

UNIT CATALOGUE 2025/26



S1 UNITS

NOTES

This unit catalogue is applicable for the 2025/26 academic year only. Students continuing their studies into 2026/27 and beyond should not assume that this unit will be available in future years in the format displayed here for 2025/26.

Courses and units are subject to change in accordance with normal University procedures.

Availability of units will be subject to constraints such as staff availability, minimum and maximum group sizes, and timetabling factors as well as a student's ability to meet any pre-requisite rules.

[Find out more about these and other important University terms and conditions here.](#)

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MN22020: BUSINESS IN ITS ECONOMIC CONTEXT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Examination closed book (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12009 OR take MN12011 OR take MN12217 OR take MN10574		
Learning Outcomes:	<ul style="list-style-type: none"> • Recognise fundamental knowledge of business/management in accounting, finance, economics, human resource management, business analytics and marketing • Identify business/management problems/opportunities in application of concepts and theories • Reflect on business/management theory and practice in context • Identify and scope problems in context • Apply models, theories, and best practice to analyse real life problems 		
Content:	You will be introduced to a range of Macroeconomic theories which explain the macroeconomic environment in which all organisations conduct their operations. Topics will include: the business cycle, inflation, unemployment, exchange rates, economic growth, GDP, monetary policy (e.g. interest rates) and fiscal policy (e.g. taxes), and the balance of payments.		
Synopsis:	Develop your understanding of the economic environment in which businesses operate. You'll explore a range of concepts, including some of the models and analytical tools used by economists. You'll learn how these are relevant to and helpful in making business decisions and how they help provide insights into the causal relationships within the macroeconomic context.		

MN22026: CORPORATE RESPONSIBILITY AND LAW

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWES 50%, EXCB 50%	Assessment Detail:	Business & Society Essay (CWES 50%) Law Examination (EXCB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN22155		
Learning Outcomes:	<ul style="list-style-type: none"> • Describe and summarize the main theories and tools related to the contemporary CSR debates • Identify and interpret evidence regarding social, environmental and economic issues • Critically evaluate relevant rhetoric and activities of businesses, governments and/or civil society organizations using relevant theories • Construct coherent, well-planned, and sufficiently evidenced arguments regarding social and environmental issues and the associated actions and impacts of corporations • To understand the legal framework within which businesses and individuals operate and the implications • To develop the ability to understand legal criteria and create cogent and reasoned arguments in applying them to practical situations • To analyse legal liability, assess risks and create strategies for avoidance, which can be input into business practice 		
Content:	The unit covers a set of distinct approaches to the notion of corporate responsibility - from rights-based approaches, to consequentialist ethics; from sustainability to perspectives grounded in corporate reputation; from meeting accepted standards to taking care of stakeholders. Furthermore, the unit emphasises the practical application of these varied principles of corporate responsibility. The aim is to assemble a toolkit that facilitates the evaluation of corporate actions and impacts in a rigorously informative manner. The law element will introduce you to the laws most commonly affecting business organisations and the individuals who own or manage them.		
Synopsis:	Explore the nature of corporate identity in law and the duties that come from that status. You'll learn about the broader concept of responsibility and the ethical, social and environmental issues that companies face in contemporary global business.		

MN22030: CONSUMER PSYCHOLOGY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRA 70%, CWRG 30%	Assessment Detail:	Report Group (CWRG 30%) Individual Reflection (CWRA 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate the ability to critically evaluate consumer research and theoretical models in the field 2. have an understanding of psychological theories and processes used to understand consumer behaviour 3. be able to consider different ways in which consumer research may be applied in the development of marketing programmes 		
Content:	<ol style="list-style-type: none"> 1. Introduction 2. Consumer senses 3. Learning and memory 4. Motivations, goals and needs 5. Decision-making 6. Attitudes 7. Social influence 8. Personality and lifestyle 9&10. Moods and emotions 		
Synopsis:	Explore factors that influence consumer behaviour. You'll learn about consumer behaviour and the influences that shape consumption. Drawing on psychological theories, you'll examine how memory, social influence, personality, context, persuasion, attitudes and learning influence consumers.		

MN22032: INTERNATIONAL STRATEGIC MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRG 100%	Assessment Detail:	Report Group (CWRG 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN32041 OR take MN32213 OR take MN22159.		
Learning Outcomes:	<p>By the end of the unit, you should be able to:</p> <ul style="list-style-type: none"> • Understand issues related to multinational firms' strategies and organisation in the context of their external environment and resources and capabilities • Gain an awareness of some of the challenges associated with multinationals' strategies and organisation • Apply models, theories and best practice to analyse international strategic phenomena. 		
Content:	Multinational firms' environment, strategies, resources and capabilities. Multinational firms' organisation, including issues related to control and co-ordination.		
Synopsis:	Gain a fundamental understanding of multinational corporations and the issues they face. You'll learn about multinational firms' business environments, their competitive strategies and strategic capabilities. You'll also gain an appreciation of how they manage issues associated with international expansions and the control and co-ordination of their operations. By analysing case studies, you will gain a holistic perspective of multinational enterprises' strategies.		

