## Module CatalogueWestminster Business SchoolUndergraduate Study Abroad 2025/6Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** |
| --- | --- | --- | --- | --- |
| **Business Information Management and Operations** |
| 5DIBU002W | [Supply Chain, Operations Management and Digital Business](#5DIBU002W) | 5 | Semester 1 | 20 |
| 6BDIN005W | [Project and Programme Management](#6BDIN005W) | 6 | Semester 1 | 20 |
| 6DIBU001W | [Digital Business Innovations](#6DIBU001W) | 6 | Semester 1 | 20 |
| **Economics and Quantitative Methods** |
| 4BUSS008W | [Global Business Environment](#4BUSS008W) | 4 | Semester 1 | 20 |
| 5ECON002W | [Microeconomics 2](#5ECON002W) | 5 | Semester 1 | 20 |
| 5ECON003W | [Macroeconomics 2](#5ECON003W) | 5 | Semester 1 | 20 |
| 5MNST008W | [Management Decision Making](#5MNST008W) | 5 | Semester 1 | 20 |
| 6ECON003W | [Applied Econometrics](#6ECON003W) | 6 | Semester 1 | 20 |
| 6ECON007W | [Applications of Economics](#6ECON007W) | 6 | Semester 1 | 20 |
| 6ECON009W | [International Political Economy](#6ECON009W) | 6 | Semester 1 | 20 |
| 6ECON031W | [Advanced Economics](#6ECON031W) | 6 | Semester 1 | 20 |
| 6ECON033W | [Labour Markets and Global Migration](#6ECON033W) | 6 | Semester 1 | 20 |
| **Finance and Accounting** |
| 4ACCN012W | [Accounting and Finance Fundamentals](#4ACCN012W) | 4 | Semester 1 | 20 |
| 5ACCN003W | [Ethics and Corporate Social Responsibility in Accounting](#5ACCN003W) | 5 | Semester 1 | 20 |
| 5FNCE003W | [Corporate Finance](#5FNCE003W) | 5 | Semester 1 | 20 |
| 6FNCE009W | [International Investments](#6FNCE009W) | 6 | Semester 1 | 20 |
| **Human Resource Management + Leadership and Professional Development** |
| 4HURM007W | [The Role of the Manager](#4HURM007W) | 4 | Semester 1 | 20 |
| 6HURM001W | [Human Resource (HR)Analytics](#6HURM001W) | 6 | Semester 1 | 20 |
| 6HURM002W | [Contemporary Developments in Human Resource Development](#6HURM002W) | 6 | Semester 1 | 20 |
| **Management and Marketing** |
| 4BUIS016W | [Analytics for Decision Making](#4BUIS016W) | 4 | Semester 1 | 20 |
| 4HURM010W | [Behaviour in Organisations](#4HURM010W) | 4 | Semester 1 | 20 |
| 4MARK005W | [Understanding Consumers](#4MARK005W) | 4 | Semester 1 | 20 |
| 4MARK011W | [Innovative Marketing](#4MARK011W) | 4 | Semester 1 | 20 |
| 5BUSS015W | [Sustainable City Economies](#5BUSS015W) | 5 | Semester 1 | 20 |
| 5MARK020W | [Discovering Consumer Insights](#5MARK020W) | 5 | Semester 1 | 20 |
| 5MARK022W | [Sports Marketing and the Media](#5MARK022W) | 5 | Semester 1 | 20 |
| 6MARK001W | [Applied Marketing Management](#6MARK001W) | 6 | Semester 1 | 20 |
| 6MARK003W | [International Market Planning and Strategy](#6MARK003W) | 6 | Semester 1 | 20 |
| 6MARK010W | [Marketing Communications](#6MARK010W) | 6 | Semester 1 | 20 |
| 6SPMN002W | [Ethics, CSR and Sustainability in Sport](#6SPMN002W) | 6 | Semester 1 | 20 |
| 6SPMN003W | [Social Media and Digital Innovations in Sport](#6SPMN003W) | 6 | Semester 1 | 20 |
| **Tourism** |
| 4TOUR012W | [The Tourism System](#4TOUR012W) | 4 | Semester 1 | 20 |
| 5EVMN001W | [Marketing Tourism and Events](#5EVMN001W) | 5 | Semester 1 | 20 |
| 5TOUR003W | [Heritage Tourism](#5TOUR003W) | 5 | Semester 1 | 20 |
| 6EVMN008W | [Events for Culture and Society](#6EVMN008W) | 6 | Semester 1 | 20 |
| 6TOUR003W | [The Politics of Tourism](#6TOUR003W) | 6 | Semester 1 | 20 |

