 hours
SYNOPSIS	This module is designed to introduce students to the key components of event operations. The students will explore and use a range of event planning models, techniques and tools relevant to the delivery and implementation of events. This will include understanding the organisational and management issues involved in staging a variety of events types. Focusing on the operational elements such as: venue selection, transport management, logistics, scheduling and staffing. Also risk management, health and safety, event licencing, crowd management, public safety and security. Students will have the opportunity to apply and analyse the skills required for event operations by delivering live events, volunteering on events and reflecting on these experiences. Relevant event documentation such as production schedules, run sheets, risk assessments and event safety plans will be introduced to the students.
OUTLINE SYLLABUS	Event planning modules, techniques and tools used in the planning, implementation and evaluation of events Understanding the Operational planning, marketing planning and financial planning. Operations planning, logistics, supply chain and procurement Venue selection, site planning and infrastructure Capacity calculations, fire evaluation and crowd management Health and safety, risk management and licencing of events Onsite communications, volunteer management and staffing
ASSESSMENT TYPE	Individual event operations portfolio, 1000 words (50%) Group event planning presentation (50%) 10 minutes

Events Catering	
MODULE CODE	BFH1010
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Tutorials: 10 Hours

	Guided independent study: 170 hours
SYNOPSIS	This module gives the student information in food and beverage preparation, service methods and skills. Students will be exposed to a variety of commodities, cooking methods, equipment, working practices and service styles and apply them in a practical situation. Throughout the module an awareness of costings and financial analysis will be required. Food and beverage management will consider the operational aspects involved in food and beverage production and service systems. This module will investigate the key areas that will be necessary for students to consider when planning and operating within a catering operation practical.
OUTLINE SYLLABUS	Introduction to food and beverage preparation. Quality and preparation knowledge on a range of food & beverages products. Equipment, health and safety, hygiene and law. Service and customer care skills. Market research, advertising and merchandising systems theory. Financial and budgetary control. The planning and operation of fast-food style events.
ASSESSMENT TYPE	Individual Essay 1000 word 50% Group Portfolio 1500 word 50%

Events Industry Studies	
MODULE CODE	BFH1011
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures 48 hours Guided Independent Study 152 hours
SYNOPSIS	The central aim of this module is to introduce students to the contexts in which events occur and give them a general overview of the events industry scope, structure and impacts. The main demand generating sources of events are Business Tourism Leisure Art Sport Music Entertainment and Culture. The module will introduce students to these subject areas and students will study concepts and theories within these fields. This will include an understanding of the sectors and the private and public organisations involved in the events industry, as well as the impacts that events have on a host community and destination. Future trends in this industry will also be included to allow students to identify future opportunities with the Events Management Market.
OUTLINE SYLLABUS	The context of events and demand generating sources. The Tourism, Business, Leisure Art Sport, Entertainment and Cultural industries; definitions, classifications and typologies.

	Organisations within the events industry. Event Impact assessments and analysis. Participation rates and future trends-Demographics Life Cycle models.
ASSESSMENT TYPE	Report 50% Two-hour examination 50%

Wedding Business Management	
MODULE CODE	BFH1025
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures 24hrs Workshops/Practical's 24hrs Guided Independent Study 152 hours
SYNOPSIS	This module will give students the skills and competencies required to understand and successfully manage weddings. Students will develop knowledge of wedding market and the cultural and religious diversity which exist within the sector, through the following; <ul style="list-style-type: none"> • Planning and costing menus, matching food and wine and gaining an understanding of the range of dietary, cultural and religious issues related to this. • Appreciation of the various legal, health and safety implications for catering for outdoor and large-scale events. • Understanding of client requirements and financial management of the client budget.
OUTLINE SYLLABUS	Introduction to the wedding market, culture, traditions and religion, the changing family and legal considerations. Weddings and consumerism, the quest for the perfect day. Appropriate catering provision, food and beverage selection including food and wine matching. Financial planning. The logistics and operation of weddings including the use of temporary structures. Business planning including marketing and finance.
ASSESSMENT TYPE	Group Presentation (15%) Group Client Portfolio (35%) Report: Business Plan. (3,000 Words) (50%)

Professional Skills and Finance	
MODULE CODE	BFH1027
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lecture 20 hours Tutorials 10 hours Guided Independent Study 170 hours

SYNOPSIS	<p>This module will enable students to develop their professional and personal skills to ensure that they are equipped for both the study and work environments.</p> <p>In the first term lectures, workshops and tutorials will enable students to develop and practise their reading, writing, presentational, teamwork and investigative skills.</p> <p>The second part of the module develops an understanding of basic financial statements and progresses through to interpretation of financial accounts. The use of financial and non-financial information for business control and decision making is explored.</p> <p>The module has an even balance between theory and practice and is taught by means of a weekly lecture and tutorial.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The development of self-evaluation through the preparation of Personal Action Plans • Time management, task prioritising and planning • Organization and the effectiveness of meetings • Presentation skills and how to present material in an effective manner • How to collect, analyse and interpret information from secondary sources • How to reference effectively • Report writing and essay writing skills • Examination skills • Accounting concepts underlying the preparation of accounts, understanding and using financial statements and financial performance analysis. • Cost classification, cost behaviour, break even analysis and pricing. • Information for budgeting and control within the hospitality sector. • Techniques for the appraisal of investment decisions
ASSESSMENT TYPE	<p>Individual Portfolio (1000 words) (50%)</p> <p>1 hour in-class test (50%)</p>

Hospitality, Events, Leisure, Sport and Tourism (HELST)	
MODULE CODE	BFH1028
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	<p>Lectures: 20 hours</p> <p>Tutorials: 10 hours</p> <p>Guided independent study: 170 hours</p> <p>Total hours: 200 hours</p>
SYNOPSIS	<p>This module introduces you to the key characteristics of the Hospitality, Events, Leisure, Sport and Tourism (HELST) industry. The module focuses on the importance each</p>

	industry has towards the economy, operational issues and culture and society. The HELST industry is examined from an international perspective and therefore examines the roles technology and government have in shaping the industry.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Introduction to the module 2. The Leisure sector 3. The Tourism sector 4. The Hospitality sector 5. The Events sector 6. The Sports sector 7. HELST, society, wellbeing and culture 8. HELST and the economy 9. Technology and its influence on HELST 10. Management in the HELST industry 11. Marketing in the HELST industry 12. Trends in the HELST industry 13. The future of the HELST industry
ASSESSMENT TYPE	Individual poster 500 words Report 1500 words

Principles of Marketing	
MODULE CODE	BFK0001
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lecture 20 hours Tutorial 10 hours Guided Independent Study 170 hours
SYNOPSIS	This module will develop your understanding of the principles and practice of contemporary marketing management. You'll be introduced to the key concepts and tools of marketing including analysis, planning, implementation and control.
OUTLINE SYLLABUS	The development of general and services marketing thought as concepts and management function; Product, production, sales, marketing and service orientation. Analysing the macro and micro marketing environment. Consumer and organisational buyer behaviour, buying decision processes, influences on buyer behaviour. The market research process, techniques, planning and conducting of marketing/services marketing research. Service dominant logic and the service economy. Target marketing, segmentation, targeting and positioning. Managing the marketing and services marketing mix and the promotional mix. An introduction to international marketing, marketing in not-for-profit organisations, marketing strategy and planning. The sources, uses and management of finance and the use of accounting and other information systems for

	planning, control, decision-making and managing financial risk.
ASSESSMENT TYPE	Individual assignment – Report 2000 words

Principles of Advertising and Marketing Communications	
MODULE CODE	BFK0004
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lecture and seminar 48 hrs Guided Independent Study 152 hrs
SYNOPSIS	<p>Marketing Communications is the main focus of the module, which considers how and why communication campaigns must be planned and implemented. Advertising, once the dominant area of promotion, is now treated alongside other communication tools. Together they must be employed in an effective mix. The role of advertising within this mix can obviously vary, and, as such, advertising is not to be viewed in isolation, but as a part of the integrated approach to Marketing Communications.</p> <p>The key aim of the module is to provide students with the knowledge and skills which are necessary to develop advertising and marketing communications plans that are capable of playing a part within the Marketing Communication mix, alongside other marketing activities and in line with the organisation's strategic direction. The salient principle will be one of integration.</p> <p>The need for integration will be further examined by considering the role of Marketing Communications as part of the marketing mix. Analysing the various communication tools from a strategic and tactical point of view, will provide insights into them as individual elements as well as their roles within the Marketing Communications mix.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The basic needs for communication, both within the organisation, and externally to the market place and the range and variety of communications objectives and the key audience/stakeholders. • The various levels of organisation planning – strategic, functional and operational – and the implications for both the scope and role of Marketing Communications Planning, Marketing Communications and Corporate Strategy; links to the marketing mix and the need for a marketing communications mix. Marketing Communications – the framework and principles. • How Marketing Communications work – behavioural and practical theories, and the insights these provide to

	<p>marketing management. The communications process and the key principles and guidelines.</p> <ul style="list-style-type: none"> • Analysing the communications environment; internal and external auditing. Developing P.E.S.T./S.T.E.E.P.L.E. and S.W.O.T. analysis. • The role of objectives in the Marketing Communications plan. Links to both corporate and marketing objectives and the organisation's mission statement, corporate image and identity. • Marketing communication resources – '3m's', and the need for budgeting and resource allocations. Staffing the communication plans, and the roles of both in-house and external agency personnel. Timing the communication campaigns. • The Marketing Communication tools – Advertising, Sales Promotions, Public Relations, Publicity, Direct Marketing, Personal Selling, Sponsorship, Exhibition, Corporate Hospitality, Customer Service. Their key characteristics; how they should be planned and implemented. • Communications within the organisation. Internal marketing and communications. The key principles and links with external communications and marketing effectiveness. • Marketing Communications effectiveness – the role of market research to evaluate the programmes and campaigns. Measurement techniques: qualitative and quantitative; Short term and longer term tracking studies.
ASSESSMENT TYPE	100% final submission of a 4000 word Individual Creative Portfolio

Brands and Branding	
MODULE CODE	BFK0010
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	<p>Lectures: 24 hours</p> <p>Seminars: 24 hours</p> <p>Guided Independent study: 152 hours</p>
SYNOPSIS	<p>The aim of the module is to introduce and develop knowledge of brands and branding to the student; the theories and processes that are critical to developing effective brands messages. The module will explore current trends in branding, and the functional and symbolic value of brands. It aims to provide students with a thorough grounding in branding, and to provide a platform for advanced branding modules.</p>

OUTLINE SYLLABUS	<ul style="list-style-type: none"> • What is a brand? How branding has evolved and how it is defined • Brand positioning • Social, political and financial aspects of branding • Creating brand values and brand personality: the tangible and intangible elements of a brand • Brand experience: consumer relationships with brands • The role of communication in building successful brands: the internal and external viewpoint • Brand leverage • Visual and verbal brand identity: names and logos
ASSESSMENT TYPE	50% 3,000 word individual briefing document 50% 15 minute group presentation

The Marketing Environment	
MODULE CODE	BFK0011
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Seminar: 48 hours Guided Independent Study: 152 Hours
SYNOPSIS	<p>To enable students to acquire an appreciation of the external issues which impact and influence marketing decisions and activities.</p> <p>In particular the module will enable students to understand how social, cultural, technological, political, legal and financial factors impact on marketing decisions such as planning and strategy formulation.</p> <p>The module aims to give students enough understanding of these areas to be able to make basic decisions themselves and be able to recognise when to call on the services of more dedicated professionals such as accountants and lawyers.</p>
OUTLINE SYLLABUS	<p>The module starts from the perspective that marketing is affected by many factors in particular political, cultural, social, technological, legal and financial factors.</p> <p>The module will include consideration of:</p> <ul style="list-style-type: none"> • The impact of green issues on marketing. • The effects of ethical trading and social responsibility on marketing. • The legal aspects of marketing. In particular considering the law relating to making agreements; making statements; liability for defective products; intellectual property rights; copyright; data protection; defamation; advertising and labelling; broadcasting; licensing and merchandising;

