



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

MODULE DIRECTORY

**ACCELERATED (FAST-TRACK) DELIVERY
(2 YEAR PROGRAMME)**

YEAR 1 - LEVEL 4 and LEVEL 5

**THE BUSINESS SCHOOL IN CONJUNCTION
WITH DUCERE GLOBAL BUSINESS SCHOOL**

FACULTY OF BUSINESS AND MANAGEMENT

2018-2019

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INTRODUCTION

This Module Directory includes all the modules for Level 4 within The Business School, in conjunction with Ducere Global Business School in the academic year 2018-2019.

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 School/Faculty. If you require assistance in identifying the modules for your programme of study, please contact the Programme Director (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Faculty 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.

LEVEL 4 MODULES

MODULE CODE: BMWD4000
TITLE: Business Model Development
DATED: 23/08/2018

LEVEL: 4
CREDITS: 20

JACS CODE: N200

AIM(S)

This module aims to introduce students to the core concepts of a business model and the importance of each in creating unique value and sustainable business success. In addition to the foundational understanding of core components of business models, students will develop skills in assessing current and future risk and opportunity of a business model, based on strategic market analysis and forward planning. They will also have an opportunity to develop new, innovative business models utilising principles and frameworks learnt. This facilitates the development and analysis of new innovative business models and a greater level of student creativity and critical engagement.

LEARNING OUTCOMES

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

- Define and articulate the core components of an organisation's business model and its importance towards an organisation's success;
- Explain the interaction between key factors of a business model and the impacts of that interaction on the model;
- Evaluate an existing business model in relation to the surrounding market conditions and identify and communicate opportunities for improvement and innovation.
- Propose business models that reflect market opportunities and business environment.

INDICATIVE CONTENT

- Introduction to Business Model
- Business Cases and Plans
- Lean Start-Up
- The Business Model Canvas
- The Value Proposition
- The Target Market
- Business Model Feedback Loops & Pivots
- Cost & Revenue in Business Modelling
- Strategic Partnerships and Resources
- Innovative and Sustainable Business Models

LEARNING AND TEACHING STRATEGY

This module is delivered online, requiring students to self-manage their workload, developing many skills required of outstanding graduates. Students will engage with their academics and peers through each week in webinars and discussions, all of which will be recorded and uploaded for viewing later.

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
Report - Business Model Development	1000 words	25%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report – Business Model Canvas Generation	2000 words	50%

Assessment Component 3

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual Presentation	5 minutes	25%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	75%
Practical	25%
TOTAL	100%

READING LIST

Module Code	BMWD4000	
Module Title	Business Model Development	
Classification	Reading List entry	Electronic*
Further	Joyner, A. (2015). Pivot as if you planned it all along. Inc., (March), 83-84.	☒
Further	In Supporting Reuse in Business Case Development <i>Van Putten, B. J., & Schief, M. (2013). The Relation Between Dynamic Business Models and Business Cases. (pp. 118-133). Springer Fachmedien Wiesbaden.</i>	☒
	Journals	
Further	Academy of Management Journal <i>Autio, E., Dahlander, L., & Frederiksen, L. (2013). Information exposure, opportunity evaluation, and entrepreneurial action: An investigation of an online user community. 56(5), 1348-1371.</i>	☒
Further	Annual Reviews in Control <i>Dolgui, A., & Proth, J. M. (2010). Pricing strategies and models., 34(1), 101-110.</i>	☒
Further	Business Horizons <i>Kesting, P., & Günzel-Jensen, F. (2015). SMEs and new ventures need business model sophistication. 58(3), 285-293.</i>	☒
Further	Corporate Governance <i>Bocken, N., & Short, S., Rana, P. & Evans, S. (2013), "A value mapping tool for sustainable business modeling". 13(5) pp. 482 - 497</i>	☒
Further	Entrepreneurship and Management Journal <i>Trimi, S., & Berbegal-Mirabent, J. (2012). Business model innovation in entrepreneurship. International, 8(4), 449-465.</i>	☒
Further	Group & Organization Management <i>Phillips, W., Lee, H., James, P., Ghobadian, A. and O'Regan, N. (2015) Social innovation and social entrepreneurship: A systematic review., 40 (3). pp. 428-461. ISSN 1059-6011</i>	☒
Further	Harvard Business Review <i>Blank, S. (2013). Why the lean start-up changes everything., 91(5), 63-72.</i> <i>Bryce, D. J., Dyer, J. H., & Hatch, N. W. (2011). Competing against free. 89(6), 104</i> <i>Girotra, K., & Netessine, S. (2011). How to build risk into your business model. 89(5), 100</i>	☒
Further	Industrial Marketing Management <i>Muzellec, L., Ronteau, S., & Lambkin, M. (2015). Two-sided Internet platforms: A business model lifecycle perspective. 45, 139-150.</i>	☒
Further	International Journal of Innovation Management	☐
Further	Journal of Business Strategy	☒

