Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MODULE DIRECTORY

LEVEL 6

ACADEMIC DISCIPLINE OF BIRMINGHAM AND LONDON CAMPUS

BA (HONS) BUSINESS MANAGEMENT

INSTITUTE OF INNER CITY LEARNING

2024-2025

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INTRODUCTION

This Module Directory includes all the modules for Level 5 within the Institute of Inner City Learning in the academic year 2024-2025.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

MODULE CODE: **LCBB6000**
TITLE: **Dissertation**
DATED: **13/06/2018**
LEVEL: **6**
CREDITS: **40**

JACS CODE: **N200**

AIM(S)

- The dissertation provides an opportunity for students to produce a substantial body of work which has been instigated, developed and produced as a consequence of their own initiative. The dissertation normally arises from individual interest, or from a professional internship period, but will require the student to undertake an independent research investigation. In this context, it will also aim to allow the student to apply a range of analytical skills and techniques, and to develop research based skills by undertaking structured and methodical research.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- develop a suitable and appropriate research proposal;
- critically appraise the literature pertaining to a problem domain;
- evaluate, select and apply relevant research techniques in both primary and secondary fields;
- rigorously analyse the evidence gathered;
- generate and justify appropriate conclusions based on the previous analyses, demonstrating awareness of the limitations of the research;
- produce an organised and structured document that adheres to academic convention.

INDICATIVE CONTENT

- Developing and structuring a research proposal: problem identification, formulating.
- Aims/hypotheses, sampling, ethical issues, and the practicalities of design.
- Research principles and approaches (e.g. the research process, purpose, sources of data including primary/secondary research, quantitative/qualitative data, objective/hypothesis formation, reliability, validity, generalisability).

- Research design strategies, (e.g. action research, experiments, surveys, case studies, ethnography), their advantages and limitations, and their suitability to a variety of research contexts.
- Data collection & sampling methods (e.g. interviews, questionnaires, observation), and their advantages and limitations in a variety of contexts.
- Data analysis of both qualitative and quantitative information, including the use of appropriate computer software, e.g. SPSS, Survey Monkey.
- Development of documentation for academic dissertations.
- Subject-specific content as required.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	10%
Independent learning	360	90%
Placement learning	0	0%
TOTAL	**400**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
A written research proposal	1,500- 2,000 words	10%

Assessment Component 2
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Individual Dissertation	6,000 words	90%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	**100%**

READING LIST

Module Code	**LCBB6000**	
Module Title	**Dissertation**	
Classification	**Reading List entry**	**Electronic***
Essential	Bryman, A., Bell, E., (2015) Business Research Methods, 4th Edition,	☐
Essential	Saunders, M., Lewis, P., Thornhill, A. (2012) Research Methods for Business Students, 6th Edition, FT/Prentice Hall: Harlow	☐
Essential	Easterby-Smith, M., Thorpe, R., Jackson, P., (2015) Management and Business Research, 5th Edition, Sage	☐
Further	Collis, J., Hussey, R., (2013), Business Research, A Practical Guide for Undergraduate and Post Graduate Students, 4th Ed., Palgrave Macmillan: London	☐
Further	Denscombe, M., (2012) Research Proposals: A Practical Guide, Open University Press: Maidenhead	☐
Further	Greetham, B. (2009), How to Write Your Undergraduate Dissertation - Palgrave Study Skills, Palgrave Macmillan: Basingstoke	☐
Further	Robson, C (2011), Real World Research, 3rd Ed, John Wiley and Sons: Chichester	☐
Further	Yin, R., (2013) Case Study Research: Design and Methods, 4th Ed., Sage: Beverly Hills.	☐

MODULE CODE: **LCBB6001**
TITLE: **International Business Communications**
DATED: **13/06/2018**

LEVEL: **6**
CREDITS: **20**

JACS CODE: **N200**

AIM(S)

- To develop a greater intercultural awareness in international business contexts.
- To develop more effectiveness in business communication in international scenarios, in English.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically understand intercultural communication theories;
- evaluate and interpret divergent international cultures within business;
- analyse business communication situations.