	<p>sponsorship and hospitality; promotions and incentives; lobbying; and cyber marketing.</p> <ul style="list-style-type: none"> • The principles of management accounting from the perspective of the non-accountant, to look at the information required for decision making, and how it is used. In particular the module examines the principles of cost behaviour, budgeting and pricing. • The financial accounting information available to the external user; the way in which it is put together; and methods of analysing that information. The module looks particularly at the key elements of a set of financial statements and the use of ratio analysis. <p>Throughout the module, the material will relate to current events in the business and marketing world, and students will be expected to keep up to date with current issues in these areas.</p>
ASSESSMENT TYPE	<p>In-Class Assignment 25% In-Class Test 50% Group Presentation 25%</p>

Markets and Marketing	
MODULE CODE	BFK0013
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lecture 24 hours Seminar: 48 hours Guided Independent Study: 228hours
SYNOPSIS	This module develops an understanding of the principles of management economics and marketing. To enable the students to understand the behaviour of markets and the responses of businesses to that behaviour through their marketing activities. To equip students with the confidence and knowledge to develop an understanding of marketing theory and practice and develop the skills to produce a well-researched marketing plan.
OUTLINE SYLLABUS	The development of economic and marketing thought. Marketing and business economics as a concept and a management function. Product, production, sales and marketing orientation. Analysing the business economic and marketing environment, internal and external factors, competition amongst the many, competition amongst the few, national and international aspects. Influences upon the Consumer and business buyer decision making process. The market research process, techniques of market research and planning. Target marketing, segmentation and positioning. Managing the marketing mix, Product life cycle, new product

	development, business economic and marketing pricing theory and strategy. Planning and managing the promotional mix. Distribution and logistics. An introduction to international business economics and international marketing theory.
ASSESSMENT TYPE	Group Assignment (3,000 words) 30% Group Presentation (10 minutes) 20% Exam (3 hours, closed book) [final assessment] 50%

Marketing Analysis	
MODULE CODE	BFK0016
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lecture 24 hours Seminar 48 hours Guided Independent Study 228hours
SYNOPSIS	This module provides business students with a fundamental understanding of marketing principles and practice within a framework that involves students understanding the marketing environment through market research tools. The module is designed to enable students to understand, through research, how marketing activities interact with the market place and affect business plans. The module will equip students with the confidence and knowledge to develop an understanding of marketing theory and practice and develop the skills to produce a well-researched marketing plan.
OUTLINE SYLLABUS	The understanding and analysis of the Marketing Environment including both Micro (including internal & external) and Macro factors. Managing the marketing mix: product decisions including the product life cycle and new product development, setting prices, and distribution and logistics considerations. An introduction to the integration and management of Marketing Communications and Promotions from conceptualisation to planning and implementation. Buyer behaviour: consumer and organisational buyer behaviour, buying decision making processes and influences on buyer behaviour. Market research: including approaches, primary / secondary research, qualitative / quantitative research, ad hoc / continuous; stages of the research; techniques / methods of marketing research, surveys, interviews, observation, experiments; and the planning and conducting of research, questionnaire design, and sampling. The future of marketing in a changing society with new technological challenges.
ASSESSMENT TYPE	40% 2,000 word Individual Assignment

	20% 10 minute Group Presentation 50% 2 hour Examination
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Practical Marketing	
MODULE CODE	BFK0017
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Seminar: 72 hours Guided Independent study: 228 hours
SYNOPSIS	The aim of the module is to develop a range of skills relevant to the varied demands of the marketing industry through practical application. Students will develop descriptive, analytical and decision making skills. It will also seek to develop generic marketing principles and transferable personal skills using the demands of the many sectors of the marketing industries within the UK as a vehicle.
OUTLINE SYLLABUS	Students will gain a full range of practical skills relevant to marketing practices in the commercial environment through: <ul style="list-style-type: none"> • An introduction to secondary data information sources and how to use, interpret and analyse these sources • Exercises in commercial report writing and data presentation • The practical application of marketing problem solving techniques • Utilising effective communication methods from a range of media through group work and presentations • Engaging in industry practice through relevant fieldwork
ASSESSMENT TYPE	Group coursework (2 units, 1000 words) 40% Individual assignment (2 units, 1000 words) [final assessment] 60%

Digital Marketing in the Contemporary World	
MODULE CODE	BFK0018
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Seminars 10 Hours Guided Independent Study: 170 hours Total hours: 200 hours
SYNOPSIS	This module is designed to introduce you to digital marketing. It focuses on all aspects of the domain (i.e., B2B, B2C, Service, etc). It keeps you at the forefront of modern practices: bridging the gap between theory and its practical application.

	You'll learn how to use a variety of digital marketing tools and platforms to design, manage, and optimise campaigns.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The changing digital landscape • The concept of direct marketing • Content marketing • Online communities • Digital Marketing Strategy • Digital marketing mix • Search engine marketing • Email marketing • The law and digital marketing
ASSESSMENT TYPE	Assessment 1: Group presentation 15 minutes (70%). Assessment 3: 500 Word individual reflection (30%).

Understanding Markets and Consumers									
MODULE CODE	BFK0019								
CREDIT RATING	20 credits / 10 ECTS								
LEVEL	Foundation (FHEQ Level 4)								
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Lectures:</td> <td style="text-align: right;">20 hours</td> </tr> <tr> <td>Seminars:</td> <td style="text-align: right;">10 hours</td> </tr> <tr> <td>Guided independent study:</td> <td style="text-align: right;">170 hours</td> </tr> <tr> <td>Total hours:</td> <td style="text-align: right;">200 hours</td> </tr> </table>	Lectures:	20 hours	Seminars:	10 hours	Guided independent study:	170 hours	Total hours:	200 hours
Lectures:	20 hours								
Seminars:	10 hours								
Guided independent study:	170 hours								
Total hours:	200 hours								
SYNOPSIS	<p>In the first term, the module introduces the principles of micro-economics. It is selective in its choice of content, featuring those aspects which have particular relevance and application to students who intend working in business and management.</p> <p>The second term introduces key principles of strategic and operational marketing. You will gain an understanding of the underlying concepts and theories underpinning marketing practice.</p> <p>The module has an even balance between theory and practice. More specifically it aims to make you aware of the economic and marketing underpinning of a range of business issues and problems.</p>								
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Micro Economics • Operation of markets in theory and practice • Determinants of demand and supply • Price, income and cross elasticity, in theory and their business relevance • Operation of labour markets • Market structures – how firms behave and why there may need to be controls • Why do markets fail? Negative and positive externalities 								

	<ul style="list-style-type: none"> • How to combat market failure – use of indirect taxation and subsidies • Marketing and consumers • Introduction to Marketing • Key Marketing Objectives • Marketing environment and market research • Market Segmentation • Service Marketing • Marketing Mix - products; pricing; promotions; distribution • Customer Service - definition, measurement and management of customer service
ASSESSMENT TYPE	Individual report 2000 words

Marketing and Society	
MODULE CODE	BFK0020
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Seminars: 10 hours Guided independent study: 170 hours Total hours: 200 hours
SYNOPSIS	<p>This module is designed to introduce and analyse marketing and consumption in their social context. Marketing emerges differently depending on the type of society in which it develops. Consumption is a complex phenomenon immersed in human social attitudes and behaviours. Thus, marketing and consumption are explored in this module in relation to broader contemporary sociocultural trends and issues. By adopting an interdisciplinary approach to the analysis of marketing and consumption, the module aims to develop your critical awareness of the interrelationships, consequences and tensions that exist between the marketer and the consumer at the individual and collective level, as well as between the marketer, consumer, business, and government.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Marketing as a social phenomenon • The marketing environment • Social evolution: Trend watching, analysing and forecasting • The rise of consumer society and culture • Consumer culture theory • Consumer epochal theory • Consumer wellbeing • The age of anxiety • Narcissism normalisation and consumption • Existential consumption • Sustainability in a consumer society • Marketing and philosophy

ASSESSMENT TYPE	Individual report 2000 words
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Creative Marketing Communications	
MODULE CODE	BFK0021
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 20 hours Seminars: 10 hours Guided Independent Study: 170 hours
SYNOPSIS	The focus of this module is Creative Marketing Communications and the contribution made to the overall marketing communications of an organisation. You'll consider how and why marketing communications campaigns are planned and implemented, both in online and offline contexts, using appropriate theoretical constructs to guide your development. The module aims to provide you with the knowledge and skills required to develop creative marketing communications content and plans that support the marketing mix, and in line with the organisation's strategic direction.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Analysing the marketing communications environment • The basic needs for communication, both within the organisation, and externally to the marketplace and the range and variety of communications objectives and the key audience/stakeholders. • The various levels of organisation planning – strategic, functional and operational – and the implications for both the scope and role of Marketing Communications Planning, Marketing Communications and Corporate Strategy • How Marketing Communications work – behavioural and practical theories, and the insights these provide to marketing management. • The Marketing Communication tools – Advertising, Sales Promotions, Public Relations, Publicity, Direct Marketing, Personal Selling, Sponsorship, Exhibition. • The role of objectives in the Marketing Communications plan. • Marketing communication resources – ‘3m’s’, and the need for budgeting and resource allocations. Staffing the communication plans, and the roles of both in-house and external agency personnel. Timing the communication campaigns. • Communications within the organisation. • Marketing Communications effectiveness
ASSESSMENT TYPE	Individual portfolio 2000 words

Principles of Marketing - CMDA	
MODULE CODE	BFK0224
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Student contact: Seminars: 32 hrs Guided independent study: 268 hrs
SYNOPSIS	This module develops an understanding of the principles of management economics and marketing. It provides business students with a fundamental understanding of marketing principles and practice within a framework that involves students understanding the marketing environment through market research tools. The module is designed to enable students to understand, through research, how marketing activities interact with the marketplace and affect business plans. The module will equip students with the confidence and knowledge to develop an understanding of marketing theory and practice and develop the skills to produce a well-researched marketing plan. It will enable students to understand the behaviour of markets and the responses of businesses to that behaviour through their marketing activities. The module will equip students with the confidence and knowledge to develop an understanding of marketing theory and practice and develop the skills to produce a well-researched marketing plan.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The module addresses the development of economic and marketing thought as a concept and a management function. It will provide an introduction to the integration and management of Marketing Communications and Promotions from conceptualisation to planning and implementation. Key topics to be considered are product, production, sales and marketing orientation. Students will analyse the business economic and marketing environment from an internal and external perspective, competition amongst the many and the few and from national and international perspectives. • Key influences upon the consumer and business buyer decision making process will be considered such as; • the market research process such as; primary/secondary research, qualitative/quantitative research, ad hoc / continuous, stages of the research, • techniques of market research and planning such as; surveys, interviews, observation, experiments; and the planning and conducting of research, questionnaire design, and sampling. • target marketing, segmentation and positioning. • managing the marketing mix, product life cycle, new product development, business economic and marketing pricing theory and strategy.