MN22033: MARKETING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRI 100%	Assessment Detail:	Individual Coursework Assessment (CWRI 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	a) Understand the foundation of marketing theory and practice b) Analyse marketing phenomena, such as marketing mix activities, using marketing tools and concepts c) Apply foundational marketing knowledge to practical marketing problems Skills: <ul style="list-style-type: none">• Develop the ability to conceptualise marketing problems using a series of analytical tools• Develop the ability to plan and rationalise marketing activities• Strengthen communication and teamwork skills in the classroom		
Content:	New content proposal: <ul style="list-style-type: none">* Introduction to Marketing* Consumer Behaviour* Segmentation, Targeting, and Positioning* Branding* Product Management* Pricing Strategies* Distribution Strategies* Marketing Communications* Digital Marketing		
Synopsis:	Develop a foundational understanding of what marketing is and its core principles. You'll learn about the key aspects of marketing. These include: conducting external and internal analyses, setting marketing strategies, and coordinating product, price, place and promotion - otherwise known as the marketing mix. You'll explore many contemporary real-world examples from businesses, including those in international settings, and apply your learnings to evolving realworld situations.		

MN22153: COMMERCIAL CONTRACTS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWVI 50% EXOB 50%	Assessment Detail:	Visual or recorded presentation Individual (CWVI 50%) Open-book written examination (EXOB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none"> • To understand the scope of law in a commercial environment and the impact on business decision making • To develop effective analytical skills to access and process legal concepts and apply them in a practical context • To investigate distinct legal criteria in key areas of commerce, to structure and present findings in an effective manner • To develop informed analysis of the influences on, and implications of, commercial liability and approaches to limiting or managing such liability 		
Content:	<p>The unit content will include key areas of commercial law including finance, insurance, intellectual property, dispute resolution and product liability. The unit will provide a case study to form the basis for investigation, practical analysis and application. Throughout the unit the focus will be on enhancing the student's ability to create and deliver well-structured and confident presentations.</p>		

MN22154: CORPORATE FINANCE AND INVESTMENTS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRG 30% EXCB 70%	Assessment Detail:	Group Coursework (CWRG 30%) Final Exam (EXCB 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of this unit, you will be able to:</p> <ul style="list-style-type: none"> • identify key financial issues and challenges for corporations • evaluate financial decisions with a view to identifying feasible solutions • apply models, theories and best practice to analyse financial problems in context 		
Content:	Corporate valuation Project valuation Strategic financial decisions capital structure pay-out policy Tactical financing decisions raising new finance 'going public' Financial risk management.		
Synopsis:	Building on the introductory accounting and finance course, you will further develop your understanding of financial issues within corporations, giving you the tools to apply models and theories to capital budgeting, strategic and tactical financial decisions.		

MN22156: DIGITAL BUSINESS INNOVATION

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWOG 30% CWRG 70%	Assessment Detail:	Oral presentation Group (CWOG 30%) Report Group (CWRG 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of this unit, the student should be able to:</p> <ul style="list-style-type: none"> • Critically evaluate the innovative potentials of ICT in organisations, on a strategic and operational level • Explain how ICT enables (new) business models and forms of working • Identify and apply emerging value creation models in the digital era • Be able to understand the intricacies of ICT development and use in organisational contexts, but also in society 		
Content:	<p>Likely topics for this unit include:</p> <ul style="list-style-type: none"> • Innovating Potentials and Opportunities of Information and Communication Technologies • The Digital Innovation Landscape and Infrastructure • Managing Emergent Technologies, Innovation and Digital Disruption • Innovating for Competitive Advantage • Digital Business Transformation 		
Synopsis:	This unit is intended to provide a non-technical introduction to information and communication technologies (ICTs) in business contexts. Innovative managers need to understand and engage with such technologies for the improvement of day-to-day operations as well as bigger scale, often strategic, changes that involve a redesign of the entire organisation and/or its network of interactions. In this unit, we consider the role of ICT in a contemporary digitally connected organisation.		

MN22158: ENTREPRENEURSHIP AND INNOVATION IN THE INTERNATIONAL CONTEXT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWES 50% CWRG 50%	Assessment Detail:	Project report (CWRG 50%) Individual reflection (CWES 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit you will be able to:</p> <ul style="list-style-type: none"> Understand how the processes of recognition and exploitation of entrepreneurial opportunities and/or innovations take place within and across country boundaries Reflect on the influences on innovation and entrepreneurship of cross-country differences in institutional and socio-economic settings Analyse the implications of country-specific contexts for enabling and promoting innovation and entrepreneurship 		
Content:	International entrepreneurship Internationalisation of innovation Drivers of entrepreneurship and innovation across countries.		
Synopsis:	With this unit you will have the opportunity to develop a theoretical and practical understanding of entrepreneurship and its links to innovation from an international perspective. You will advance your knowledge of the entrepreneurial process and explore the salient elements of various contexts for entrepreneurs and innovators on a global scale.		