INDICATIVE CONTENT

- Theories of international and intercultural communication (Hofstede, Samovar, Jandt etc.).
- Critical evaluation of cultural sensitivity when doing business with Americans, Latin Americans, Europeans, Africans, Asians, Australians and Middle Easterners.
- English and other languages in International Business Communications (IBC). The importance and relevance of Louhiala-Salminen & Charles (2005) Business English Lingua Franca (BELF) concept.
- Linguistic and Cultural Competency. The different pressures on the 4 types of IBC communicators (full bilinguals, partial bilinguals, unilinguals and first–language speakers) and their effectiveness as managers.
- The principles of IBC demands: language impact, active listening, conflict management, and uncertainty reduction (Gimeneez, 2004).
- Communication strategies: managing meetings, challenging/defending an opinion, summarising, asking/answering questions, persuading and compromising etc., to achieve a business objective.
- Barriers to communication: 3Ps - Problem, Process, Product, (Ober, 2009);

international cultural sensitivities and information needs.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2500 words	50%

Assessment Component 2
(Tick one)

☐ **Written exam**
☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Presentation	15 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	**100%**

READING LIST

Module Code	**LCBB6001**
Module Title	**International Business Communications**

Classification	Reading List entry	Electronic*
Essential	Dignen, B., McMaster, I. (2013) Collins Effective International Business Communication, London: Collins	☐
Essential	Bailey, S. (2015) Academic Writing for International Students of Business. 2nd Edition, London, Routledge	☐
Essential	Deresky, H. (2013) International Management: Managing Across Boarders and Cultures, London, Pearson.	☐
Further	Dignen, B., McMaster, I., (2013) Communication for International Business: The secrets of excellent interpersonal skills, Collins, London	☐
Further	Carte, P., Fox, C., (2008) Bridging the Culture Gap: A Practical Guide to International Business Communication, London, Kogan Page	☐
Further	Stallings, W., (2012) Business Data Communications: International Version, London, Pearson	☐

MODULE CODE: **LCBB6002**
TITLE: **International Financial Management**
DATED: **13/06/2018**

LEVEL: **6**
CREDITS: **20**

JACS CODE: **N340**

AIM(S)

- To provide the student with an understanding of fundamental international financial management techniques;
- To enable the student to develop an analytical approach to financial strategy and the attainment of international corporate objectives.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- apply and critically evaluate the relevant theoretical framework and models of international financial management;
- evaluate, apply and critically discuss various methods and techniques relating to the financing of an international business;
- apply and critically appraise various theoretical models of corporate value, international cost of capital, and financial structure.

INDICATIVE CONTENT

- Development and critical discussion of various financial management theories, and objectives of the firm; theories of ownership and control; functions of the financial manager; stakeholder theory; dividend policy; efficient market hypothesis.
- Application and critical evaluation of various models and decision factors used in the appraisal of capital projects, including implications of capital rationing.
- Development, application and discussion of the relative merits of various sources of financing a business.
- Discussion of the methods applicable to the efficient management and control of working capital.
- Development, application and critical appraisal of the various theoretical models relating to corporate value, cost of capital and financial structure.
- Application and discussion of foreign exchange markets and risks, and evaluation of appropriate models for managing financial risks.