Module Code	BMWD4000	
Module Title	Business Model Development	
Classification	Reading List entry	Electronic*
	Angot, J., & Plé, L. (2015). <i>Serving poor people in rich countries: the bottom-of-the-pyramid business model solution</i> . 36(2), 3-15	
Further	Journal of Cleaner Production Joyce, A., & Paquin, R. L. (2016). <i>The triple layered business model canvas: a tool to design more sustainable business models</i> .135, 1474-1486.	☒
Further	Journal of Revenue & Pricing Management Westermann, D. (2012). <i>The impact of low cost carrier on the future of pricing and revenue management</i> ., 11(4), 481-484.	☒
Further	Journal of Small Business Strategy Morris, M., Schindehutte, M., Richardson, J., & Allen, J. (2015). <i>Is the business model a useful strategic concept? Conceptual, theoretical, and empirical insights</i> , 17(1), 27-50.	☒
Further	Long Range Planning DaSilva, C. M., & Trkman, P. (2014). <i>Business model: what it is and what it is not</i> ., 47(6), 379-389.	☒
Further	MIS Quarterly Keen, P., & Williams, R. (2013). <i>Value architectures for digital business: beyond the business model</i> ., 37(2), 642-647.	☒
Further	Production Higor dos Reis Leitea, Guilherme Ernani Vieirab, (2015). <i>Lean Philosophy and its Applications In The Service Industry: A Review of the Current Knowledge</i> . 25(3), 529-541	☒
Further	R&D Management Spieth, Patrick, Dirk Schneckenberg, and Joan E. Ricart. "Business Model Innovation - State Of The Art And Future Challenges For The Field". 44.3 (2014): 237-247. Web.	☒
Further	Small business economics Gaglio, C. M., & Katz, J. A. (2001). <i>The psychological basis of opportunity identification: Entrepreneurial alertness</i> .16(2), 95-111	☒
Further	Social Business Spiess-Knafl, W., Mast, C., & Jansen, S. A. (2015). <i>On the nature of social business model innovation</i> . 5(2), 113-130.	☒
Further	Strategic Management Journal Tantalo, C., & Priem, R. L. (2014). <i>Value creation through stakeholder synergy</i> . 2016, Vol.37 (2), p.314-330	☒
	Websites	
Further	Pine, Joseph. "What Consumers Want". Ted.com. N.p., 2017. Web. 28 Mar 2017	☐

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD4001
TITLE: Fundamentals of Entrepreneurship
DATED: 23/08/2018
LEVEL: 4
CREDITS: 20

JACS CODE: N212

AIM(S)

This module introduces students to what it means to be an entrepreneur, the fundamental tools of the trade and the role of entrepreneurship both as it has been and as it currently is. Students will be introduced to the theoretical concepts of entrepreneurial venture creation in a range of contexts.

LEARNING OUTCOMES

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

- Identify and justify entrepreneurial opportunities;
- Articulate key processes towards successful new-venture creation;
- Design launch strategies for new ventures; and
- Explain the challenges typically faced by entrepreneurs.

INDICATIVE CONTENT

- An Introduction to Entrepreneurship
- Technology and Entrepreneurship
- Social Entrepreneurship
- Opportunity Identification
- Opportunity Validation
- Business Modelling and Planning
- Sparking Growth
- Funding and Pitching
- Leadership
- Exit and Succession Planning

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their workload, developing many skills required of outstanding students.

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

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Interview Report	1250 words	30%

Assessment Component 2

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report - Opportunity Analysis	2000 words	50%

Assessment Component 3

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio	750 words	20%

Assessment Summary

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

READING LIST

Module Code	BMWD4001	
Module Title	Fundamentals of Entrepreneurship	
Classification	Reading List entry	Electronic*
Essential	Barringer & Ireland, Entrepreneurship: Successfully Launching New Ventures, 5 th Edition, Pearson Education.	☒
Further	Hisrich, Peters & Shepherd, Entrepreneurship, 6 th Edition, McGraw- Hill Irwin	☒
Further	Mullins, L. J. (2016). Management and Organisational Behaviour. Harlow: Pearson Education Limited.	☒
Further	Frederick, Kuratko, and Hodgets, Entrepreneurship: Theory, <u>process</u> and Practice, Thomson Education	☒
Further	Williams, S. (2013) FT Guide to Business Start Up 2013: The only annually updated guide for entrepreneurs, 9 th Ed., Financial Times Press: Harlow.	
Further	Butler, D. (2006) Enterprise Planning and Development: Small Business and Enterprise Start-up Survival and Growth. Routledge	