MN22159: FOUNDATIONS FOR INTERNATIONAL BUSINESS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRG 30% EXCB 70%	Assessment Detail:	Group coursework (CWRG 30%) Closed-book written examination (EXCB 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12011 OR take MN12217 OR take MN10574. In taking this module you cannot take MN22032.		
Learning Outcomes:	<p>By the end of the unit, you will:</p> <ul style="list-style-type: none"> Understand the global trade environment underlying international trading and investment activity, and key theories of trade Understand the role of governments in international trade and foreign direct investment Understand how nations' context affect business and economic activity, and the implications for firms operating across borders Appreciate the interplay between the international business environment and multinational firms' conduct related to their strategies and organisation Develop analysis skills Learn to apply theories and concepts to analyse international business and management issues in contexts 		
Content:	Areas covered in the unit include: Key theories of trade The global trade environment underpinning international trade and investment activity The role of governments in international trade and foreign direct investment How political, socio-cultural and legal country differences impact business and economic activity, and the implications for firms operating across borders Implications of the international business environment on multinationals' strategies, including issues related to their international market expansion, and organisation, such as their organisational structure		
Synopsis:	You will gain an understanding of the complexity of the contemporary international business environment and explore a range of managerial implications for firms operating across borders. The module examines the nature of global and regional trade environments as well as national contexts. You will look at the interplay of these contextual factors, international trade patterns and multinational companies' strategies.		

MN22162: INTERMEDIATE ACCOUNTING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12002 OR take MN10804 OR take MN10248.		
Learning Outcomes:	<ul style="list-style-type: none"> • Discuss the demand and supply forces underlying the provision of company financial information according to international financial reporting standards and evaluate the usefulness of published sources of financial information • Carry out financial statement analysis and evaluate its usefulness. - Discuss the accounting information needs of managers and the use of budgeting within an organisation • Identify relevant information for internal decision-making and prepare basic budgets • Understand the principles of working capital management and discuss the relative merits of various financing structures • Appreciate the international context in which businesses are operating • Improve technical, analytical and information research skills 		
Content:	Introduction and the concept of the Going Concern The role of profit and the statement of cash flows Financial statement analysis Relevant costs and decision making Short-term planning - the operating budget The control budget and variance analysis Financing the business and the cost of capital Investment appraisal and the capital budget.		
Synopsis:	<ul style="list-style-type: none"> • Explains how financial information generated within the accounting systems of organisations can be used to inform decision making within the organisation • Understand financial statements and their place in decision-making • Explore basic techniques of financial statement analysis • Understand the various roles that accounting information plays within organisations • Identify relevant information for decision-making purposes 		

MN22164: INTERMEDIATE BUSINESS ANALYTICS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWES 100%	Assessment Detail:	Forecasting analysis and report of a business problem (CWES 50%) Application of multivariate statistical methods techniques (CWES 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12007 OR take ES12010 OR take MA12009 OR take MA10213.		
Learning Outcomes:	<ul style="list-style-type: none"> • Recognise the role that analytics techniques can play in the solution of management problems and identify problems that are amenable to these techniques • Identify appropriate forecasting methods for managerial problems • Apply and evaluate the performance of forecasting methods • Develop the ability to assess the strengths and limitations of any given analytics application • Communicate effectively with specialists in management science 		
Content:	Likely topics for this unit include: The role of analytics in organisations, Measuring bias and accuracy in forecasting, Time series analysis, Univariate forecasting methods, Explanatory forecasting methods, Multivariate statistical methods to support managerial decisions.		
Synopsis:	Advance skills in business analytics to gain an understanding of how modern techniques can support and improve business decision making by yielding information and insights and suggesting solutions to multi-faceted problems. Through lectures and seminars, you will work on various forecasting techniques used in a business context and methods to evaluate these, and explore multivariate statistical methods to address business decisions.		

MN22167: INTERMEDIATE MICROECONOMICS OF THE INDUSTRY AND FIRM

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Exam closed book (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12009 OR take MN12217.		
Learning Outcomes:	<ul style="list-style-type: none"> • Obtain basic knowledge of key areas of management such as business economics, marketing, law, information systems and operations management, and accounting and finance • Identify key management challenges and issues • Evaluate real-life management problems with a view to identifying feasible solutions • Critically discuss and evaluate management theory and practice • Identify and scope problems in context • Apply models, theories, and best practice to analyse problems in context 		
Content:	You will be introduced to, and then apply, economic theory that is useful for analysing problems around various aspects of firms and markets. You will develop your understanding of the theory of the firm and how it provides insights into modern business enterprises. You will also develop your understanding of competition between firms and the strategies firms adopt to better cope with this, along with an understanding of the regulatory constraints imposed by government authorities.		
Synopsis:	Use microeconomics to analyse the economic and strategic decisions that derive from operating in a competitive environment. You will explore a range of microeconomic models and analytical tools, and learn how these are helpful in making business decisions. By the end of this unit, you should have developed your ability to apply economic theory to analyse practical business problems and will be able to provide recommendations with respect to strategy and policy.		