LEARNING AND TEACHING STRATEGY

The study time for this module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Written Report	1500 words	30%

Assessment Component 2
(Tick one)

☒ **Written exam** ☐ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Written examination	3 hours	70%

Assessment Summary

Activity type	Percentage
Written exam	70%
Coursework	30%
Practical	0%
TOTAL	**100%**

READING LIST

Module Code	**LCBB6002**	
Module Title	**International Financial Management**	
Classification	**Reading List entry**	**Electronic***
Essential	Arnold. G. (2012) Corporate Financial Management, Aston, Financial Times, Prentice Hall	☐
Further	Bekaert.G. and Hodrick. R. (2011) International Financial Management, 2nd Ed, Prentice Hall	☐
Further	Arnold. G. (2012) Essentials of Corporate Financial Management, 1st Ed,. Financial Times, Prentice Hall	☐
Further	Atril. P. (2011) Financial Management for Decision Makers, 4th Ed,. Financial Times, Prentice Hall	☐

Further	Mclaney. E. (2011) Business Finance, 7th Ed, Financial Times, Prentice Hall	☐
Further	Neale. B. and McElroy. T. (2004) Business Finance a Value-based approach, 1st Ed,. Financial Times, Prentice Hall	☒
Further	Pike. R. and Neale. B (2012) Corporate Finance and Investment, 5th Ed,. Financial Times, Prentice Hall	☐
Further	**Journals** Accounting and Finance Applied Finance International Financial Management and Accounting Corporate Finance Finance and Management Financial Times Harvard Business Review Journal of Finance The Economist	☐
Further	**Websites** www.fma.org www.accaglobal.com www.bized.ac.uk www.cimaglobal.com www.financial-journals.com www.icaew.co.uk/libarary.html	☐

MODULE CODE: **LCBB6003**
TITLE: **Leadership and Management Theory and Practice**
DATED: **13/06/2018**

LEVEL: **6**
CREDITS: **20**

JACS CODE: **N200**

AIM(S)

- To develop the student's knowledge and understanding of the dynamics involved in leading people within an organisational context for the success of a business.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- recognise and evaluate the complexities involved in leading and managing people in organisations, and the practical application of Leadership and Management theory and principles;

- critically evaluate the design and implementation of strategies, which are focused on enhancing the effectiveness of Leaders and Managers, in order to meet current and future organisational needs.

INDICATIVE CONTENT

- The differences between leadership and management, and how this may operate within different organisations.

- Critical evaluation of models and frameworks of leadership and management: traits, styles -, situational, transformational, contingency, and consideration of the appropriateness of each to differing organisational contexts.

- Power of managers and leaders, and follower expectations.

- Leading teams and individuals, building and maintaining productive working relationships, inspiring and empowering employees.

- Contemporary leadership and management development issues.

- Evaluate different approaches to developing leadership and management skills.

- Assess the value of management and leadership, and development, to organisational success.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Essay	2000 words	50%

Assessment Component 2
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Group Report and Presentation	Individual 500 words (per person) 15 minutes (per person)	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	**100%**

READING LIST

Module Code	**LCBB6003**	
Module Title	**Leadership and Management Theory and Practice**	
Classification	**Reading List entry**	**Electronic***
Essential	Northouse, P., (2015) *Leadership: theory and practice* 7th edn. London: Sage	☐
Essential	Iszatt-White, M., Saunders, C. (2014) *Leadership*. Oxford: Oxford University Press	☐
Essential	Bass, B., (2008) The *Bass handbook of leadership: theory, research and managerial applications*. New York: Free Press.	☐

Further	Gill, R. (2011) *Theory and practice of leadership 2nd Edition* London: Sage.	☐
Further	Schedlitzki, D., & Edwards, G. (2014). Studying leadership: traditional and critical approaches. London: Sage	☐
Further	Yukl, G.A. (2012) Leadership in organisation: global edition (8th edn) Harlow: Pearson	☐

MODULE CODE: **LCBB6004**

TITLE: **Strategic Management and Sustainability**
DATED: **13/06/2018**

LEVEL: **6**
CREDITS: **20**

JACS CODE: **N211**

AIM(S)

- To enable students focus on the techniques involved in the formation and implementation of a strategy within an organisation.

- To provide an understanding of the nature of strategic analysis, strategy formulation and its implementation.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- examine the relationship between the external context of an organisation and its internal context, and how these impact on its strategies;

- critically evaluate the competitive and development strategies of an organisation in the context of contemporary strategic management issues;

- analyse the factors that must be considered by an organisation in the implementation of a strategy.