Module Code	BMWD4001	
Module Title	Fundamentals of Entrepreneurship	
Classification	Reading List entry	Electronic*
Further	Rickman, CD (2011) The Small Business Start-Up Workbook: A step-by-step guide to starting the business you've dreamed of. London, How To Books	
Further	Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page	
Further	Hisrich, R.D., Peters, M.P. & Shepherd, D.A. (2013) Entrepreneurship, 9 th Ed., McGraw Hill: NY	
Further	Mariotti, S. and Glackin, C. (2013) Entrepreneurship: Starting and Operating a Small Business (3 rd Ed), London: Prentice-Hall.	
Further	Rae, D. (2007) Entrepreneurship: from opportunity to action, 2 nd Ed., Basingstoke: Palgrave Macmillan	
Further	Timmons, J. & Spinelli, S. (2008) New Venture Creation: Entrepreneurship for the 21st Century, McGraw Hill: Boston	
	Journals	
Further	Entrepreneurship: Theory & Practice	
Further	International Small Business Journal	
Further	Journal of Business Venturing	
Further	Journal of Entrepreneurship	

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD4002
TITLE: Fundamentals of Management
DATED: 23/08/2018

LEVEL: 4
CREDITS: 20

JACS CODE: N200

AIM(S)

In this module, students will come to understand the importance and objectives of organisational management, the various core frameworks required to design and setup organisations, and the tools and techniques effective for the assessment and improvement of organisational performance.

LEARNING OUTCOMES

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

- Demonstrate an understanding of the fundamental concepts and importance of management, including managerial challenges and the implications they have on business performance;
- Identify appropriate managerial strategies to maximise value-creation within organisations;
- Clearly articulate the differences and overlaps between leadership and management and what challenges each of the roles bring; and
- Demonstrate a clear understanding of the cultural needs of organisations.

INDICATIVE CONTENT

- Introduction to Management
- Planning and Goal Setting
- Corporate Culture
- Leadership
- Decision Making
- Managing Change
- Motivating Employees
- Managerial Communication
- Leading Teams
- Human Resource Management
- Managing Ethics and Social Responsibility

LEARNING AND TEACHING STRATEGY

This module is delivered online, requiring students to self-manage their workload, developing many skills required of outstanding students.

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
Comparative Analysis Report	2000 Words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Vision and Leadership Report	2000 Words	50%

Assessment Summary

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

READING LIST

Module Code	BMWD4002	
Module Title	Fundamentals of Management	
Classification	Reading List entry	Electronic*
Essential reading	Birkinshaw, J., & Ansari, S. (2015). Understanding Management Models: Going Beyond "What" and "Why" to "How" Work Gets Done in Organizations. Business Model Innovation. Oxford University Press. doi:10.1093/acprof:oso/9780198701873.003.0005	☒
Essential reading	Mullins, L. J. (2016). Management and Organisational Behaviour. Harlow: Pearson Education Limited.	☒
Further reading	Rees, W. D., & Porter, C. (2015). Skills of Management and Leadership: Managing People in Organisations. London: Palgrave.	
Further reading	Needle, D. (2010) Business in Context: An Introduction to Business and Its Environment. 5 th Ed	☐

Module Code	BMWD4002	
Module Title	Fundamentals of Management	
Classification	Reading List entry	Electronic*
Further reading	Verhult, B. Lodge M. and Lavine, H. (2010). The Attractiveness Halo: Why Some Candidates are Perceived More Favorably than Others	☒
Further	Daft, Richard L., and Dorothy. Marcic. Understanding Management. Harcourt College Publishers, 2016	☐
	Journals	
Further	Academy of Management Executive <i>Hambrick, D. C., & Fredrickson, J. W. (2001). Are you sure you have a strategy? 15(4), 48-59.</i>	☒
Further	Business Information Review <i>White, M. (2014). The management of virtual teams and virtual meetings. 31(2), 111-117</i>	☒
Further	Credit Union Management <i>Rissel, B. (2010). Motivating Employees. 33(10), 18</i>	☒
Further	Harvard Business Review <i>Mintzberg, H. (1994). The fall and rise of strategic planning. 72(1), 107-114</i> <i>Katz, N. (2001). Getting the Most Out of Your Team., 79(8), 22</i>	☒
Further	International Journal of Business and Management <i>Sun, S. (2009). Organizational culture and its themes., 3(12), 137</i>	☒
Further	Journal of Business Ethics <i>Thiel, C. E., Bagdasarov, Z., Harkrider, L., Johnson, J. F., & Mumford, M. D. (2012). Leader ethical decision-making in organizations: Strategies for sensemaking. 107(1), 49-64.</i>	☒
Further	Public Performance & Management Review <i>Korosec, R. L. (2006). Is Department-based strategic planning more effective than organization-wide strategic planning? Empirical Evidence from Senior Managers., 30(2), 221-244. doi:10.2753/PMR1530-9576300205</i>	☒
Further	The TQM Journal <i>Amin, M., Khairuzzaman Wan Ismail, W., Zaleha Abdul Rasid, S., & Daverson Andrew Selemani, R. (2014). The impact of human resource management practices on performance: Evidence from a Public University. 26(2), 125-142</i>	☒

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD4003
TITLE: Fundamentals of Marketing
DATED: 23/08/2018

LEVEL: 4
CREDITS: 20

JACS CODE: N500

AIM(S)

In this module, students will be introduced to the fundamental concepts of marketing, its function in business and the approaches to marketing management. Students will also learn how marketing has evolved in line with digital capabilities as well as why many fundamentals remain unchanged. Students will develop the ability to articulate basic marketing goals and plans.