	<ul style="list-style-type: none"> • planning and managing the promotional mix. • distribution and logistics. • an introduction to international business economics and international marketing theory. • The future of marketing in a changing society with new technological challenges will also be considered.
ASSESSMENT TYPE	1. An individual presentation (20 minutes) 40% 2. An individual assignment (3000 words) 60%

Introduction to Air Transport	
MODULE CODE	BFT1007
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	48 hours Lectures/Seminars 152 hours Guided Independent Study
SYNOPSIS	<p>This module focuses on building foundation knowledge of the civil air transport industry. It gives a broad overview on issues in air transport and explains and analyses the role of air transport policy, law and environment. More specifically it seeks to make students understand how airlines, airports, air freight and air traffic control operate and how they are dependent on each other. The module has an even balance between theory and practice.</p> <p>The module is taught by means of mixture of lectures and tutorials. The course assessment and aspects of the end of module examination will draw upon specific data and applications from the air transport industry being studied by students.</p>
OUTLINE SYLLABUS	History of international aviation. The structure of air transport industry. Principles of air law and regulation (Montreal Agreement, regulatory framework, Chicago Convention). Deregulation and Open sky policy. Types of airlines (network airlines, low-cost airlines, charter airlines). Airline alliances Introduction to airports. Air Traffic Control Introduction to air cargo Environmental impacts of air transport Air safety management Air transport development.
ASSESSMENT TYPE	One written assignment. 1500 words (50%) A 2-hour closed-book examination (50%)

Commercial Management	
MODULE CODE	BFT1008
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	24 hours Lectures 24 hours Seminars 152 hours Guided Independent Study
SYNOPSIS	<p>This module will introduce students to commercial management within the context of the transport and logistics industry.</p> <p>The module develops an understanding of basic financial statements and progresses through to interpretation of financial accounts. The use of financial and non-financial information for business control and management decision making is explored.</p> <p>The module is made relevant to the suite of Logistics Management courses by illustrating concept and theory with industry specific examples and through the application of theory to case study examples from the transport and logistics industry. The module is taught by means of a weekly lecture and tutorial.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Accounting concepts underlying the preparation of accounts. • Understanding and using the main financial statements and ratio analysis. • Cost classification, cost behaviour, break even analysis and pricing. • Information for budgeting and control. • Techniques for the appraisal of investment decisions. • Cash management and asset financing. • Introduction to company law.
ASSESSMENT TYPE	In class tests (50%) A 2-hour examination (50%)

Fundamentals of Tourism	
MODULE CODE	BFT1010
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures: 48 hours Guided Independent Study: 152 hours
SYNOPSIS	This module will introduce students to the fundamental concepts and principles relating to the study of tourism and the tourist industry. The nature of tourism will be explored through an analysis of definitions, trends, market

	characteristics, determinants and motivations, product development, and an outline of the main industry sectors. The development of tourism will be analysed in the context of its history, its macro-environment and the economic, social, cultural and environmental impacts that it imparts. Principles of sustainable tourism development will be introduced.
OUTLINE SYLLABUS	Concepts and definitions of tourism. Growth and development of tourism. The measurement of tourism activity. Dimensions and trends of tourism. Characteristics of supply and demand. Determinants and motivations. The macro-environment for tourism. Tourism resources. Economic, social, cultural and environmental impacts of tourism. Sustainable tourism principles.
ASSESSMENT TYPE	Individual Proposal Presentation – 10 mins (40%) Individual Blog and Reflection (60%)

Transport Challenges and Issues	
MODULE CODE	BFT1012
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	48 hours lectures 152 hours Guided Independent Study
SYNOPSIS	This module provides an introduction to transport problems and issues set broadly within their structural, economic and policy context. It provides a foundation for topics that will be covered in more depth and detail at I and H levels.
OUTLINE SYLLABUS	<p>Definition of transport. Advantages and disadvantages of the main modes of passenger and freight transport.</p> <p>Demand for transport – why it is a derived demand. Factors that determine demand for passenger and freight transport at an individual, corporate and national level. Recent trends in the demand for transport in the UK and elsewhere.</p> <p>Supply of transport – infrastructure and operations. Private and public sector division with respect to ownership and responsibilities. Efficiency in transport privatisation and deregulation in transport.</p> <p>Transport policy – objectives and scope in the UK and EU. Methods of regulation and control available to governments and the role of market forces.</p> <p>Transport issues – a perspective on current problems including:</p>

	<ul style="list-style-type: none"> - Congestion - User charging - Market concentration - Investment - Subsidisation - Sustainability
ASSESSMENT TYPE	Portfolio (50%) 2 hr unseen examination (50%)

Management Accounting	
MODULE CODE	BFT1014
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	48 hours lectures 152 hours guided independent study
SYNOPSIS	The module provides a fundamental understanding of the key aspects of logistics and supply chain management. It focuses on the identification of the relationships between logistics activities and corporate strategy and looks at how changing business conditions have impacted on the development of the sector. The principles underpinning effective management of material flows are analysed with specific regard to inventory and distribution management and their role in creating customer satisfaction. The application of information technology and the need to comply with increasing environmental regulations will also be considered.
OUTLINE SYLLABUS	An introduction to supply chain management and the key objectives of logistics sets the scene for further analysis of the key functional areas of logistics. Materials management, transport, warehousing, inventory, channels of distribution, and customer service are examined and the importance of the effective management of these functions in creating a competitive advantage within the company is discussed. Various company examples are introduced to demonstrate how their logistics functions and planned, managed and controlled.
ASSESSMENT TYPE	Group report (3000 words) and individual reflective commentary (1000 words) 50% Exam (2 hours) 50%

Business Skills	
MODULE CODE	BFT1015
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures/workshops 24 hours

	<p>Workshops 36 hours</p> <p>Seminars 12 hours</p> <p>Fieldwork 20 hours</p> <p>Guided Independent Study 108 hours</p>
SYNOPSIS	<p>This module will enable students to develop their professional and personal skills to ensure that they are equipped for both the study and work environment. Emphasis is on employability and enterprise. Lectures, workshops and tutorials will enable students to develop and practice their reading, writing, presentation, teamwork and research skills. ICT skills will be enhanced through the delivery of workshops. Data analysis and statistical techniques will be used to show how these tools are vital in performing the tasks required within industry central to all modern business operations. Students will develop the ability to choose, use and manage appropriate mathematical, statistical and ICT techniques to produce and disseminate meaningful management information. The emphasis on the statistics part of the module is on carrying out data manipulation and analysis with a minimum of theory.</p> <p>The module is taught by lectures, tutorials, and workshops, with assessment being through the submission of a portfolio of evidence and in-class tests. The module incorporates elements of PDP and self-evaluation. A weekend residential field trip in the first term will focus on team-building skills.</p>
OUTLINE SYLLABUS	<p>Students will develop the ability to choose, use and manage appropriate ICT systems and techniques to produce and disseminate meaningful management information. Simple and advanced features of MS Office applications will be investigated and a student's competence of using Word, PowerPoint, and Excel effectively will be developed.</p> <p>The statistics element of the module will develop students' understanding of the management of variability through data investigations, formulating probability-based models in order to make inferences from samples, statistical theory and communication of the results of statistical analysis. The majority of the analyses will focus on the application to specific industry-based examples.</p> <p>Individual and group-based activities will enable students to become effective learners and communicators through the development of key professional and transferable skills, namely:</p> <ul style="list-style-type: none"> • The development of self evaluation through the preparation of Personal Action Plans • Time management, task prioritizing and planning • Organization and the effectiveness of meetings

	<ul style="list-style-type: none"> • Presentation skills and how to present material in an effective manner • How to collect, analyse and interpret information from secondary sources • How to reference effectively • Report writing and essay writing skills • Examination skills
ASSESSMENT TYPE	Coursework 1000 words (50%) In-class test 60 minutes (50%)

Economics	
MODULE CODE	BFT1016
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	48 hours Lectures/Seminars 152 hours Guided Independent Study
SYNOPSIS	The module provides an introduction to the principles of micro and macro-economics. It is selective in its choice of content, featuring those aspects which have particular relevance and application to students who intend working in logistics, supply chain management and transport. The module has an even balance between theory and practice. More specifically it seems to make students aware of the economic underpinning of a range of business issues and problems that relate to logistics, supply chain management and transport.
OUTLINE SYLLABUS	<p>Scope of economics and role of economists in government and business</p> <p>Microeconomics Operation of markets in theory and practice Determinants of demand and supply Price, income and cross elasticity, in theory and their business relevance Operation of labour markets Market structures – how firms behave and why there may need to be controls Why do markets fail? Negative and positive externalities How to combat market failure – use of indirect taxation and subsidies</p> <p>Macroeconomics Objectives of government economic policy Conflicts in meeting these objectives Trade, integration and the balance of payments Aggregate demand as a means of control – fiscal and monetary policies</p>

	Aggregate supply – how to improve competitiveness Globalisation and the growth of emerging economies – importance of China and India Sustainable development
ASSESSMENT TYPE	A portfolio of evidence (3000 words) incorporating tutorial tasks will demonstrate competence in micro-economics (50%) A portfolio of evidence (3000 words) incorporating tutorial tasks will demonstrate competence in macro-economics (50%)

Marketing and Innovation	
MODULE CODE	BFT1017
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Lectures/Seminars 48 hours Guided independent study 152 hours
SYNOPSIS	The module introduces key principles of strategic and operational marketing. Furthermore, the modules address these principles from the perspective of logistics and supply chain firms. Students will gain an understanding of the underlying concepts and theories underpinning marketing practice. The module has an even balance between theory (lectures) and practice (case studies and industry examples in tutorials). The module also covers the impact of innovation and technological change on companies in the sector.
OUTLINE SYLLABUS	<p>Introduction to Marketing</p> <ul style="list-style-type: none"> Strategic Marketing <ul style="list-style-type: none"> Market environment Market research Market segmentation Positioning Operational Marketing <ul style="list-style-type: none"> Product Price Promotion Place Consumer Marketing (B2C) & Consumer Behaviour <ul style="list-style-type: none"> Service Marketing Industrial Marketing (B2B) Issues in Global Marketing Linking Marketing and Economics <p>Creativity & innovation in business Technological change Technology & innovation</p>
ASSESSMENT TYPE	Group work (3000 words written) (40%)

	Group work (10 minutes presentation) (10%) A 2-hour examination (50%)
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Economics & Marketing	
MODULE CODE	BFT1018
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	48 hours Lectures/Seminars 152 hours Guided Independent Study
SYNOPSIS	<p>In the first term, the module provides an introduction to the principles of micro-economics. It is selective in its choice of content, featuring those aspects which have particular relevance and application to students who intend working in logistics, supply chain management, air transport and transport.</p> <p>The second term introduces key principles of strategic and operational marketing. Students will gain an understanding of the underlying concepts and theories underpinning marketing practice.</p> <p>The module has an even balance between theory and practice. More specifically it seems to make students aware of the economic and marketing underpinning of a range of business issues and problems that relate to logistics, supply chain management and (air) transport.</p>
OUTLINE SYLLABUS	<p>Scope of economics and role of economists in government and business</p> <p>Microeconomics</p> <ul style="list-style-type: none"> Operation of markets in theory and practice Determinants of demand and supply Price, income and cross elasticity, in theory and their business relevance Operation of labour markets Market structures – how firms behave and why there may need to be controls Why do markets fail? Negative and positive externalities How to combat market failure – use of indirect taxation and subsidies <p>Marketing</p> <ul style="list-style-type: none"> Introduction to Marketing Key Marketing Objectives Marketing environment and market research Market Segmentation

	<p>Service Marketing</p> <p>Marketing Mix - products; pricing; promotions; distribution</p> <p>Customer Service - definition, measurement and management of customer service</p> <p>Relationship between Marketing and Logistics</p>
ASSESSMENT TYPE	<p>A portfolio of evidence (3000 words) incorporating tutorial tasks will demonstrate competence in micro-economics (50%)</p> <p>A 2-hour examination (50%)</p>

Organisations and People	
MODULE CODE	BFT1019
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	<p>48 hours lectures/seminars</p> <p>152 hours Guided Independent Study</p>
SYNOPSIS	<p>The module will introduce students to the characteristics of organisations and explore how they operate and what influences them. The structures, operations and management aspects of organisations will be analysed. The specific behaviour of people at work will also be examined in order to understand their motivations. Whilst some of the theories of management styles will be discussed, emphasis will be placed on developing the personal skills of students with regard to some of the key business activities.</p>
OUTLINE SYLLABUS	<p>Students will develop an understanding of the organisation and the people within it and develop relevant practical skills.</p> <p>The module will examine the nature of organisations and organisational practices and identify the changing world of work in particularly with regard to globalisation and the international context. Issues of cultural diversity in the workplace will be identified. The nature and structure of organisations within the logistics, transport, tourism and events management sectors will be examined and the prevalent changes and drivers affecting change will also be studied.</p> <p>With regard to the management of people, aspects of the management of organisations including different management theories and the impact of these approaches on the workforce will be identified. The importance of an understanding of different learning styles to enable the management of organisations to engender learning will also be analysed. The contribution of teams and team-working within organizations, theories of formation and development,</p>

	structure, factors influencing team effectiveness, team decision making, cohesion and team working, and the influence and power within groups will be assessed. Leadership styles, motivation, job satisfaction, communications and learning theory will be applied to real industry examples to enable students to examine the most effective methods for meeting organisational goals.
ASSESSMENT TYPE	A written assignment of 1500 words in length which will account for 50%. A 2-hour closed book exam comprising of 50%.