MN22168: INTRODUCTION TO INVESTMENT BANKING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Exam (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12009 OR take MN12217.		
Learning Outcomes:	<p>By the end of the course, students will:</p> <ul style="list-style-type: none"> • Be able to critically discuss the role of regulation in investment banking, the potential for conflicts of interest and the ethical concerns in the industry • Understand and explain the main motivations of investment banks in their activities 		
Content:	Introduction to investment banks, including: history of investment banking, regulatory changes over time, organisational structure of banks, costs, revenues and strategies. Underwriting: equity (initial public offerings, follow on offerings), corporate bonds. Mergers and Acquisitions: the role of investment banks in acquisitions. Leveraged Buyouts: characteristics, roles of investment banks, exit strategies. Valuation: comparable companies analysis, precedent transaction analysis and discounted cashflow analysis. Financial Innovation: characteristics of financial innovation and examples of innovations over time. Ethics and conflicts of interest.		
Synopsis:	The aim of the module is to gain insights into the business of investment banks and the competitive forces between them. Following a general overview of investment banking, you will explore the theoretical background that helps explain the behaviour of investment banks in specific business lines such as equity underwriting, debt underwriting, mergers and acquisitions, leveraged buyouts, and valuation. You will also evaluate evidence for conflicts of interest for investment banks.		

MN22170: MANAGING HUMAN RESOURCES

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	By the end of this unit, the student should be able to: <ul style="list-style-type: none">• Understand foundational theories and concepts related to HRM• Understand basic HR functions and how these impact individual and organisational performance• Appreciate some contemporary issues and practical considerations in HRM practice		
Content:	Students will be introduced to key concepts, theories, and models of human resource management (HRM) and explore contemporary policy developments and management practice. It will cover key areas of the employee lifecycle from an HR perspective, from initial recruitment and onboarding through to managing the employment relationship as well as individual careers over the long term.		
Synopsis:	The managing human resources unit aims to give a broad overview of major features of human resource management and the employee life cycle from recruitment to exit. It examines issues from the contrasting perspectives of management and employees and explores some contemporary policy issues.		

MN22175: PRINCIPLES OF FINANCE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	5 [equivalent to 10 CATS credits]	Notional Study Hours:	100
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12150 OR take MN10805 OR take MN10500.		
Learning Outcomes:	At the end of this unit, students will be able to: <ul style="list-style-type: none">• Undertake investment appraisal using a variety of methods• Demonstrate understanding of a range of financial instruments, when they might be used and drivers of value• Understand the principles and uses of options, futures and forward contracts		
Content:	Investment appraisal - advanced methods Long term financing The relationship between risk and return Investment appraisal in the context of mergers and acquisitions Risk and risk management strategies, including financial, currency and interest rate risks.		
Synopsis:	Building on foundational finance courses, you will further develop your understanding by undertaking more advanced investment appraisals using a variety of methods. You will also explore a variety of financial instruments, why they are used and what the drivers of value are. You will also be introduced to derivatives and their use in risk management.		

MN22177: SERVICE OPERATIONS MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Intermediate (FHEQ level 5)	Period:	Semester 1
Assessment Summary:	CWRI 50% CWVG 50%	Assessment Detail:	Recorded group presentation (CWVG 50%) Individual Applied Service Operations Analysis (CWRI 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12008.		

Learning Outcomes:	<p>The objectives of the unit are to enable students to:</p> <ul style="list-style-type: none"> • Understand the nature of service and its impact on customers, staff, profitability and sustainability • Be able to evaluate the needs, expectations and perceptions of customers and other stakeholders • Understand the methods and tools required to improve the design and delivery of service • Appreciate how organisations go about dealing with service failure, as well as strategies for recovering from failure • Know how organisations can measure and improve their performance • Understand how organisational strategy is articulated as service strategy
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Content:	<p>This unit covers fundamental topics around Operations Management in the service sector. Likely topics include:</p> <ul style="list-style-type: none"> • The nature of service • What is service, and Service Operations Management? • Service in context: B2C, B2B, C2C etc • Commodity and capability services • Customers, customer relationships and service people • Customer types and the value of customers • Managing customers and customer relationships • Managing service providers • Service design and experience engineering (avoiding overlap with existing units) • The Service Concept • Designing the customer experience • Service process mapping and emotion mapping • Service performance measurement and management • Performance management and measurement systems • Measuring service quality • Articulating service strategy • Managing service resources • Service capacity management • Managing the service network • Learning from problems and from other operations • Service value • Service failure and recovery • Service benchmarking and improvement tools and techniques
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Synopsis:	<p>Service Operations Management unit is about how to change organisations to make them better for customers, service staff, profitability and sustainability. The aim of the unit is to provide participants with an enhanced understanding of managing organisations that deliver service. In turn, this understanding will enable participants to make a difference and improve the performance of, and the service provided by, their own or other organisations.</p>
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MN32041: STRATEGIC MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRG 100%	Assessment Detail:	Report Group (CWRG 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN12009. In taking this module you cannot take MN32040 OR take MN22032 OR take MN32213.		
Learning Outcomes:	<p>By the end of the unit, you should be able to:</p> <ul style="list-style-type: none"> • Display a sound understanding of key issues and theories of strategic management in a range of contexts • Apply strategic management theories and tools to analyse strategic phenomena • Formulate possible strategic responses to address strategic issues • Gain a critical awareness of strategic management issues and theories • Gain research and critical analysis skills • Collaborate and work productively and sensitively in teams 		
Content:	The unit is designed to develop your understanding of strategy in the context of organisations' external environments and resources and capabilities. The unit will address the strategic choices at the business and the corporate levels. It will take account of issues related to the development and implementation of strategies.		
Synopsis:	Learn a structured way to analyse a firm's strategy and its various components. Through case studies, you'll work on developing solutions to strategic problems in diverse contexts. You will gain an in-depth appreciation of strategic management thinking and decision making.		