LEARNING OUTCOMES

Upon the successful completion of this module, the student will be able to demonstrate the ability to:

- Demonstrate an understanding of the fundamental principles and philosophies on which marketing is based and the business challenges linked to the marketing function;
- Prepare reports interpreting secondary-data so as to inform marketing decisions;
- Demonstrate understanding of customers and the markets within which they operate,
so as to inform business decisions;
- Develop a marketing plan.

INDICATIVE CONTENT

- Defining Marketing
- Understanding Consumers
- Consumer Insights
- Marketing Segmentation and Positioning
- Creating Value: Services & Experiences
- Creating Value: Branding
- Pricing
- Integrated Marketing Communications
- IMC: Tools & Techniques
- Marketing Planning & Strategy

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Market Analysis Report	2000 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Report – Marketing Plan	2000 words	50%

Assessment Summary

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

READING LIST

Module Code	BMWD4003	
Module Title	Fundamentals of Marketing	
Classification	Reading List entry	Electronic*
Essential	Philip Kotler, Gary Armstrong, (2018) Principles of Marketing, Hoboken : Pearson Higher Education	☒
Essential	Weinstein, A., & Dalgic, T. (2013). Handbook of Niche Marketing Principles and Practice. Hoboken: Taylor and Francis.(Available online via EBSCO)	☒
Further	Blythe. J.and Martin, J. (2016) Essentials of Marketing. 6 th edition. Harlow, Prentice Hall	☒
Further	Fahy,J. and Jobber, D. (2015) Foundations of Marketing. 5 th edition. Maidenhead. McGraw Hill.	
Further	Dibb, S., Simkin, L., Pride, W.M., & Ferrell, O.C., <i>Marketing: Concepts and Strategies</i> 7 th ed Houghton Mifflin	

Module Code	BMWD4003	
Module Title	Fundamentals of Marketing	
Classification	Reading List entry	Electronic*
Further	Smith, T. Williams, T. Lowe, S. Michel, R. Hwang, K (2015) Context into text into context: Marketing Practice into Theory and Marketing Theory into Practice. Marketing Intelligence and Planning. Vol 33 (7) pp1027-1046. Full text available at: EBSCOhost Business Source Complete	☒
	Journals	
Further	Business Horizons <i>R. Duane Ireland, Michael A. Hilt (1992). Mission Statements: Importance, Challenge, and Recommendations for Development. 35-42</i>	☒
Further	European Journal of Marketing <i>David Jobber, David Shipley, (2012) "Marketing-orientated pricing: Understanding and applying factors that discriminate between successful high and low price strategies", Vol. 46 Issue: 11/12, pp.1647-1670</i>	☒
Further	Harvard Business Review <i>Schreier, Fred T. (2009). Seven Fallacies in Marketing Logic,. 111-118</i> <i>DeBruicker, F. Stewart, Summe, Gregory L. (1985). Make sure your customers keep coming back. Vol *(*), 92-98</i> <i>Macdonald, Emma K., Wilson, Hugh N., Konuş, Umut (2012). Better Customer Insight – in Real Time: A New Tool Radically Improves Marketing Research. **(*), 103-108</i> <i>DeLong, Thomas J., Vijayaraghavan, Vineeta (2012). Should You Listen to the Customer? **(*) 129-133</i>	☒
Further	Journal of Business Research <i>Beverland, M (2006). The 'real thing': Branding authenticity in the luxury wine trade. 59, 251 – 258</i> <i>James G. Hutton, (1996). Integrated Marketing Communications and the Evolution of Marketing Thought. 37, 155-162</i>	☒
Further	Journal of Communication Management <i>Călin Gurău, (2008) "Integrated online marketing communication: implementation and management", Vol. 12 Issue: 2, pp.169-184</i>	☒
Further	Journal of Consumer Research <i>Holbrook, Morris B., Hirschman, Elizabeth C., (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun., 9(*), 132-140.</i>	☒
Further	Journal of Interactive Marketing <i>Sonja Gensler, Franziska Völckner, Yuping Liu-Thompkins, Caroline Wiertz (2013). Managing Brands in the Social Media Environment. 27, 242-256</i>	☒
Further	Journal of Marketing	☒