Supply Chain Management Work-based Development 1 - CMDA	
MODULE CODE	BFT1021
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ Level 4)
LEARNING METHODS	Student Contact: Seminars 32 hours Guided Independent Study: 268 hours
SYNOPSIS	<p>This module aims to develop a fundamental understanding of the key aspects and principles of logistics and supply chain management. Students will develop their knowledge, understanding and skills through structured classroom learning, directed self-study and through a work-based project focused on the supply chain of their own organisation.</p> <p>Students will agree work-based learning objectives and a clear learning plan that will enable them to demonstrate attainment of the outcomes of this module and the application of learning in the workplace. The learning plan will incorporate a project linked to the operation, performance or development of the employer organisation's supply chain, with terms of reference agreed by the student, the employer and the university. The learning plan will also support the personal and professional development of the student (building on an initial audit) with the learning plan used to inform summative assessment.</p>
OUTLINE SYLLABUS	An introduction to supply chain management and the key objectives of logistics sets the scene for further analysis of the key functional areas of logistics. Materials management, manufacturing, transport, warehousing, inventory, channels of distribution, and customer service are examined and the importance of the effective management of these functions in creating a competitive advantage within the company is discussed. The application of information technology and the need to comply with increasing environmental regulations will also be considered. Various company examples will be

	<p>introduced to demonstrate how supply chains are planned, managed and controlled and how they can be improved.</p> <p>The work-based assessment will provide an opportunity to analyse the operation, management and performance of the supply chain within the host organisations and to apply studied principles.</p> <p>Introductory sessions will support the student in the development of a work based learning plan and project that will enable the attainment of the learning outcomes of this module to be demonstrated. The learning plan will also incorporate professional and personal development objectives informed by an initial skills audit and relevant outcomes linked to other year one modules.</p> <p>Students will conduct an end of year skills audit as a baseline for the following year's individual learning plan included in Work-based Development Module 2.</p>
ASSESSMENT TYPE	An individual portfolio (2000 words) based on a work-based project and demonstrating the application of learning for the module. 100%).

PROSPECT – Project, Supply Chain and Transport Management	
MODULE CODE	BFT1022
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Foundation (FHEQ level 4)
LEARNING METHODS	Guided independent study: 170 hours Total hours: 200 hours
SYNOPSIS	This module provides you with a good understanding of transport, logistics and supply chain management. It focuses on the importance of creating a more eco-friendly, smart, people-centric, and cost-effective transport system that must be multi-modal, integrated and socially inclusive. You'll learn about inventory and distribution management and creating customer satisfaction, the underpinning of effective management, along with the increasing environmental regulations that are evident in the industry.
OUTLINE SYLLABUS	<p>1. Transport issues</p> <ul style="list-style-type: none"> - Road traffic congestion - Social inclusion and accessibility - Smart growth and urban development - Sustainable travel behaviour - Future mobility - Sustainable operations <p>2. Logistics and Supply Chain Management</p>

	<ul style="list-style-type: none"> - Manufacturing & Materials Management - Freight Transport Management - Warehousing - Inventory Management - Customer Service - Supply Chain trade-offs <p>3. Project Management</p> <ul style="list-style-type: none"> - Defining projects and project management - The strategic context of project management - The project planning life cycle - Project planning - Project Team Management - Project Delivery
ASSESSMENT TYPE	Group Poster presentation 10 minutes (40%) Individual report 1000 words (60%)

Data Analytics and Creating Value	
MODULE CODE	BHD0001
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 10 Hours Workshops: 20 Hours Guided independent study: 170 hours
SYNOPSIS	<p>In this module you will investigate the role of digital business and the importance of data management principles in developing and maintaining modern business operational and strategic processes. At the completion of the module, you will have a practical understanding of data management design, input, output and analysis. In addition, the focus on digital business technologies gives students a background knowledge of IT Infrastructure, data centre management, digital supply chains, electronic business and digital marketing approaches within the broader business environment.</p> <p>You will have an overview of the concepts, techniques and tools of modern data management and analysis for organisational decision making. In addition, you will gain a practical understanding of how to access, query and manage data. This will be underpinned by practical data management issues including ethics, data centre management, data cleansing etc.</p>
OUTLINE SYLLABUS	This module covers the analysis and identification of various data management techniques and their usage in identifying and supporting organisational innovation and growth. Students will critically apply various data analytical

	<p>approaches, and look at the various concepts and current prevailing ideas in data management for decision making. In addition you will investigate key operational and strategic issues which support the collection and usage of data within a digital business environment, including strategy, marketing, business models and e-commerce. As part of the study, you will use multiple data capture and storage strategies, with a focus on data cleansing and data centres. This investigation into data centres will be underpinned by Human Resource Management (HRM) theory which investigates the issues and challenges around data centre management. Finally, and crucially the module will look at the key concepts of data analysis, and questions how we should analyse and query the data we have already acquired.</p>
ASSESSMENT TYPE	<p>An individual 6-minute presentation 40%. A practical project equivalent to 2000 words 60%.</p>

Data Management and Digital Business - CMDA	
MODULE CODE	BHD0263
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Student contact: Seminars: 32 hrs Guided independent study: 268 hrs</p>
SYNOPSIS	<p>This module investigates the role of digital business and the importance of data management principles in developing and maintaining modern business operational and strategic processes. The module aims to offer students a practical understanding of data management design, input, output and analysis. In addition, the focus on digital business technologies gives students a background knowledge of IT Infrastructure, Digital Supply chains, Electronic Business and Digital marketing approaches within the broader business environment studied within the course.</p> <p>Consequently, this module will provide students with an overview of the concepts, techniques and tools of modern data management and analysis, this will include gaining a practical understanding of how to access, query and manage data collections, using traditional relational databases. The chosen datasets will then be applied and queried within digital business for operational and strategic purposes. As part of this students will critically study the application of innovative and digital technologies and their impact on organisational improvement and development.</p>
OUTLINE SYLLABUS	<p>The outline syllabus of this module aims to equip students with the knowledge of digital technologies and their impact</p>

	<p>on organisations and the understanding of the importance of data and knowledge management in helping organisations make decisions.</p> <p>This will be achieved through the analysis and identification of various data management techniques and their usage in identifying and supporting organisational innovation and growth. Students will critically apply various data analytical approaches and look at the various concepts and current prevailing ideas in data management. In addition, students, will some of the key legislative, operational and strategic issues which support the collection and usage of data within a digital business environment. Finally, and crucially the module will look at the key concepts of data analysis, and questions how we should analyse and query the data we have already acquired. The module will look at both internal and external data sets including data from data.gov.uk and the World Bank.</p> <p>In order to identify business improvements and to create innovative business approaches this module will support the decision-making process by introducing students to the various Online and Offline business and revenue models, and how they can help organisations create unique opportunities for innovation and growth.</p>
ASSESSMENT TYPE	<p>An individual 15-minute presentation which investigates the impact of data management and business processes on the ability of organisations to identify areas of growth and innovation. 40%.</p> <p>An individual 2500-word practical work-based project which utilises internal or external data sets to help students query, analyse and maintain data for business operational processes. 60%</p>

Management of Organisations for the Hospitality Industry	
MODULE CODE	BHH4001
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Lectures 20 hours</p> <p>Tutorials 10 hours</p> <p>Guided Independent Study 170 hours</p>
SYNOPSIS	<p>This module deals with the interaction between corporate and unit levels in domestic and international business environments.</p> <p>Issues are investigated relating to the degree of 'fit' and integration between the organization's task environments,</p>

	<p>strategies, structures, cultures and management approaches at both unit and corporate levels in order to achieve strategic aims.</p> <p>Students are also introduced to the latest ideas, works, terminology and theories of today's leading management Gurus on issues such as; leadership, change, organizational learning, motivation, commitment, trust, performance, market leadership, managing people, business ethics, managing knowledge and information, decision making, corporate mission, competitive advantage, service quality, customer care.</p> <p>Students apply the most contemporary advanced thinking on organizations, management and leadership to a hospitality / tourism issue of their choice and debate it between two teams.</p> <p>The module is taught by weekly lectures with support from weekly seminars.</p>
OUTLINE SYLLABUS	<p>The module examines the fundamental challenges facing hospitality organizations at the corporate and unit level in a post-modern global economy. These fundamental societal changes are examined alongside the resultant changes in customers and their consumption, organizational design, management approaches and labour expectations. This analysis is then applied to the hospitality context in order to understand the challenges facing corporate hospitality managers today.</p> <p>Traditional and contemporary and management theories are examined surrounding issues as; business ethics, leadership, the learning organization, managing performance, people, relationships, innovation, motivation, commitment, trust and change, in order to assess their relevance for addressing these challenges effectively.</p>
ASSESSMENT TYPE	<p>Essay 50% (1500 words) Report 50% (1500 words)</p>

Strategic Management for the Hospitality, Travel and Tourism Industries	
MODULE CODE	BHH4002
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Lectures 20 hours Seminars 10 hours Guided Independent Study 170 hours</p>

SYNOPSIS	This module applies the principles of Strategic Management to the Hospitality and Tourism industries through a study of concepts and theories. The module will cover the three elements of the Strategic Management process: Strategic Analysis, Strategic Choice and Strategic Implementation. This will be achieved by means of lectures, seminars (focusing on case studies) and guest lectures. On completion of this module, students will be aware of the importance of effective Strategic Management for any hospitality or tourism company and be able to analyse, develop and know how to implement effective strategies.
OUTLINE SYLLABUS	Introduction to corporate strategy (mission, goals and objectives); practical issues in strategic management; analysing the environment; resource issues; comparative analysis and benchmarking; SWOT analysis and CSF (Critical Success Factors); stakeholders; business ethics; culture; competitive advantage; strategy development; strategy evaluation and selection; organisational structure and design and issues in managing strategic change. This module will be divided into four parts: Introduction to Strategic Management, Strategic Analysis, Strategic Choice and Strategic Implementation/Evaluation.
ASSESSMENT TYPE	Individual report (1000 words) 30% Essay (2000 words) 70%

Research Methods and Hospitality Project	
MODULE CODE	BHH4003
CREDIT RATING	40 credits / 20 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 10 hours Seminars 10 hours Guided Independent learning 390 hours
SYNOPSIS	The principal outcome of this module is a fully developed undergraduate project. The module will commence with the writing of a proposal which will consist of the project title, its aims and objectives, an outline structure with the selected methodology, a proposed plan of work and its relationship to previous work, together with the principal references. To facilitate this, students will be exposed, via a combination of formal lectures and tutorial support, to a variety of project suggestions and a range of methods for carrying them out.
OUTLINE SYLLABUS	The syllabus commences with an examination of the generation of research ideas. Philosophical, methodological and pragmatic issues are examined in the process of converting these "raw" ideas into a practical reality. The three main phases of the research/enquiry process, namely the design, conduct and report are covered in turn.