MN32046: DEVELOPING NEW PRODUCTS AND SERVICES

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWES 30% CWVG 70%	Assessment Detail:	Individual essay (CWES 30%) Group presentation (CWVG 70%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN10573 OR take MN20016 OR take MN20081.		
Learning Outcomes:	<p>On successful completion of this course, students should be able:</p> <ul style="list-style-type: none"> • Explain and critically appraise a variety of theoretical approaches to the development of new products and services • Create a product portfolio revitalisation strategy using 'cultural innovation' framework 		
Content:	How do successful products and services come into existence? Is it driven by incredible feats of imagination and genius, by visionaries such as Thomas Edison, or by ordinary fiercely passionate consumers? Should we wrestle product and service development away from the function-obsessed engineers and instead consider successful products as the result of attaching powerful ideologies to products, forging breakthrough innovations that challenge saturated markets? And what makes platforms such as Facebook and Google so successful, and is there a future for these Trillion Dollar companies? This unit introduces students to the development of new products and services. It answers the questions posed above and in doing so, provides students with theoretical and practical tools to aid the creation of original and unique products and services.		
Synopsis:	Explore the theories involved in creating and developing new products and services. You'll use a range of tools to examine what makes excellent products 'excellent', and how to create good ideas for products and services. You'll learn about a wide set of tools, approaches and frameworks that will help you solve business problems involving market saturation, multinational firms and tech giants.		

MN32178: CONTEMPORARY MARKETING COMMUNICATIONS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWVI 100%	Assessment Detail:	Marketing communications campaign plan (CWVI 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit, you will be able to:</p> <ul style="list-style-type: none"> • Understand the range and function of the Marketing Communications Mix • Apply and evaluate marketing communication practices for the development of successful brand campaigns • Develop campaigns in response to real-life business dilemmas to satisfy key marketing objectives 		
Content:	This unit focuses on the theories and practices involved in effectively linking consumers with brands and products through marketing communications in both domestic and multinational contexts, from both 'client' and 'agency' perspectives. The unit reflects longer term and current developments in advertising, public relations, sales promotion, direct marketing, and personal selling and the content will therefore be reviewed on an annual basis and updated as appropriate.		
Synopsis:	Learn how to create your own marketing campaigns by exploring cutting edge communications theory and practice. Understand the tools, media and messages that make up the modern marketing communications mix, and how these are influenced by consumer behaviour. Investigate best practice in how campaigns are designed and measured.		

MN32183: BUSINESS AND THE NATURAL ENVIRONMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWES 100%	Assessment Detail:	Essay (CWES 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	In taking this module you cannot take MN20448		
Learning Outcomes:	<p>Having studied the unit, students will be able to:</p> <ul style="list-style-type: none"> • Summarise, describe, and critically engage with the main science related to the contemporary environmental debate • Understand and evaluate the ethical, economic, and governance issues involved in a variety of environmental policy initiatives, and develop the capacity to critically, actively and creatively contribute to public debates concerned with environmental issues • Appreciate the increasing pressures from stakeholders for beyond compliance performance in respect of environmental issues • Use their understanding of environmental issues to propose, evaluate, and critique the validity and scope of organisational responses to environmental issues • Effectively communicate and defend ideas concerned with environmental issues in writing • Understand and apply theories and approaches from multiple disciplinary foundations to environmental issues and challenges • Interpret data and evidence regarding environmental issues 		
Content:	Environmental issues are increasing salient within society. Human activity has caused or contributed to a range of serious environmental issues including pollution, deforestation, reduction in biodiversity, species extinction, climate change and global warming, and resource depletion. The dramatic increase in society's concern about the state of the environment has led to substantially greater pressure on business to respond to these challenges. The unit is designed to provide students with the knowledge to understand dynamic ecological and environmental processes and their implications for how organisations respond to them.		
Synopsis:	This unit is an introduction to complex interactions between social, political, cultural, economic and ecological factors in the field of environmental management. By doing so, it puts the environmental issues we - and businesses - currently face into context, and provides students with an understanding of the key concepts, theories, and evidence from the wide variety of disciplines that inform effective management of environmental issues.		