Module Code	BMWD4003	
Module Title	Fundamentals of Marketing	
Classification	Reading List entry	Electronic*
	<i>Palmatier, Robert W., Burke Jarvis, Cheryl, Bechkoff, Jennifer R., & Kardes, Frank R. (2009). The Role of Customer Gratitude in Relationship Marketing., 73(*), 1-18</i> <i>Bitner, M.J., (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. 56, 57-71</i> <i>Paul F. Anderson (1982). Marketing, Strategic Planning and the Theory of the Firm. Journal of Marketing, 46, 15-26</i>	
Further	Journal of Marketing Practice: Applied Marketing Science Janet Hoek, Philip Gendall, Don Esslemont, (1996) "Market segmentation: A search for the Holy Grail?", 2(1), 25-34	☒
Further	Journal of Marketing Research Zaltman, G., (1997). <i>Rethinking Market Research: Putting People Back In. XXXIV, 424-437</i>	☒
Further	Management Decision Christian Grönroos, (1994). <i>From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing. 32(2), 4-20</i>	☒
Further	Marketing Intelligence & Planning Mohammed Rafiq, Pervaiz K. Ahmed, (1995). <i>Using the 7Ps as a generic marketing mix: an exploratory survey of UK and European marketing academics. , 13(9), 4-15</i> Sally Dibb, Philip Stern, Robin Wensley, (2002) <i>"Marketing knowledge and the value of segmentation", 20(2), 113-119</i> Nelson Oly Ndubisi, (2007). <i>Relationship marketing and customer loyalty. 25(1), 98-106</i>	☒
Further	Qualitative Market Research: An International Journal, Ko de Ruyter, Norbert Scholl, (1998). <i>Positioning qualitative market research: reflections from theory and practice. 1(1), 7-14</i>	☒
Further	Theory and Society Zukin, Sharon, (2011). <i>Reconstructing the authenticity of place. 40, 161–165</i>	☒

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD4004
TITLE: Fundamentals of Project Management
DATED: 23/08/2018

LEVEL: 4
CREDITS: 20

JACS CODE: N213

AIM(S)

In this module, students will learn what constitutes a project, the various components and stages of a project, as well as core competencies and approaches of an effective project manager. Taking a broad perspective, this module introduces students to the similarities of projects between industries, as well as many of the nuances that may be found in particular industries.

LEARNING OUTCOMES

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

- Clearly define and scope projects of varying natures demonstrating understanding of variances between projects and respective industries;
- Understand the various stages of a project and its components;
- Use appropriate project planning tools; and
- Identify key dependencies and risks for project success.

INDICATIVE CONTENT

- Foundations of Project Management
- The Business environment
- Project lifecycles and phases
- Project Integration Management
- Scope Management
- Schedule Management
- Cost Management
- Quality Management
- Team Management
- Communication Management
- Risk Management

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Individual Presentation – Pitch	10 minutes	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Strategy Report	2000 words	50%

Assessment Summary

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

READING LIST

Module Code	BMWD4004	
Module Title	Fundamentals of Project Management	
Classification	Reading List entry	Electronic*
Essential	Kerzner, H., 2009. Project Management A Systems Approach to Planning, Scheduling, and Controlling 10th ed., Chichester: Wiley.	☒
Essential	Project Management Institute, 2013. A guide to the project management body of knowledge (PMBOK® guide). Fifth., Newtown Square, Pennsylvania: Project Management Institute.	☒
Further	Harvey. Maylor, Project Management, 4th ed. Harlow : Financial Times Prentice Hall 2010	☒
Further	Robert K. Wysocki Sarah Kaikini; Ryan Sneed, Effective Project Management, 7th ed. Indianapolis, Indiana : Wiley 2014	☒
d Further	Berkun, S., 2008. Making Things Happen Mastering Project Management, Sebastopol: O'Reilly Media.	☐

Module Code	BMWD4004	
Module Title	Fundamentals of Project Management	
Classification	Reading List entry	Electronic*
Further	Great Britain. Office of Government Commerce, 2009. Directing successful projects with PRINCE2., London: TSO.	☐
Further	Project Management Journal	☐
Further	International Journal of Project Management	☐

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD4005
TITLE: Managing Money and Finances
DATED: 23/08/2018

LEVEL: 5
CREDITS: 20

JACS CODE: N300

AIM(S)

Students will develop their understanding and skills in the foundations of business accounting to prepare and interpret basic financial reports for organisations of varying maturity. They will also explore the theories that underpin business accounting and develop the capability to identify any financial trends of note, in order to make recommendations to decision makers of financial changes that should be made.