	Strategies and specific techniques are examined, questionnaire design for example, at an appropriate point in the syllabus as the focus of attention moves from general concerns to singular detail. Application of both the general themes and the specific techniques to the individual's project is extended and reinforced by the tutorial support.
ASSESSMENT TYPE	Final Project Report 10,000 words

Managing the Client's Event	
MODULE CODE	BHH4010
CREDIT RATING	40 credits / 20 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 32 hours Tutorials 16 hours Guided Independent Study 352 hours
SYNOPSIS	<p>This module will provide the opportunity for students to plan, design and execute a live event on behalf of a client. This module will be delivered in two parts to allow students to gain knowledge of project management systems and techniques and consequently apply these to the planning and delivering of a client lead event. During the first term of the module students will attend a series of themed workshops relevant to project management. These include meeting the client brief, measuring client objectives, techniques for monitoring and implementing quality, health and safety, risk assessment and techniques for evaluating events.</p> <p>Students will be allocated to a member of the staff team from whom they can seek advice in the planning of their event and a client mentor.</p> <p>The first part of the module requires students to present their events proposal to a forum of staff and industrialists. The proposal must be approved by the client before the event can be undertaken. In semester one students are required to undertake a comprehensive review of project management for events literature and produce a report of approximately 4000 words.</p> <p>In the second part of the module in semester two, students will manage the client lead event. This event will be assessed by two tutors. The student will be required to submit an individually produced report which will analyse the project management literature review completed in semester one and apply the findings to the event planning and delivery. Reports should include data relating to client/customer feedback and a reflection of the student's role as Events</p>

	Manager. Application of the literature to the practical event report length approximately 4000 words.
OUTLINE SYLLABUS	How to review literature – critical thinking Team working and leadership Motivation Understanding the client brief Measuring objectives Project management principles and concepts Project management models
ASSESSMENT TYPE	Project Management Literature Review (60%) 6000 words Individual event delivery (10%) Individual research findings poster and rationale 1000 word (30%)

Global Events and Risk Mitigation	
MODULE CODE	BHH4011
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 20 hours Tutorials 10 hours Guided Independent Study 170 hours
SYNOPSIS	This module is designed to provide an in-depth knowledge of the contemporary issues involved in bidding for and staging global events and festivals. Students will study the strategies and policies which are necessary for host nations to deliver a lasting legacy from these highly prestigious and costly events. Whilst considering the risks associated with hosting on the global stage, you will research and evaluate a wide range of case studies of contemporary events from the Olympics to Formula 1, the Ryder Cup and International Film Festivals. This will provide students with the necessary tools to review previous policies, risk mitigation plans, and suggest alternative approaches. Students will study the role of Global Events and Festivals in developing destinations and be able to use models to assess the impact of specific types of events on destinations.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Mega events, Strategies and Policies • Managing guest/host relations and tourism/leisure consumption • Event Legacy policies and strategies. • Mega events, festivals, and business strategy. • Global risks, for example terrorism travel disruptions and epidemics/pandemics • Theories and models of Destination development/management. Branding destinations, concepts, and theories. Destination positioning • Events and regeneration, Cities of Culture.

	<ul style="list-style-type: none"> • Events and the emerging markets. Competitive strategies for the events industry.
ASSESSMENT TYPE	Individual Essay 1000 words (30%) Exam 2 hours (70%)

Creativity and Innovation	
MODULE CODE	BHH4012
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 20 hrs Tutorials 10 hrs Guided Independent Study 170 hrs
SYNOPSIS	<p>The module takes a critical approach to problem solving for anyone involved in managing a business. The focus is on the development of creative ideas and the implementation of innovative solutions in functions critical to the successful management of a business. Students are encouraged to gain a greater understanding of the creative process and how it is fundamental to the evolution of business. The emphasis throughout is on the development and application of the knowledge and skills inherent in successful innovation. The module encourages the acquisition, practice and development of creativity and innovation techniques in supervised, student lectures and workshops. Students are encouraged to critique and synthesis academic sources in order to develop a sound theoretical and conceptual appreciation and application of creative and innovative literature. Students are also encouraged to reflect upon entrepreneurial literature in an attempt to create a critical and reflective piece on their own potential to become an entrepreneur.</p>
OUTLINE SYLLABUS	<p>The module provides prospective events managers with the opportunity to practice and develop creative problem-solving techniques, with a critical appreciation of the importance of innovation to society. The lectures provide a critical conceptualisation of creativity, innovation and change from a variety of academic perspectives including cognitive and behaviourist theorists.</p> <p>The lectures also examine the increasingly important role of creativity and innovation in organisations and the many ways in which organisations can be designed to enhance creativity and innovation across a variety of areas. Students will be made aware of a variety of ways of managing the innovation process. The workshops allow students to practice and</p>

	<p>develop creative problem-solving techniques. Beginning the innovation process students will be introduced to a variety of problem and issue identification and re-definitional techniques. From this will follow a series of creativity techniques including;</p> <ul style="list-style-type: none"> - morphological analysis - reversal technique - brainstorming - lateral thinking <p>Students will then evaluate and prioritise the ideas and solutions produced using such techniques as 6 Hat Thinking. Students will also appreciate issues surrounding the implementation of ideas and solutions by examining how to cope with criticism and overcome blocks to acceptance. Importantly students will also appreciate ways in which the effectiveness of innovation can be measured.</p>
ASSESSMENT TYPE	<p>Group innovation project 3000 words (40%) Individual coursework 2000 words (60%)</p>

Research Project	
MODULE CODE	BHH4013
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Seminar 10 hours Lectures 10 hours Guided Independent Study 180 hours</p>
SYNOPSIS	<p>The aim of this module is to develop the student's skills and ability to carry out a substantial investigation into a particular aspect of hospitality management of the student's choice. Emphasis is placed on review and evaluation of literature and other available information, rather than collection of original data. In the early stages of project development, seminars and workshops are organised to provide guidance in various important aspects of project formulation and development, such as choice of appropriate methodology, identification of sources of appropriate information, literature review techniques and report writing skills. For the remainder of the module, emphasis is placed on individual study, supported by regular personal supervision. At the end of the module the student is required to submit a Project Report of 6,000 words.</p> <p>Assessment of the module is largely on the basis of the final Project Report. Students are however expected to submit a Project Proposal in the early stages of the module, and to submit a Progress Report.</p>

OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Explanation of project aims and requirements. Explanation of assessment criteria. • Issues relating to topic choice and problem identification. • Identifying sources of information. How to carry out a literature review. Use of library and internet sources. Corporate and business information sources. • How to structure and write a project report.
ASSESSMENT TYPE	Project 6000 words

Hospitality Operational Analysis	
MODULE CODE	BHH4017
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture 20 hours Tutorial 10 hours Guided Independent Study 170 hours
SYNOPSIS	<p>This module aims to develop the student's analytical skills when faced with performance management of the hospitality industry across the strands. Emphasis will be placed on extending the process of operational management to include operational strategy. The implementation and development of management in a variety of hospitality models and the analytical and conceptual tools available to improve and increase revenues, performance and productivity will be a key aspect. Expansion of hospitality and service sector businesses in a variety of settings will also be examined with contemporary evidence to underpin findings.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Evolution of operations management • Operations role in corporate strategy • Dimensions of quality management • Operational decision making tools • Designing services, products and delivery systems • Managing and controlling the operations system • Increasing productivity and market share • Innovation and creativity as a tool for improvement
ASSESSMENT TYPE	<p>Portfolio (6 units) - 100% 3000 words individual portfolio - case study: Students will investigate a real-life food and beverage operation and identify a range of issues relating to quality, productivity and both consumer as well as operational demands. This will then lead to the use of a variety of analytical tools and conceptual models to facilitate the application of a variety of possible solutions to those problems.</p>

International Business of Sport	
MODULE CODE	BHH4018
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 20 hours Tutorials 10 hours Guided Independent Study 170 hours
SYNOPSIS	<p>Sport is a significant industry that plays an important role in contemporary society. It is a key contributor to the events industry as it produces some of the world's largest and most prestigious events. For this reason, sport is analysed in this module at both domestic and international level. The business of sport and the strategic management that is associated to it is fundamental to any individual who has an expressed interest in sport event management. Through analysing the structure and scope of the sector this module aims to provide students with a deep understanding of how sport should be managed as a business in the 21st century. Links between existing strategic management theory, governance theory and operational theory will be developed in order to provide students with the ability evaluate the strategic approaches that contribute to the success or failure of sport both on a global and national level. A range of case studies will provide the opportunity to discuss the range of issues and problems that face modern day sports managers.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The nature and structure of sports events with a focus on the role of the national and international governing bodies. • The organisational development of sports strategies and the importance of strategy in sport, contemplating theories of strategic management and the issues relating to strategic implementation in sport. • The development of effective strategic management systems. • The organisation and management of sporting organisations, including operational management and event planning, ethics and governance in sport and financial planning for sports events. • The issue of risk management in sport and the application of risk management strategies applicable to sport. • The role of marketing and the links to strategic development of sport to different types of target markets. • The role of broadcasters and the influence and power of broadcasters on the future development of sports in the UK and Internationally (China).

	<ul style="list-style-type: none"> • Show understanding of how the State use sport as a political tool to govern and win large contracts and drive political campaigns. • Strategies for gaining sponsorship for sporting events and the issues associated for both sponsorship parties
ASSESSMENT TYPE	1000 Word Individual Report (30%) 2-hour exam (70%)

International HRM for the Hospitality Industry	
MODULE CODE	BHH4019
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 20 hours Tutorials 10 hours Guided Independent Study 170 hours
SYNOPSIS	The aim of this module is to provide the student with a good knowledge and understanding of theory and practice in relation to International HRM, with a focus on the Hospitality, Tourism, Leisure and Events industry.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Introduction to International HRM • Global Staffing • International Assignments • International Labour Markets • Convergence and Divergence in HRM • International Compensation • Employment Relations • Managing Diversity • Strategic International HRM • Sustainability and future developments in IHRM
ASSESSMENT TYPE	Individual Report 30% (1000 words) Essay 70% (2000 words)

Research Methods and Project	
MODULE CODE	BHH4021
CREDIT RATING	40 credits / 20 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 10 hours Seminars 10 hours Guided Independent Study 380 hours
SYNOPSIS	The principal outcome of this module is a fully developed undergraduate project. The module will guide students through the whole process of the project – this will start from the thinking and developing of potential research ideas, to debating the methodological considerations and appropriateness for each research, and finally reviewing the

	strategies to analyse and present data. The module has been specifically designed with the intention to support students with the development of the research idea. To facilitate this, students will be exposed, via a combination of formal lectures and tutorial support, to a variety of project suggestions and a range of methods for carrying them out.
OUTLINE SYLLABUS	<p>The syllabus commences with an examination of the generation of research ideas. Philosophical, methodological and pragmatic issues are examined in the process of converting these "raw" ideas into a practical reality. The three main phases of the research/enquiry process, namely the design, conduct and report are covered in turn.</p> <p>Strategies and specific techniques are examined, questionnaire design for example, at an appropriate point in the syllabus as the focus of attention moves from general concerns to singular detail. Application of both the general themes and the specific techniques to the individual's project is extended and reinforced by the tutorial support. The project is an independent piece of study for all honours students, testing their in-depth knowledge of a subject area.</p>
ASSESSMENT TYPE	Final Project Report 10,000 words