MN32185: BUSINESS-TO-BUSINESS MARKETING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRI 100%	Assessment Detail:	Business-to-Business Marketing Business report (CWRI 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	Learners will be able to: <ul style="list-style-type: none"> • Explain and evaluate how firms create value • Develop strategy and propose tactics to build inter-firm relationships • Evaluate the role of the business-to-business marketing manager 		
Content:	The unit should contain topics such as: Business to Business Marketing Analysis and Strategy Collaboration structures and relationships: Coopetition, chains, networks and ecosystems Value creation, co-creation and distribution Organisational buying behaviour Managing marketing processes Product & services marketing Sales management - Managing selling and the sales process via tools such as social selling, face-to-face and digitally. Integrated marketing communications.		
Synopsis:	This unit aims to build on the earlier Marketing 1 and Marketing 2 courses and is designed for those with an interest in sales and business-to-business rather than consumer marketing. You will examine how business markets differ from consumer markets, the importance of relationships and organisational networks, value creation and co-creation, and how the role of the business-to-business marketing manager fits into the broader context of overall business strategy.		

MN32189: EMPLOYMENT LAW

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWOI 100%	Assessment Detail:	Practical mock employment tribunal (CWOI 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22019 OR take MN22026 OR take MN20609 OR take MN20010.		
Learning Outcomes:	<ol style="list-style-type: none"> 1. Students will gain a clear and definitive understanding of the diverse factors involved in the employment relationship 2. Understand the different sources of law and principles which apply to this context 3. Apply relevant employment law to work place scenarios 		
Content:	<ol style="list-style-type: none"> 1. Understand the Legal framework of Employment Law and its development. Employment tribunals - their role and composition; ACAS and other advisory bodies. Structure of the courts 2. Relationship between contract law and statutory protection. Contracts of employment: incl. employees, workers, zero hour contracts and the gig economy. Express terms - written terms, variation clauses and restraint of trade clauses. 3. Contracts of employment: Implied terms - duties of the employee: of obedience; of co-operation; of fidelity; of skill and care and implied duties of the employer: to pay and indemnify; to provide work 4. Termination of the contract of employment: Dismissal - meaning of constructive and summary dismissals. Contractual implications 5. Termination of the contract of employment: Disciplinary and grievance procedures. Unfair dismissal - statutory rights; tests of fairness; justifications 6. Discrimination: Statutory regimes and common factors; Equality Act and types of discrimination; Protected characteristics under the Equality Act 7. Health & Safety at work: Liability in tort for: negligence; breach of contract; safety legislation; vicarious liability; defences 		
Synopsis:	You will gain a definitive understanding of the diverse factors involved in the employment relationship and the different sources of law and principle which apply to this context. You will gain a comprehensive insight into the legal framework of the employer/employee relationship and its impact on the parties directly involved and some wider social implications. You will take part in a mock employment tribunal which involves drawing together the taught material in a practical application.		

MN32191: ENTREPRENEURSHIP PROJECT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRG 70% CWVG 30%	Assessment Detail:	Project report and logbook (CWRG 70%) Project presentation (CWVG 30%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit, you will be able to:</p> <ul style="list-style-type: none"> Plan the practical activity associated with solving an entrepreneurial challenge Adapt your approach and objectives to meet the needs of the situation where appropriate Collect and analyse data relevant to the activity Reflect on the group dynamics that affected the outcome of the project Present findings in a written and oral form 		
Content:	Briefing by collaborating organisations. Group formation and project allocation. Project plan and execution. Writing up findings and reporting back to peer group.		
Synopsis:	This unit provides an opportunity for you to engage in a practical entrepreneurship activity and to apply some of the concepts, techniques and skills acquired during the taught programme. You will work in teams on specific problems set by participating start-ups or innovation initiatives of established organisations to solve specific problems. You will present your solutions to the collaborating organisations at the end of the unit.		

MN32194: HOT TOPICS IN BUSINESS ECONOMICS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	EXOB 100%	Assessment Detail:	Open book time limited seen exam (EXOB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22166 OR take MN22167 OR take MN20012 OR take MN20747 OR take ES20011.		
Learning Outcomes:	<ul style="list-style-type: none"> Identify key business/management challenges/opportunities and issues Evaluate real-life business/management problems with a view to identifying feasible solutions Critically discuss and evaluate management theory and practice Identify and scope problems in context Apply models, theories, and best practice to analyse problems in context Develop the entrepreneurial mindset to enhance creativity, leadership, teamwork, innovation and confidence 		
Content:	The content of this will vary year to year, depending what topics are considered to be hot at the time. It will build on intermediate microeconomic units the students are required to have taken previously. Possible topics are expected to revolve around various aspects of firm organisation, markets, business strategies, and competition policy.		
Synopsis:	You will use microeconomics to develop a greater understanding of the current economic environment and the issues faced by firms, markets and policy makers within it. You will explore a range of microeconomic models and analytical tools, and learn how these are helpful in making business/management decisions. You will further develop your ability to apply economic theory to analyse practical business problems and hence provide recommendations with respect to strategy and policy.		