LEARNING OUTCOMES

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

- Interpret and prepare basic financial reports;
- Interpret basic financial reports to identify challenges and inform business decisions;
- Prepare financial information packages to support decision-makers;
- Proactively identify business finance challenges;

INDICATIVE CONTENT

- Money Management and Financial Planning
- The sustainable business model and fundamental of business finance
- Financial plans and Forecasting for pre-revenue start ups
- Financing your startup
- Pricing: Principles and methods
- Break-even Analysis and Budgeting
- Financial Statements
- Ownership, Equity and Spending
- Business Valuation: Principles and methods
- Exiting the business

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Financial Analysis Report	2400 words	60%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Financial Strategy Report	1600 words	40%

Assessment Summary

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

READING LIST

Module Code	BMWD4005	
Module Title	Managing Money and Finance	
Classification	Reading List entry	Electronic*
Essential	Eddie McLaney; Peter Atrill (2017) Accounting and Finance for Non-Specialists, Harlow, England Pearson	☒
Essential	E. J. McLaney, (2011) Business Finance: Theory and Practice, 9th ed. Harlow : Financial Times Prentice Hall	☒
Further	Garman/Forgue, Personal Finance. 7th ed. Boston: Houghton Mifflin Company, 2003. Print	☒
Further	Arnold,G.(2012) Corporate Financial Management,2Ed,London,Pearson.	☒
Further	Graham. Mott (2008) Accounting for non-accountants 7th ed. London : Kogan Page	☒

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

LEVEL 5 MODULES

MODULE CODE: BMWD5001
TITLE: Corporate Responsibility
DATED: 23/08/2018

LEVEL: 5
CREDITS: 20

JACS CODE: N200

AIM(S)

In this module students will learn the increasingly important role of Corporate Responsibility and how it has evolved over recent years. In addition to the key considerations of CR for organisations, and the opportunities and risks involved in adopting or ignoring CR, students will develop their understanding in the various methodologies that are being introduced to foster CR.

LEARNING OUTCOMES

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

- Demonstrate a critical understanding of the various concepts and strategies of Corporate Responsibility and their potential impact on organisations and business objectives;
- Identify opportunities for value-adding CR within established organisation;
- Design CR strategies to respond to business scenarios; and
- Demonstrate a capacity to clearly communicate CR strategies to a variety of stakeholders

INDICATIVE CONTENT

- Introduction to Corporate Responsibility (CR)
- History & Development of CR
- Ethics and Responsible Decision Making
- CR and VC Approaches
- Shared Value Creation
- Organisational approaches to CR
- Various CR
- Setting a CR strategy: objectives and goals
- Communicating CR Strategies to Stakeholders
- Review & Evaluation of CR Strategies

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Report – CR plan	2500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report – Organisation Action Plan	2500 words	50%

Assessment Summary

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

READING LIST

Module Code	BMWD5001	
Module Title	Corporate Responsibility	
Classification	Reading List entry	Electronic*
Essential	Bhardwaj, P., Chatterjee, P., Demir, K., & Turut, O. (2018). When and how is corporate social responsibility profitable? <i>Journal of Business Research</i> , 84, 206–219. doi:10.1016/j.jbusres.2017.11.026	☒
Essential	Pohl, M., & Tolhurst, N. (2010). Responsible business: how to manage a CSR strategy successfully. John Wiley & Sons	☒
	Journals	
Further	Academy of Management Executive Waddock, S. A., Bodwell, C., & Graves, S. B. (2002). <i>Responsibility: The new business imperative</i> . 16(2), 132-148.	☒
Further	Business Ethics: A European Review Jamali, D. R., El Dirani, A. M., & Harwood, I. A. (2015). <i>Exploring human resource management roles in corporate</i>	☒

Module Code	BMWD5001	
Module Title	Corporate Responsibility	
Classification	Reading List entry	Electronic*
	<i>social responsibility: the CSR-HRM co-creation model., 24(2), 125-143.</i>	
Further	Harvard Business Review <i>Porter, M. E., & Kramer, M. R. (2006). Strategy and society: the link between corporate social responsibility and competitive advantage., 84(12), 78-92.</i> <i>Porter, M. E., & Kramer, M. R. (2011). Creating sharing value.</i>	☒
Further	Journal of Public Policy & Marketing Wilkie, W. L., & Moore, E. S. (2007). What does the definition of marketing tell us about ourselves?., 26(2), 269-276.,	☒
Further	Leader to Leader <i>McElhaney, K. (2009). A strategic approach to corporate social responsibility., 52(1), 30-36.</i>	☒
Further	Studia Universitatis „Vasile Goldis” Arad–Economics Series <i>Tinjala, D. M., Pantea, L. M., & Alexandru, B. (2015). Business Ethics and Integrity a Case Study on 300 US Listed Companies.25(2), 63-80.</i>	☒
Further	The McKinsey Quarterly <i>S. Bonini, N. Brun, and M. Rosenthal, Valuing corporate social responsibility, February 2009</i>	☒
	Online Articles	
Further	Craves, J. (2015) "Starbucks Claims 99% 'Ethically Sourced' Coffee, But What Does That Even Mean?", Daily Coffee News, accessed online at: http://dailycoffeenews.com/2015/05/15/starbucks-claims-99-ethically-sourced-coffee-but-what-does-that-even-mean/ [April, 2016]	☒
Further	Leigh, L. (2016) "Who Gives A Crap's business model helps fund sustainable sanitation solutions in developing countries", StartUp Daily, accessed online at: http://www.startupdaily.net/2016/03/gives-craps-business-model-helps-fund-sustainable-sanitation-solutions-developing-countries/ [April, 2016]	☒
Further	Porter, M. (2013) "The case for letting business solve social problems", TED Talk, accessed online at: https://www.ted.com/talks/michael_porter_why_business_can_be_good_at_solving_social_problems?language=en [April, 2016]	☒

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD5002
TITLE: Design Thinking
DATED: 23/08/2018

LEVEL: 5
CREDITS: 20

JACS CODE: N212

AIM(S)

In this module, students will explore design thinking and why this modern business concept is useful and valuable to all kinds of businesses.