INDICATIVE CONTENT

- The strategy process - the nature of strategic management, of strategy, the strategy process and the strategic context, and the role of the management structure.

- Organisational aims & objectives - the concept of "mission" and its relevance to firm strategy - Different types of organizations & objectives (profit maximizing, not-for-profit).

- Strategic analysis and capability: diagnosing and analysing strategic capability; the external environmental assessment; the remote environment, the market environment, the industry environment and national competitiveness (Porter's Five Forces, PEST); the internal environmental analysis, resources and capabilities; the resource-based view of the firm; the analysis of the environment and strategy issues in key regions of the world (EU, North America, Japan, China, India, and other emerging markets); the situational analysis (the SWOT vs TOWS matrices).

- Strategy formulation: functional and business level strategies, strategic positioning, competitive advantage, Generic Strategies, The Strategy Clock; corporate level strategies; growth, direction, Ansoff's Matrix; limited vs. substantive growth strategies (diversification, integration, mergers and acquisitions).

- Strategy Implementation - Structures and control systems in an international context (organizational structures; the integration v. responsiveness matrix; the global factory) - International production strategy (R&D and innovation, international logistics, different kinds of global production systems, strategic management of International production strategy) - International business strategy (localisation strategy, international strategy, global standardization strategy, transnational strategy) and entry routes to foreign markets.

- Sustainability - The impact of the ecological environment on business strategy - Scientific evidence and uncertainty - Global and legal aspects - Corporate governance and stakeholder expectation - Resource usage and cost implications - Product development and revenue opportunities - Operational issues including process research, waste management, energy efficiency, transport and location.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Written Report	2500 words	50%

Assessment Component 2
(Tick one)

☒ **Written exam** ☐ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Written examination	2 hours	50%

Assessment Summary

Activity type	Percentage
Written exam	50%
Coursework	50%
Practical	0%
TOTAL	**100%**

READING LIST

Module Code	LCBB6004	
Module Title	**Strategic Management and Sustainability**	
Classification	**Reading List entry**	**Electronic***
Essential	Johnson, G, Scholes, K and Whittington, R (2010) Exploring Corporate Strategy: Text and Cases, Harlow: FT Prentice Hall	☐
Essential	Lynch, R (2005) Corporate Strategy, Harlow: FT Prentice Hall	☐
Further	Mintzberg, H, Ahlstrand, B, and Lampel, J (2008) Strategy Safari: The Complete Guide Through the Wilds of Strategic Management, Harlow: FT Prentice Hall.	☐
Further	Porter, M E (2004) Competitive Strategy: Techniques for Analysing Industries and Competitors, Boston: Freepress	☐
Further	Porter, M E (2004) Competitive Advantage: Creating and Sustaining Superior Performance, Boston: Freepress	☐
Further	Thompson, A A, Strickland, A.J. III, Gamble, JE, Peteraf, M, Janes, A., and Sutton, C (2013) Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, London: McGraw-Hill, Irwin	☐
Further	De Wit, B and Meyer R (2010) Strategy: Process, Content, Context: an international Perspective, Andover: South Western Publishing	☐
Further	Porter, M E (2008) On Competition, Harvard: Boston: Harvard Business Review Book	☐
Further	Ridderstral, J and Nordstrum, K (2007) Funky Business, Harlow: FT Prentice Hall	☐
Further	Thompson, J and Martin, F (2010) Strategic Management Awareness and Change, London: Thompson Learning	
Further	**Journals** British Journal of Management Harvard Business Review Harvard Business Review Journal of Business Strategy Strategic Management Journal Long Range Planning Management Review Management Today Strategic Management Journal	
Further	**Websites** http://www.booksites.net http://www.cim.co.uk http://www.cim.co.uk/knowledgehub http://www.connectedinmarketing.com http://cyberatlas.internet.com http://www.emarketer.com http://marketing.haynet.com	