MN32198: INTERNATIONAL FINANCE

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWES 50% EXCB 50%	Assessment Detail:	Essay (CWES 50%) Closed-book written examination (EXCB 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22154 OR take MN22018 OR take MN20502 OR take MN20690 OR take MN22221. In taking this module you cannot take MN20600.		
Learning Outcomes:	<ul style="list-style-type: none"> Understand the functioning of foreign exchange (fx) markets Derive macroeconomic models of currency price forecast Understand the recent developments of international markets via financial news and public economic announcements Design financial products to manage fx risk 		
Content:	<ul style="list-style-type: none"> Introduction of financial markets and their participants Fx quotations and arbitrage Parity conditions (PPP, UIRP, CIRP, Fisher) Open Economy Macro models (Monetary, Mundell-Flemming, Dornbush models) Expectations and efficiency in FX markets - Fx and interest rate risk 		
Synopsis:	The unit will explore the main characteristics of foreign exchange markets, their participants and current real market developments. Students will learn popular macroeconomic models to forecast the price of currency pairs as a combination of quantitative models and market news. The risk involved in engaging with foreign exchange markets as well as the use of financial derivative products will also be assessed.		

MN32200: INVESTMENT AND TRADING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRA 50% CWRG 50%	Assessment Detail:	Group report (CWRG 50%) Individual reflection (CWRA 50%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22154 OR take MN20600 OR take MN20502 OR take MN22163 OR take MN20485 OR take MN22018 OR take MN20211 OR take MN22221.		
Learning Outcomes:	<p>To be able to:</p> <ul style="list-style-type: none"> Design a fund appropriate for a client's circumstances Convert a client risk level into a suitable asset mix and expected return Create a suitable target fund and multi asset approach Backtest your investment strategy and target fund Implement your investment portfolio via trading Manage risk and ongoing suitability of the portfolio Calculate, evaluate, and describe investment performance and outcomes and impact Evaluate the front office investment management process and the complexity of the investment system 		
Content:	The unit involves an immersive and practical Investment Experience. At its centre is an on-line investment tool where you trade actual securities at current prices in the market, but virtually. The investment tool provides bespoke trading, fund administration, and portfolio valuation. You experience contemporary portfolio construction techniques, supported by financial technology such as Morningstar, Refinitiv, and Capital IQ. You receive support from internal and external practitioner strategists who will keep you updated on economic and market developments. You work in a team of 4 to 6 participants, and each team designs, constructs and manages a multi-asset fund. The Investment Experience runs over the whole duration of the unit. Classes and workshops are highly applied, with the aim of enabling you to carry out the practical work of portfolio construction and asset management. Throughout the unit, engagement with financial technology and Excel is essential. Active participation, presence, and engagement within your team is required throughout, as well as in production of the assessed report. At the end of the Investment Experience, each group submits a report for 50% of the unit mark.		
Synopsis:	The unit is an immersive and practical Investment Experience. You experience contemporary portfolio construction techniques, supported by financial technology. You use an on-line investment tool to trade actual securities at current prices in the market, but virtually. The investment tool provides bespoke trading, fund administration, and portfolio valuation. The Investment Experience runs for the whole unit.		

MN32202: MARKETING, SUSTAINABILITY AND SOCIETY

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	EXCB 100%	Assessment Detail:	Closed-book written examination (EXCB 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	By the end of the semester students will be able to define, explain and critique contemporary marketing theory and its consequences within the market.		
Content:	<ul style="list-style-type: none"> • Introduction to Marketing and Society Ethical Issues in Marketing Strategy Designing for a post Pandemic plant based world • The Logic of Sustainability: Marketing and Nature Marketing Communications and Ethical Theory Social Norms • The Logic of Distraction: Marketing & Cinema, Violence • The Logic of Objectivity: SDG Marketing, Food & Drink • Big Data and Marketing • Research Ethics • Overtourism and the Problem of Positioning 		
Synopsis:	This unit will introduce the topical discipline of marketing, sustainability and society. It will cover key concepts in sustainability marketing strategy, including ecological managerial practices, with a focus on issue-based applications of ethics to sustainability marketing and the socio-ecological consequences of marketing activity.		