In particular, students will engage with the design thinking process - from ideation through to evaluation - as well as exploring the role it plays in current businesses, the theory and philosophy behind design thinking, and the different approaches to design thinking. Students will have an opportunity to apply their knowledge and will engage in a design thinking process for an existing organisation, or their own venture.

LEARNING OUTCOMES

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

- Define and articulate design thinking theory and its role within the modern business environment.
- Explain the interaction between key phases of design thinking and the impacts of that interaction on business practice.
- Evaluate the impact of design thinking approaches in real-world scenarios.
- Apply design thinking practices and approaches to solve real-world business problems.

INDICATIVE CONTENT

- Introduction to Design Thinking
- Empathise
- Define
- Ideate
- Prototype
- Test
- Iteration
- Creative Environments
- Design Thinking in Business
- Case Studies

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Portfolio	3000 words	60%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2000 words	40%

Assessment Summary

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

READING LIST

Module Code	BMWD5002	
Module Title	Design Thinking	
Classification	Reading List entry	Electronic*
Essential	Osterwalder, A., & Pigneur, Y. (2013). <i>Business Model Generation</i> (1st ed., pp. 20-41). New York, NY: John Wiley & Sons	☒
Essential	van der Pijil, P., Lokitz, J., & Solomon, L. (2016). <i>Design a Better Business</i> (1st ed.). New Jersey: John Wiley and Sons	☒
Essential	Kolko, J., (2017). <i>Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis</i> . (Human Technology Interaction Series)	☒
Further	Schneider, J. (2017). <i>Understanding Design Thinking, Lean, and Agile</i> (1st ed.). Sebastopol: O'Reilly Media.	☐

Module Code	BMWD5002	
Module Title	Design Thinking	
Classification	Reading List entry	Electronic*
Further	Iterative Design of User Interfaces. (2017). Nngroup.com. Retrieved 26 August 2017, from https://www.nngroup.com/articles/iterative-design/ (Originally published in <i>IEEE Computer</i> Vol. 26 , No. 11 (November 1993), pp. 32–41.)	☒
Further	Research Technology Management <i>Gobble, M. M. (2014). Design Thinking. 57(3), 59-61.</i> <i>Martin, R., & Euchner, J. (2012). Design Thinking. Research Technology Management, 55(3), 10-14.</i>	☒
Further	Psychology Today <i>Csikszentmihalyi, M. (2017). The Creative Personality.</i>	☒
	Websites	
Further	https://dschool.stanford.edu	
Further	http://www.designkit.org/case-studies/1	
Further	http://zh9bf5sp6t.search.serialssolutions.com	
Further	http://canberra.libguides.com/	
Further	https://login.ezproxy.canberra.edu.au/login	

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

MODULE CODE: BMWD5003
TITLE: Digital Business and Disruption
DATED: 23/08/2018

LEVEL: 5
CREDITS: 20

JACS CODE: N200

AIM(S)

In this module, students will learn about the digital economy and the associated new breed of high-growth digital businesses. In addition to exploring the theoretical understanding of the differences between digital and physical organisations and the methods of developing and delivering value to customers, students will develop skills in identifying digital business opportunities, the risks for established organisations and will be able to design business models for digital organisations as well as adapt more traditional business models to suit the digital economy.

LEARNING OUTCOMES

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

- Demonstrate knowledge and critical understanding of the principles of the core concepts of a digital business and how these differ from more traditional organisations;
- Identify opportunities for improvement in established organisations through digital methodologies and design digital business strategies to improve value for existing customers and to attract new customers;
- Clearly articulate the challenges that digital disruption brings to traditional business models; and
- Design disruptive digital business models.

INDICATIVE CONTENT

- Introduction to Digital Business and Disruption
- The e-Environment: A Disruptive Force
- Web Analytics and Market Analysis
- Digital Marketing
- B2B Digital Business Models
- B2C Digital Business Models
- Launching Online Business and e-Commerce Projects
- Managing Digital Business Infrastructure
- eProcurement
- Digital Business Strategy and Change

LEARNING AND TEACHING STRATEGY

This module is delivered self-paced and online, requiring students to self-manage their work load, developing many skills required of outstanding students.