Niche Tourism Strategy	
MODULE CODE	BHH4026
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Lectures: 20 hours</p> <p>Seminars: 10 hours</p> <p>Guided independent study: 170 hours</p> <p>Total hours: 200 hours</p>
SYNOPSIS	Niche Tourism is considered tourism activities which do not involve large numbers of tourists within staged settings (which is often referred to as "Mass Tourism"). As the tourist has become more sophisticated and discerning over the years, Niche Tourism has grown in popularity. As a result, numerous travel providers have developed products tailored to the needs of people requiring something "different" from the mass tourist. In this module you will explore and research the strategic direction of numerous niche tourism sub-sectors and identify the management and operational implications.
OUTLINE SYLLABUS	Introduction; Dark Tourism; Cruise Tourism; LGBT Tourism; Adventure Tourism; Gastronomic Tourism; Heritage and Culture Tourism; Volunteering Tourism; Researching Tourism Issues; Conclusion and Future of Niche Tourism.
ASSESSMENT TYPE	Individual Poster Presentation 10 minutes (30%) 2000 word Individual Project (70%)

Marketing for Small Business	
MODULE CODE	BHK0015
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 10 hours Tutorials: 20 hours Self-Directed Study: 170 hours
SYNOPSIS	This course will initially focus the student on the marketing / entrepreneurship interface and the unique view this offers on the realities of marketing for the SME. The student will progress sequentially through opportunity recognition; market research activity; competency development; growth and life cycles; monitoring; control and forecasting; relationships with advisors; surviving crises; and the role of multi-level marketing and franchising to both expand the franchisor's business and to create opportunity for the new small business.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The marketing / entrepreneurship interface; why SMEs are important and the need to differentiate our marketing approach. • Opportunity recognition. • Market Research for the SME. • Competencies and skills for the entrepreneurial SME. Marketing Vs. entrepreneurial orientations. • Using customer surveys as a marketing tool. • The growth process and life cycles. • Monitoring & control - forecasting and monitoring using time series models and tracking signals. Commercial & health monitoring of SMEs. • Relationships with advisors. • Building the business through syndicating - franchising and multi-level marketing. • Difficult trading conditions - addressing and surviving crises. • Strategic Marketing Planning in SMEs - applicability and differences compared to large firms.
ASSESSMENT TYPE	60% 3,750-word group 'live' SME case study 40% individual presentation (3 minutes)

Corporate Finance	
MODULE CODE	BHA0020
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 22 hours

	Tutorials: 22 hours Self-Directed Study: 156 hours
SYNOPSIS	To extend and develop the student's knowledge of financial management through an examination of the theory of business finance and its contribution to financial decision making. The module introduces the environment of financial decision-making, involving corporate objectives, the role of the finance function and the importance and functioning of the capital markets.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Advanced Capital Investment Appraisal including replacement decisions and capital rationing • Financing decisions: including the role of financial markets and stock market efficiency. • Dividend decision • Cost of Capital • Valuation • Mergers and Acquisitions
ASSESSMENT TYPE	1 - Individual in class test lasting 45 minutes - weighting 30% 2 - Three-hour unseen examination assessment weighting 70%

Strategic Retailing	
MODULE CODE	BHK0016
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 20 hours Tutorials: 10 hours Guided Independent study: 170 hours
SYNOPSIS	Retailing is becoming an increasingly important marketing activity; retailers are powerful brands within their own right. The module provides an analysis and overview of the industry and focuses on aspects of the business environment that are particularly relevant to retail businesses. The module provides the opportunity to investigate the various elements used in the formulation of a retail strategy. The relationship between producers and retailers and their inter-relating marketing aims are explored in depth, and a full appreciation of the elements of the retail marketing mix will be gained.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Retail evolution and an overview of organisations, structures, ownership and formats • Multi-channel retailing: store and non-store retail formats • The retail marketing mix <ul style="list-style-type: none"> o Location: selection process and planning, atmosphere, design, visual merchandising and environment o Product: buying process, category management, own-brand and brand management

	<ul style="list-style-type: none"> o Price: costing structures, margins and space allocation o Promotion: internal and external communication methods, the development of an integrated communication strategy o Service: service elements in store and non-store formats • Consumer behaviour: customer profiles, loyalty and customer relationship management, monitoring and responding to changes in consumer's attitudes and behaviours. • Market segmentation: handling change, segmentation strategies and competitive advantage • Distribution: strategies, supplier relationships, logistics and supply chain management • Internationalisation of retailing: market entry methods, ethical and legal impact
ASSESSMENT TYPE	50% 15-minute group presentation 50% 1,500-word individual briefing document

Strategic Marketing Planning	
MODULE CODE	BHK0021
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture 20 hours Tutorials 10 hours Guided Independent study 170 hours
SYNOPSIS	<p>The module will consolidate and develop previous studies in Marketing within a strategic marketing planning framework. The module develops the student's analytical and practical skills in relation to the development, presentation and defence of strategic marketing plans, which students implement and develop using a computer-based simulation of a dynamic marketing environment.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • An introduction to the strategic marketing planning process: Models of marketing planning. Range and scope of marketing plans, planning horizons, links with corporate and other functional plans. • Analysis for strategic marketing decisions: External analysis assessing marketing opportunities and threats – the competitive and marketing environment. Customer analysis. Internal analysis: Identifying marketing strengths and weaknesses. Marketing assets. Portfolio and financial analyses. • Business mission and definition. The strategic business unit concept. Objective setting. • Strategy identification and choice: Strategies for growth, consolidation, and withdrawal. Generic competitive strategies. Strategies for different market positions. Developing marketing plans.

	<ul style="list-style-type: none"> • Segmentation, targeting and positioning. Brand strategies. Forecasting and budgeting. Marketing mix plans. Implementing and controlling marketing strategies. Contemporary issues and developments in strategic marketing planning.
ASSESSMENT TYPE	50% 15-minute group presentation 50% 1,500-word individual coursework

Advertising Strategy and Planning	
MODULE CODE	BHK0027
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 20 hours Tutorials: 10 Hours Guided Independent Study: 170 hours
SYNOPSIS	<p>To satisfy the aims of this module, candidates will consider theory and practical applications of the implementation of advertising to meet specific communication objectives within the wider context of the marketing plan and working within the context of the contemporary promotional environment.</p> <p>The module will build upon the knowledge outcomes of core Marketing and Advertising and Marketing Communications modules. To provide an understanding of contemporary advertising theory, strategies and practices, and to enhance practical skills in the planning and development of advertising plans within the context of an integrated marketing commune.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The scope and function of advertising within the communications mix evaluated within the context of the contemporary integrated environment. • The influences of social and cultural change on strategy including ethical and regulative considerations. • The assessment of advertising techniques and creative approaches to message and media strategy. The role of advertising in creating and holding brand image and positioning strategies. • The evaluation of media and the implementation of media planning approaches. • The testing and evaluation of advertising campaigns. • The budgeting of advertising campaigns.
ASSESSMENT TYPE	3000-word Creative Portfolio

International Marketing	
MODULE CODE	BHK0031

CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 20 hours Tutorials: 10 Hours Guided Independent study: 170 hours
SYNOPSIS	The aims of this module are to develop students' understanding at an advanced (honours) level, of marketing theory and principles within the international or global business arena. This module aims to consolidate information from other modules the student has studied previously and other modules on the BA Global Marketing pathway in order to develop an advanced understanding of marketing at the international or global level. It involves the consideration of the international marketing environment and the application of marketing principles for companies operating in foreign and world markets.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • International marketing and the development of 'globalisation'. • The scope of international marketing: the internationalisation process. • The international environment: economic and political environment; the legal framework; social and cultural factors • Research for foreign markets; sources of information, methods of data collection; problems and limitations; data analysis • Approaches to market selection and segmentation • Strategies for market entry and expansion. • The International Marketing Mix • Managing and controlling international marketing operations.
ASSESSMENT TYPE	Individual coursework (3000 words)

Management and Marketing Dissertation	
MODULE CODE	BHK0034
CREDIT RATING	40 credits / 20 ECTS
LEVEL	Higher (FHEQ Level 6)
LEARNING METHODS	Lectures 10 hours Seminars: 10 hours Guided Independent Study: 380 hours (including meetings with Supervisor)
SYNOPSIS	Dissertation projects are wide ranging and students are encouraged to work in areas of particular interest as long as they are salient to the general topic of their pathway. The dissertation differs from a project in that it is longer, includes an assessed research proposal and requires the student to carry out primary research as a compulsory element.

	<p>The module aims to:</p> <p>To enable students to undertake a substantial piece of empirical research within a topic area of their own choosing related to their pathway.</p> <p>To enable students to identify a specific research question, review the literature in that area, select and justify using a particular research methodology to collect data, and analyse and interpret findings appropriately. To allow students to demonstrate their ability to carry out a piece of work requiring an element of original inquiry. This must include both primary and secondary data collection, although the precise balance will vary from case to case.</p> <p>To enable students to write a report which will be concise, competent, fully referenced and presented to professional standards.</p>
OUTLINE SYLLABUS	A series of six / eight research methods lectures reprising the basics of research methodology will take place in preparation for the programme of self-managed study with guidance from their Dissertation Supervisor.
ASSESSMENT TYPE	Dissertation (10,000 words) [final assessment] 100%

Public Relations and Sponsorship	
MODULE CODE	BHK0036
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 20 hours Tutorials 10 hours Guided Independent study: 170 hours
SYNOPSIS	<p>The module will consider the key issues and processes involved in public relations and sponsorship. This will be presented in the context of current theory, techniques, and practices. In addition, the contribution made by public relations and sponsorship to the overall marketing communications strategy will be examined.</p> <p>Current business practice is communicated to students in both a theoretical and practical approach. The module makes particular use of contemporary case studies, tasks and guest speakers from industry alongside lectures and seminars. The programme is designed to provide an understanding of theory, current practice and skills development.</p>
OUTLINE SYLLABUS	The scope and function of public relations and sponsorship and their interaction with other elements of the communications mix in business and society are a key focus in the module. The relationship of public relations and

	<p>sponsorship to the achievement of corporate goals is a central aspect of the programme.</p> <ul style="list-style-type: none"> • The role of Public Relations and Sponsorship within an Integrated Marketing Communications Strategy • The Principles of Public Relations (PR) • PR Planning and Strategy • PR in Practice • PR Channels • Crisis Communications • Media Relations • Internal PR – Communicating with and engaging employees • Measurement and Control in PR • Sponsorship Overview – Patterns, Trends and Value • Planning and Strategy for Sponsors • Planning and Strategy for Sponsorship Seekers • Measuring and Evaluating Sponsorship • Ethics and Corporate Social Responsibility in PR and Sponsorship
ASSESSMENT TYPE	Individual coursework (3,000 words) [final assessment] 100%

Creative Brand Management	
MODULE CODE	BHK0041
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Seminars: 48 hours Guided Independent study: 152 hours
SYNOPSIS	The aim of the module is to develop client briefs; to create new, or develop further, effective brands for an organisation. The module will explore current consumer trends and current contemporary brand strategies: explore creative thinking and visualisation: brand extensions, brand revitalisation, new brand development and naming; branding and new media.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • A combination of lectures and workshops to complete either a theoretical project for a global or national brand, or a 'live' project. • Branding and competitive advantage: creating sustainable sources of brand advantage and value. • Translate market needs into a product or service: market segmentation, positioning and promotional techniques. • Workshop content: students to evidence 'work in progress' through team meetings with module tutors, trend research, originate a concept, deliver a pitch,

	develop presentation skills and tools, develop further the skills to work effectively as an individual, as well as in a team environment.
ASSESSMENT TYPE	<p>The assessment consists of 1 live client project (divided into an individual element (3,500 words) and a group presentation 15 minutes). For this reason, all assessment elements cover all learning outcomes.</p> <p>1 x Group report (3,500 words individual contribution) 50% (Eligible for tutor reassessment, covers learning outcomes 1-4)</p> <p>1x Group presentation (15 minutes) [final assessment] 50% (Eligible for tutor reassessment, covers learning outcomes 1-4)</p>

Web Management and Design	
MODULE CODE	BHK0044
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours
LEARNING METHODS	<p>Lectures: 20 hours</p> <p>Tutorials: 10 hours</p> <p>Guided Independent Study: 170 hours</p>
SYNOPSIS	<p>This module is designed to introduce students to the concepts, theories and practices associated with web management and design. It keeps the students at the forefront of modern practices: bridging the gap between theory and its practical application. Students will learn how to manage and control web design projects, they will be introduced to the concepts project management, resource administration and cost control. The application can be directed to 'client' or 'agency' management.</p> <p>Please note: This module is available as an option to students that have completed a digital marketing placement (for the BSS0001). It is at the discretion of the module leader to accept option route enrolments.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Web design principles. • Evaluating the user experience. • Project Management. • Project Costing. • Relationship management in a digital arena. • E-commerce. • App design principles.
ASSESSMENT TYPE	100% 3,000 Word online portfolio (covers all learning outcomes).