MN32210: PEOPLE ANALYTICS

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWES 25% CWRG 75%	Assessment Detail:	Detailed examination of data analyses tools and predictive HR strategies of a company (CWRG 75%) Critically reflective essay on group task (CWES 25%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>Outcomes:</p> <ul style="list-style-type: none"> • Appreciate the value of data • Examine and integrate different approaches to data management in HR • Integrate analytical tools in their decision making • Link data to decision making within the field of HR • Execute HR related decisions with the help of HR data • Evaluate and implement different HR analytic tools 		
Content:	<ul style="list-style-type: none"> • The basics and introduction to HR analytics • Moving from reporting data to HR analytics • Data analysis using descriptive statistics and other methodologies • Examining causal models and predictive analyses, particularly in relation to performance/employee behaviour • The business value of retention 		
Synopsis:	You will develop a strong foundational understanding of how data is structured and can be analysed to further understand the attitudes and behaviour of the people within an organisation. The role of predictive data analytics, AI, and big data within the human resource management function will be explored. You will be encouraged to solve realistic people management problems using data and analytic tools. In doing so you will enhance your critical thinking and curiosity.		

MN32212: STRATEGIC HUMAN RESOURCE MANAGEMENT

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRG 100%	Assessment Detail:	Essay discussion assignment (CWRG 100%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	Before taking this module you must take MN22028 OR take MN20291 OR take MN20624 OR take MN22160.		
Learning Outcomes:	<p>After completing this unit, the student will be able to:</p> <ul style="list-style-type: none"> Understand and evaluate key HR functions, particularly in relation to their meaning and strategic importance to the organisation Identify and critique different theoretical perspectives related to HRM Analyse and evaluate the linkages between HR functions and their practical applications as well as their impact on employees and the wider organisation 		
Content:	Students will be introduced to key concepts, theories, and models of human resource management (HRM) and explore contemporary policy developments and management practice. It will cover key areas of the employee lifecycle from an HR perspective, from initial recruitment and onboarding through to managing the employment relationship as well as individual careers over the long term.		
Synopsis:	Advance your understanding of human resource management (HRM) as a specialist function within the organisation. You will also explore a variety of perspectives, theories, and practices related to HRM. In doing so, you will develop your critical awareness of the issues, challenges, and opportunities core to the management of people.		

MN32270: SERIOUS GAMES FOR MANAGEMENT LEARNING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWRA 10% CWRG 90%	Assessment Detail:	Report including game poster (CWRG 90%) Reflection essay (CWRA 10%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<p>By the end of the unit, students will be able to:</p> <ul style="list-style-type: none"> Reflectively develop their own learning as individuals by evaluating the role of game play in professional self-reflection and better decision-making and strategic thinking Evaluate real-life management problems with a view to identifying feasible solutions by applying game design principles to the creation of management activities intended to address those problems Apply models, theories, and best practice in game attributes and limitations to design games and management activities Communicate creatively and effectively their own justified approach to designing such management activities Collaborate and work productively and sensitively in teams Synthesise and critically evaluate academic and practitioner perspectives to the creation of management activities 		
Content:	<ul style="list-style-type: none"> Experiential learning and games Game-based learning theory Aligning learning objectives with gameplay through game attributes and dynamics. Assessment and feedback mechanisms Ethical considerations A mix of face-to-face and online games will be used 		
Synopsis:	You will play a series of games across diverse management subjects and reflect on yourself as a future manager, decision-maker and strategic thinker. Playing games allows managers to explore new ideas and strategies, develop understanding of concepts through experience and establish effective behaviours working in teams under pressure. Knowing about games helps managers to create effective experiences for others, to support better decision-making and strategic thinking in any management domain.		

MN32271: LUXURY MARKETING

Academic Year:	2025/6	Owning Department/School:	School of Management
Credits:	10 [equivalent to 20 CATS credits]	Notional Study Hours:	200
Level:	Honours (FHEQ level 6)	Period:	Semester 1
Assessment Summary:	CWOA 10% CWVG 45% EXCB 45%	Assessment Detail:	Presentation (CWVG 45%) In-class contributions (CWOA 10%) Exam (EXCB 45%)
Supplementary Assessment:	Like-for-like reassessment (where allowed by programme regulations)		
Requisites:	N/A		
Learning Outcomes:	<ul style="list-style-type: none">• Exercise independent judgement and construct a reasoned and evidenced-based argument regarding contemporary luxury marketing• Identify, reflect upon, and engage critically with appropriate and representative literature in the field of luxury marketing• Critically evaluate contemporary practice in the luxury segment• Develop specialised approaches to solve contemporary business challenges for both luxury and non-luxury brands		
Aims:	Luxury marketing differs from marketing for regular brands in several key aspects. This unit introduces students to strategies used to promote luxury goods and services to cater for a unique set of consumer expectations and desires.		
Skills:	Students will develop expertise in managing brands in the luxury sector (T / F / A) Students will have their written, presentational, and verbal skills assessed (F / A)		
Content:	This unit will cover, among other things: <ul style="list-style-type: none">• Luxury products and services• Understanding the luxury consumer• Luxury pricing and retailing		
Synopsis:	Explore key luxury marketing concepts and their applications in the modern market. You will study consumer behaviour, product development, and the influence of storytelling, craftsmanship, tradition, and pricing on premium brands. Collaborate in teams to apply insights to real-world scenarios, such as product design or brand positioning. Engage in debates on luxury ethics and trends, and present an actionable marketing strategy for a renowned luxury brand in your final project.		