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
Portfolio	2500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Report - Digitisation proposal	2500 words	50%

Assessment Summary

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

READING LIST

Module Code	BMWD5003	
Module Title	Digital Business and Disruption	
Classification	Reading List entry	Electronic*
Essential	Chaffey, D. (2015) Digital Business and E-Commerce Management. 6 th edition. Harlow: Pearson	☒
Essential	Bocij, Paul, Greasley, Andrew; Hickie, Simon (2015) Business information systems : technology, development and management for the e-business, Fifth edition. Harlow, England : Pearson	☒
Further	Tawfik Jelassi, Albrecht Enders, Francisco J. Martinez-Lopez (2014). Strategies for e-business : creating value through electronic and mobile commerce : concepts and cases, Third edition. Harlow : Pearson Education	☒

Module Code	BMWD5003	
Module Title	Digital Business and Disruption	
Classification	Reading List entry	Electronic*
Essential	Mayer, J. H. & Quick, R. (2015) "Business Intelligence for New-Generation Managers: Current Avenues of Development" Springer	☒
Further	Belew, S. & Elad, J. (2014) "Starting an online Business" 4th Edition. John Wiley & Sons	☒
Further	Chaffey, D. (2015) "Digital Business and E-commerce management – Strategy, Implementation and Practice". 6th Ed. Pearson	☒
Further	Dave Chaffey, Fiona Ellis-Chadwick (2012) Digital marketing strategy, implementation and practice, 5th ed. Harlow : Pearson 2012	☒
Further	Barry, D. K (2012) "Web Services, Service-Oriented Architectures, and Cloud Computing: The Savvy Manager's Guide". 2nd Edition. Morgan Kaufmann	☒
Further	Weber, L. (2011) "Everywhere: Comprehensive Digital Business Strategy for the Social Media Era"	☒
Further	Spender, J. C. (2014) "Managing Uncertainty, Opportunity and Enterprise"	☐
Further	Trefler, A. (2014) "Build for Change: Revolutionizing Customer Engagement Through Continuous Digital Innovation"	☒
Further	Kegan, R. & Laskow Lahey, L. (2009) "Immunity to Change: How to Overcome it and Unlock the Potential in Yourself and your Organization" (Leadership for the common Good)	☐
	Journals	
Further	Business Horizons <i>Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? 57(6), 703-708</i>	☒
Further	Business Today <i>Narayanan, C. (2015). Starting the Digital Transformation Journey. (April 12). 96-97</i>	☒
Further	Electronic Commerce Research and Applications <i>Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. 12(4), 246-259.</i>	☒
Further	Harvard Business Review <i>Harrington, R. J., & Tjan, A. K. (2008). Transforming strategy one customer at a time. 86(3)</i> <i>McAfee, A. (2011). What every CEO needs to know about the cloud. 89(11), 124-132.</i>	☒
Further	International Journal of Retail & Distribution Management <i>Colla, E., & Lapoule, P. (2012). E-commerce: exploring the critical success factors. 40(11), 842-864.</i>	☒
Further	International Studies of Management & Organization <i>Lyubareva, I., Benghozi, P. J., & Fidele, T. (2014). Online Business Models in Creative Industries: Diversity and Structure. 44(4), 43-62</i>	☒

Module Code	BMWD5003	
Module Title	Digital Business and Disruption	
Classification	Reading List entry	Electronic*
Further	Journal of Financial Planning <i>Hopkins, J. P., Lipin, I. A., & Whitham, J. (2014). The Importance of Digital Asset Succession Planning for Small Businesses. 27(9), 54-62</i>	☒
Further	Journal of Strategic Marketing <i>Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying. 19(6), 489-499</i>	☒
Further	Journal of Tax Practice and Procedures <i>Nellen, A. (2015). Taxation and Today's Digital Economy, April-May, 17-26</i>	☒
Further	LogForum <i>Hajdul, M., & Mindur, L. (2015). Lean and reliable digital supply chains-case study. 1(11), 15-27</i>	☒
Further	Management <i>Sofronijević, A., Miličević, V., & Marković, A. (2015). New Internet Business Initiatives in the Context of Change Management. (1820-0222), (74), 37-46</i>	☒
Further	MIS Quarterly <i>Keen, P., & Williams, R. (2013). Value architectures for digital business: beyond the business model. 37(2), 642-647</i> <i>Oestreicher-Singer, G., & Zalmanson, L. (2013). Content or community? A digital business strategy for content providers in the social age., 37(2), 591-616</i> <i>Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital business strategy: toward a next generation of insights. 37(2), 471-482</i>	☒
Further	MIT Sloan Management Review <i>Westerman, G., & Bonnet, D. (2015). Revamping Your Business Through Digital Transformation. 2-5</i> <i>Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2015). Is Your Business Ready for a Digital Future? 56(4), 37</i>	☒
Further	Strategy & Leadership <i>Berman, S. J., & Kesterson-Townes, L. (2012). Connecting with the digital customer of the future. 40(6), 29-35</i>	☒

Students will also be directed to use academic databases such as Business Source Complete and Marketline.