Digital Campaigns and Communications	
MODULE CODE	BHK0045
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 20 hours Seminars: 10 hours Guided independent study: 170 hours Total hours: 200
SYNOPSIS	This module is designed to develop and integrate your knowledge of the concepts, theories and practices associated with digital marketing. It keeps you at the forefront of modern practices bridging the gap between theory and its practical application into developing a strategic campaign and communications plan. You'll learn how to manage and control a digital marketing campaign, to critically evaluate your own or others' professional practice as campaign managers, and you'll be introduced to the concepts project management, resource administration and cost control.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Digital marketing campaign strategy development 2. Digital marketing campaign situation and competitor analysis 3. Setting goals and SMART objectives for digital marketing campaigns and communications 4. Project managing campaigns 5. Integrated marketing communications using digital tools 6. Delivering the digital customer experience 7. Executing the digital communications plan 8. Relationship Marketing using digital campaigns 9. Critical evaluation of campaign and communication project using metrics 10. Critical reflections on professional practice
ASSESSMENT TYPE	<ol style="list-style-type: none"> 1. Group portfolio, 60%, 2,500 words 2. Individual reflection, 40%, 1,500 words

Creative Consultancy Project	
MODULE CODE	BHK0046
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours
LEARNING METHODS	Seminars: 30 hours Guided independent study: 170 hours Total hours: 200 hours
SYNOPSIS	This module focuses students on addressing a live marketing problem utilising specialist marketing knowledge to create and develop effective communications for an organisation. Students will develop and demonstrate creative thinking and

	<p>visualisation including, content creation, branding, and new media in order to develop brand equity and deliver customer value. The content and application of this module are designed to enhance practical skills in the development of creative communication plans, within the context of an integrated marketing strategy. To support this, the module will explore current consumer trends, and contemporary and creative communications strategies and practices.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Communications strategies and creative content to build competitive advantage • The influences of social and cultural change on strategy including ethical and regulative considerations. • Assessment and analysis of the environment and relevant trends to create effective offers • Analysis of market needs to develop marketing offerings: market segmentation, positioning and promotional techniques to target the right market • The role of communication in creating and holding brand image and positioning strategies. • Assessment and analysis of the different effects generated by different communication elements at a strategic level • Understanding and applying creative strategies to create brand and consumer equity • Storytelling and narrative in creating customer and brand value • Storytelling in developing brand experiences • Storytelling and narrative in building brand equity • Using storytelling effectively across a range of marketing communications tools • Using Aesthetic and visuals to deliver strategic messages • Using creative and flexible strategies to adapt the marketing communication to different environment and through different media • Building integrated and omnichannel campaigns • The evaluation of media and the implementation of media planning approaches. • The testing and evaluation of communication campaigns. • The budgeting of communication campaigns.
ASSESSMENT TYPE	Consultancy portfolio, 100%, 3,000 words

E-commerce	
MODULE CODE	BH00171
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 20 hours

	Workshop: 10 hours Guided Independent study: 170 Hours
SYNOPSIS	E-commerce consists of all behaviours and transactions that take place within online environments. In this module, you will examine the fundamental principles of E-commerce, as well as the importance of consumer and business behaviours for the successful development of E-commerce. Accordingly, you will be expected to critically explore theories of behaviour and their applications to an online environment. Furthermore, in this module you will gain knowledge of E-commerce that will enable you to appreciate its importance within the broader electronic business environment. Consequently, in this module you will explore the business models associated with E-commerce, as well as the necessary legal and regulatory safeguards required to ensure it is successful.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Fundamentals of E-commerce • Consumer psychology • Purchasing decisions: heuristics and biases • Online behaviour • Online research methods • Social commerce • B2B/B2C e-commerce • E-Commerce strategy • Business modelling • Web/graphics design principles • Privacy and ethics • Payment systems
ASSESSMENT TYPE	<p>Assessment 1 50% Essay (1500 words; excluding references), based on the core and contemporary behavioural e-commerce theories, principles and findings.</p> <p>Assessment 2 50% Individual report (1500 words; excluding references), based on areas of e-business development and implementation.</p>

Data Management and Digital Business - CMDA	
MODULE CODE	BH00263
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Student contact: Seminars 32 hrs Guided independent study: 268 hrs
SYNOPSIS	This module investigates the role of digital business and the importance of data management principles in developing and maintaining modern business operational and strategic processes. The module aims to offer students a practical

	<p>understanding of data management design, input, output and analysis. In addition, the focus on digital business technologies gives students a background knowledge of IT Infrastructure, Digital Supply chains, Electronic Business and Digital marketing approaches within the broader business environment studied within the course.</p> <p>Consequently, this module will provide students with an overview of the concepts, techniques and tools of modern data management and analysis, this will include gaining a practical understanding of how to access, query and manage data collections, using traditional relational databases. The chosen datasets will then be applied and queried within digital business for operational and strategic purposes. As part of this students will critically study the application of innovative and digital technologies and their impact on organisational improvement and development.</p>
<p>OUTLINE SYLLABUS</p>	<p>The outline syllabus of this module aims to equip students with the knowledge of digital technologies and their impact on organisations and the understanding of the importance of data and knowledge management in helping organisations make decisions.</p> <p>This will be achieved through the analysis and identification of various data management techniques and their usage in identifying and supporting organisational innovation and growth. Students will critically apply various data analytical approaches and look at the various concepts and current prevailing ideas in data management. In addition, students, will some of the key legislative, operational and strategic issues which support the collection and usage of data within a digital business environment. Finally, and crucially the module will look at the key concepts of data analysis, and questions how we should analyse and query the data we have already acquired. The module will look at both internal and external data sets including data from data.gov.uk and the World Bank.</p> <p>In order to identify business improvements and to create innovative business approaches this module will support the decision-making process by introducing students to the various Online and Offline business and revenue models, and how they can help organisations create unique opportunities for innovation and growth.</p>
<p>ASSESSMENT TYPE</p>	<p>1. An individual 15-minute presentation which investigates the impact of data management and business processes on the ability of organisations to identify areas of growth and innovation. 40%.</p>

	2. An individual 2500-word practical work-based project which utilises internal or external data sets to help students query, analyse and maintain data for business operational processes. 60%
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Data Analytics and Creating Value	
MODULE CODE	BH00266
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 36 hours Seminars: 12 hours Guided independent study: 152 hours
SYNOPSIS	<p>In this module you will investigate the role of digital business and the importance of data management principles in developing and maintaining modern business operational and strategic processes. At the completion of the module you will have a practical understanding of data management design, input, output and analysis. In addition, the focus on digital business technologies gives students a background knowledge of IT Infrastructure, data centre management, digital supply chains, electronic business and digital marketing approaches within the broader business environment.</p> <p>You will have an overview of the concepts, techniques and tools of modern data management and analysis for organisational decision making. In addition, you will gain a practical understanding of how to access, query and manage data. This will be underpinned by practical data management issues including ethics, data centre management, data cleansing etc.</p>
OUTLINE SYLLABUS	<p>This module covers the analysis and identification of various data management techniques and their usage in identifying and supporting organisational innovation and growth. Students will critically apply various data analytical approaches and look at the various concepts and current prevailing ideas in data management for decision making. In addition, you will investigate key operational and strategic issues which support the collection and usage of data within a digital business environment, including strategy, marketing, business models and e-commerce. As part of the study, you will use multiple data capture and storage strategies, with a focus on data cleansing and data centres. This investigation into data centres will be underpinned by Human Resource Management (HRM) theory which investigates the issues and challenges around data centre management. Finally, and crucially the module will look at</p>

	the key concepts of data analysis, and questions how we should analyse and query the data we have already acquired.
ASSESSMENT TYPE	1. An individual 10-minute presentation 40%. 2. A practical project equivalent to 2500 words 60%

Independent Study Project	
MODULE CODE	BH00267
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Student contact: Seminars 6 hrs Guided independent study: 194 hrs
SYNOPSIS	<p>The aim of this module is to provide an opportunity for students to engage in a period of sustained study on a topic of their choice which may be examined at a local, national or international level. The research should be pursued within the context of the student's individual programme of study.</p> <p>The distinctive feature of the module is that it aims to provide students with a module which enables them to focus on the challenge of becoming an independent learner and of experiencing and appreciating both the satisfaction and the problems which can be encountered in working alone. The module is delivered through an initial seminar programme followed by a guided self-managed study programme. To facilitate the latter, students are assigned a project advisor.</p>
OUTLINE SYLLABUS	<p>The seminar programme will examine the research process, focusing on defining research problems and objectives, conducting a critical review of literature, techniques of data collection and analysis, including the use of secondary data.</p> <ol style="list-style-type: none"> 1. Critically reviewing academic and practitioner literature 2. Examining alternative approaches, theories and frameworks adopted in literature and commenting on their contributions in relation to the topic. 3. Utilising appropriate techniques to collect secondary data and primary (if applicable) to substantiate conceptualisations derived from the review of literature. 4. Discuss ethical constraints during the data collection process 5. Investigate multiple viable topics for development 6. Manage the process from concept to completion
ASSESSMENT TYPE	An individual project equivalent to 3000 words 100%

Advanced Operations Management	
MODULE CODE	BHR4001
CREDIT RATING	20 credits / 10 ECTS

LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 30 hours Guided Independent Study: 170 hours
SYNOPSIS	In this module students will study operations and processes improvements and gain an understanding of the nature of improvement implementations in organisations. They will assess different methods of business improvement and performance measurement. The course will assess vital techniques such as TQM, BPR, Six-Sigma, Lean and JIT and also look at methods and frameworks to effectively deploy these techniques throughout organisations.
OUTLINE SYLLABUS	<p>The course can conveniently be split into 3 parts.</p> <p>Part 1 introduces the issues of change and its effects in contemporary business environments, as part of the Operations strategy and sustaining competitive advantage.</p> <p>Part 2 introduces the various tools, techniques and approaches that have emerged over the past 20 years as a direct result of process improvement methodologies.</p> <p>Part 3 is essentially a summary which attempts to extrapolate and to introduce the concept of Business Excellence, through quality frameworks.</p> <p>Part 1: The contemporary business environment and competitive advantage. The problem of time compression and the predominance of the “customer”. Identifying issues caused by change and resistance to change.</p> <p>Part 2: The quality revolution & TQM. The invasion of the Japanese philosophy: Lean and Just-in-time. Optimised production technology: Breaking manufacturing paradigms. cellular working: Integrating JIT and TQM. Concept of Process management through six-sigma. Process thinking: re-designing organisational structure around business processes. Time based competition. Process business reengineering (BPR) other tools and techniques</p> <p>Part 3: perceptions of organisations quality frameworks. toward the development of Business Excellence Course review and examination revision.</p>
ASSESSMENT TYPE	Individual coursework assignment (3,000 words, tutor re-assessment available) 100%

Strategic Supply Chain Management	
MODULE CODE	BHT4001
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 30 hours

	Guided Independent Study 170 hours
SYNOPSIS	This module evaluates the role of logistics and supply chain management in helping to achieve the strategic objectives of an organisation. This is achieved through the examination of the principles of strategic supply chain management and through the analysis of case study materials relating to a range of supply chain scenarios in relevant organisations. The benefits of lean and agile supply chains are evaluated, as are various tools for supply chain mapping. Emphasis is placed on the information needs for successful strategic supply chain management in a modern organisation. Topics covered include the design and operation of logistics information systems, the use of key performance indicators and benchmarking. Various issues relating to effective management structures for supply chain management are considered, as are inter-company supply chain relationships, including partnerships, strategic alliances and the emergence of the virtual supply chain organisation.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The relationship between logistics and supply chain management and strategic management. • Using logistics and supply chain management to achieve strategic advantage. • The use of supply chain mapping techniques. • Lean, agile and le-agile supply chains. • Logistics information management – design principles of logistics information systems, forecasting, key performance indicators and benchmarking. • The role of IT in strategic supply chain management. • Management structures for effective logistics and supply chain management. • The emergence of the virtual supply chain. • The future for strategic supply chain management.
ASSESSMENT TYPE	Individual coursework (30%) 1000 words Individual case study report (70%) 2000 words

Project							
MODULE CODE	BHT4003						
CREDIT RATING	40 credits / 20 ECTS						
LEVEL	Honours (FHEQ Level 6)						
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Lectures</td> <td style="text-align: right;">10 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">10 hours</td> </tr> <tr> <td>Guided Independent Study</td> <td style="text-align: right;">380 hours</td> </tr> </table>	Lectures	10 hours	Seminars	10 hours	Guided Independent Study	380 hours
Lectures	10 hours						
Seminars	10 hours						
Guided Independent Study	380 hours						
SYNOPSIS	The aim of this module is to develop the student's skills and ability to carry out an original investigation into a particular problem. In the early stages of project development, seminars are organised to provide guidance in various important aspects of project formulation and development, such as						

	choice of appropriate methodology, literature sources and review techniques, specification of data requirements, data collection and data analysis. For the remainder of the module, emphasis is placed on individual study, supported by regular personal supervision. At the end of the module the student is required to submit a Project Report of 10,000 words.
OUTLINE SYLLABUS	<p>Research methodology.</p> <p>Problem identification. Research strategies such as technical experiments, case studies and sample survey analysis. The role of experimentation in research.</p> <p>Specification of project data requirements. Methods of data collection. Practical constraints and theoretical considerations.</p> <p>Explanation of project aims and requirements. Assessment criteria. Project choice - work based or self-generated. How to write a project report.</p> <p>Sources of information. How to carry out a literature review. Use of library and internet sources. Corporate information sources.</p>
ASSESSMENT TYPE	Final Project Report 100% 10,000 words

Transport Economics & Policy	
MODULE CODE	BHT4005
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 30 hours Guided Independent Study: 170 hours
SYNOPSIS	The focus of this module is on the contribution that economists can make towards a better understanding of contemporary transport problems and issues and how this contribution can and has manifested itself in transport policies. Although the module will concentrate on the UK, there will be an opportunity for comparative examples to be drawn from the rest of the EU and beyond.
OUTLINE SYLLABUS	The regulatory framework. Relationship between transport businesses and government. Privatisation and deregulation of transport markets. Franchising and contestability in transport markets. Competition policy. Case studies of European rail systems, bus services in the UK and international airlines.

	<p>Transport costs and prices. Role of subsidy in transport markets. Infrastructure user charges – tolling and road pricing systems. Case studies of Singapore, Hong Kong and London. Freight pricing. Direct and indirect taxation.</p> <p>Green transport. Emissions trading. Scope for local green transport policies. Sustainable freight distribution.</p> <p>Investment in transport infrastructure. The economics of road and rail capital projects. Public and private sector considerations. Port and airport policies in the UK.</p> <p>International transport. The economics of inter-modal distribution. Maritime Economics</p>
ASSESSMENT TYPE	80% - 2,500 word assignment, covers learning outcomes 1-8. 20% - 30 mins Online ICT, covers learning outcomes 1-8

Research Project	
MODULE CODE	BHT4008
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	<p>Lectures 10 hours</p> <p>Seminars 10hours</p> <p>Guided Independent Study 180 hours</p>
SYNOPSIS	<p>The aim of this module is to develop the student’s skills and ability to carry out a substantial investigation into a particular aspect of transport and logistics of the student’s choice. Emphasis is placed on review and evaluation of literature and other available information, rather than collection of original data. In the early stages of project development, seminars and workshops are organised to provide guidance in various important aspects of project formulation and development, such as choice of appropriate methodology, identification of sources of appropriate information, literature review techniques and report writing skills. For the remainder of the module, emphasis is placed on individual study, supported by regular personal supervision.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Explanation of project aims and requirements. Explanation of assessment criteria. • Issues relating to topic choice and problem identification. • Identifying sources of information. How to carry out a literature review. Use of library and internet sources. Corporate and business information sources. • How to structure and write a project report.
ASSESSMENT TYPE	Project 100% 6,000 words

Strategic Management for Airlines and Airports	
MODULE CODE	BHT4010
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures 20 hours Seminars 10hours Guided Independent Study 170 hours
SYNOPSIS	<p>This module examines the different strategic management approaches that may be adopted in air transport and logistics. It mainly focuses on strategy formulation and strategy implementation, which can support students in analysing globalization and the competitive environment in which air transport and logistics industries operates. It features those aspects which have particular relevance and application to students who intend working for airlines, airports, and other related air transport and logistics sectors. More specifically, case studies are used to combine theoretical aspects with practical issues in the airline and airport sectors.</p> <p>The module is a combination of lectures, case studies, class discussion, audio visual resources, supplementary reading and guest speakers.</p>
OUTLINE SYLLABUS	<p>Strategic management process and strategy development (Use of technology and balanced score card)</p> <p>Strategic position (Divergent business models, industry and competitive environment analysis, strategic capability, stakeholder expectations and cultural and ethical context)</p> <p>External and internal environment (Economic, geopolitical, developmental, social and technological factors influencing airline and airport strategies)</p> <p>Strategic choices (At a corporate and business level)</p> <p>Strategy implementation/evaluation (Organizational issues, managing people, managing strategic change, outsourcing and Total Quality Controls)</p>
ASSESSMENT TYPE	Individual report (1000 words) 30% Essay (2000 words) 70%

Sustainable Tourism	
MODULE CODE	BHT4013
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 20 hours Tutorials: 10 hours Guided Independent Study: 170 hours
SYNOPSIS	This module critically examines the concept of sustainability and its application to the tourist industry. It investigates

	some of the cost and benefits of tourism development in terms of its impacts on host communities and environments and analyses the ways in which sustainable principles have been applied within the industry. Planning for tourism at local, regional, national and international level will be appraised in terms of the application of these principles through a range of case studies.
OUTLINE SYLLABUS	Definitions of sustainability, tourism and sustainable tourism and how the body of knowledge in this field has developed. Principles of sustainable tourism development and how these may be applied at all levels and by both public and private organizations. Micro and macro management tools for sustainable tourism. Environmental impact assessment. Sustainable tourism indicators and accreditation schemes. Tourism planning and policy. Tourism in developing countries. Community involvement in tourism. Role of agencies such as UNEP.
ASSESSMENT TYPE	Case analysis report (Part A), 50%, 1,500 words 3. Case analysis report (Part B), 50%, 1,500 words

Strategy and Leadership	
MODULE CODE	BHT4015
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 20 hours Tutorials: 10 hours Guided Independent Study: 170 hours
SYNOPSIS	This module applies the principles of Strategic Management and Leadership to the Logistics sector through a study of concepts and theories. This will be achieved by means of lectures, seminars (focusing on case studies) and guest lectures. On completion of this module, students will be aware of the importance of effective Strategic Management and Leadership for any logistics company.
OUTLINE SYLLABUS	Introduction to corporate strategy, strategic development, prescriptive versus emergent approaches to strategy, analysing the environment, resource issues, stakeholders, Corporate Social Responsibility, organisational culture; organisational structure, competitive advantage and issues in managing strategic change. Introduction to Leadership, Strategic Leadership, Transformational Leadership, Charismatic Leadership, Servant Leadership, Authentic Leadership, Team Leadership, the Ethics of Leadership, Leadership Development, Gender and Leadership and Culture and Leadership.
ASSESSMENT TYPE	Individual report (1000 words). 30%

	Essay (2000 words). 70%
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Global Business Strategy	
MODULE CODE	BHT4016
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lecture: 20 hours Tutorials: 10 hours Guided Independent Study: 170 hours
SYNOPSIS	This module applies the principles of Strategic Management to international business through a study of concepts and theories. This will be achieved by means of lectures, seminars (focusing on case studies) and guest lectures. On completion of this module, students will be aware of the importance of effective Strategic Management for any company or organisation.
OUTLINE SYLLABUS	Introduction to global strategy, globalisation, MNCs and corporate strategy, strategy and emerging markets, strategic development, prescriptive versus emergent approaches to strategy, analysing the environment, resource issues, stakeholders, market entry methods, Corporate Social Responsibility, organisational culture, organisational structure, managing risk, competitive advantage and issues in managing strategic change. This module will be divided into four parts: Introduction to Strategic Management, Strategic Analysis, Strategic Choice and Strategic Implementation/Evaluation.
ASSESSMENT TYPE	Individual report (1000 words). 30% Essay (2000 words). 70%

Retail and Manufacturing Logistics	
MODULE CODE	BHT4017
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Lectures: 30 hours Guided Independent Study: 170 hours
SYNOPSIS	This module will provide students with a detailed knowledge of retail supply chains from both a retailer and manufacturer perspective. It attempts to give students an awareness of the issues underpinning the ECR model which was developed to encourage partnerships and collaboration between these groups. Changes in the balance of power between retailers and manufacturers will be discussed along with the impact on supply chain strategies.

	The impact of changes in the level of competition and customer buying patterns on logistics requirements are examined before discussing the structures of alternative distribution network options. The information technology requirements and capabilities are analysed as they are vital to support initiatives such as quick response, cross-docking and e-retailing. The module shows how these systems enable manufacturers and retailers to interact and collaborate on different inventory decisions.
OUTLINE SYLLABUS	The module covers both strategic and operational issues developing the concepts discussed in previous years. The impact of retailers' positioning in a market on tactics such as product sourcing, pricing strategies and delivery schedules are discussed. The module assesses different retail markets including grocery, clothing, toys and electronics comparing their logistics requirements. Variations in strategies and networks are considered for a range of countries as the tactics adopted can vary significantly due to the relative costs of resources, the level of market penetration and the development of information systems. Case studies will be used to demonstrate these issues which will analyse the challenges from both a retailing and manufacturing perspective.
ASSESSMENT TYPE	ICT 30 minutes accounting for 20% of the module mark Individual coursework 2,500 words worth 80% of the module mark

Supply Chain Systems and Modelling	
MODULE CODE	BHT4018
CREDIT RATING	20 credits / 10 ECTS
LEVEL	Honours (FHEQ Level 6)
LEARNING METHODS	Workshops 20 hours Support Sessions 20 hours Guided Independent Study 160 hours
SYNOPSIS	This module provides you with an understanding of the use of data and process modelling to support decision making in supply chain systems. The overall focus is how data can be obtained, extracted and manipulated to enable decision support tools to be used to underpin the management of the supply chain. You'll learn how supply chain systems can be modelled and analysed for re-engineering and improvement and how to select appropriate modelling tools for particular problems, incorporate data and using the models to evaluate alternative approaches.

OUTLINE SYLLABUS	The module will provide an overview of the development of modelling and its application to the supply chain. The application of modelling to specific supply chain systems will be practised including: Optimisation techniques for supply chain systems using Linear Programming (Allocation and Transshipment models), Routing Planning & Scheduling, Forecasting, Simulations and ERP tools. All these will be demonstrated with the use of industry specific software.
ASSESSMENT TYPE	Individual Portfolio (100%) -3,000 words maximum