## Business Information Management and Operations

### Supply Chain, Operations Management and Digital Business

[**Module Code: 5DIBU002W**](#5DIBU002W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores how to effectively manage the range of operations functions drawing from the traditional and digital perspectives. It considers the business process; the supply chain; operational strategic alignment; systems integration; and the management of information, quality, demand, capacity and resources. It covers aspects of electronic and mobile services, commerce and business; sustainability; innovation and design in products and services; and developments in technology and systems.
**Assessment:** Presentation - submissions only (50%), Coursework (50%)

### Project and Programme Management

[**Module Code: 6BDIN005W**](#6BDIN005W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module is aimed at students interested in developing their project and programme management skills and knowledge. This module will provide an overview of the fundamentals of project management and will then explore challenges of strategic and international project/programme management
**Assessment:** Coursework (50%), Coursework (50%)

### Digital Business Innovations

[**Module Code: 6DIBU001W**](#6DIBU001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The business environment is increasingly characterised by the impact of technology and technology led innovations; however, this has several facets. Leading to innovations in how products and services are consumed, especially by technology enabled customers, consumers; who also present complex and evolving expectations.This is further supported by innovations that appear from what is ‘left field’; not from the industry, sector or geographic region that is the historic expectation. This module endeavours to increase awareness of the opportunity for innovation and the understanding to significantly contribute to digital business innovation either leading or responding to external innovation.
**Assessment:** Coursework (50%), Presentation - submissions only (50%)

## Economics and Quantitative Methods

### Global Business Environment

[**Module Code: 4BUSS008W**](#4BUSS008W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module offers the students the opportunity to learn how the global economies work and the general context in which the business organisations operate. The students will analyse the purpose, structures and ethical and environmental constraints faced by organisations across different industries. At the same time the students will study the cultural differences within and between business organisations and as part of the learning process they will develop research, teamwork and communication skills.
**Assessment:** Presentation Group (50%), Coursework (50%)

### Microeconomics 2

[**Module Code: 5ECON002W**](#5ECON002W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: 4ECON001W Exploring Microeconomics or equivalent***
This module applies microeconomic tools and techniques to business and management decision making. It starts by presenting the microeconomic behaviour of firms under different market structures (monopoly, monopolistic competition, duopoly and oligopoly) and demonstrates how economic forces affect organisations. It describes the economic and social consequences of managerial behaviour, relating this to the ownership and governance of organisations. It introduces instruments to analyse strategic behaviour in markets and pricing practices.
**Assessment:** In-Class Test/Assignment non exam conditions (25%), Portfolio (75%)

### Macroeconomics 2

[**Module Code: 5ECON003W**](#5ECON003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: 4ECON002W The Macroeconomic Framework or equivalent***
This module aims to provide students with a deeper understanding of how macroeconomic policy can be used to critically evaluate recent developments in the macroeconomic environment. This module seeks to build on and extend the theoretical foundations introduced in first year macroeconomics and use them to explore a range of real-world macroeconomic experiences.
**Assessment:** Coursework (25%), Essay (75%)

### Management Decision Making

[**Module Code: 5MNST008W**](#5MNST008W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Decision making is about making choices, often with incomplete or uncertain information and with competing goals. The ability to make effective decisions is a key management requirement which comprises a range of different skills. These skills are highly valued by employers because they are required across many business areas – from everyday tasks through to more complex projects or unforeseen situations. This module offers a practical introduction to decision-making concepts and techniques that are commonly used in organisations to make business decisions. It looks at the ‘psychology’ of choice – how intuition, analysis and judgement affect both individual and group decisions – and how to use a range of models and ‘hard’ and ‘soft’ decision making skills to choose between different courses of action.
**Assessment:** Presentation Group (25%), Coursework (75%)

### Applied Econometrics

[**Module Code: 6ECON003W**](#6ECON003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite 1: 5ECON004W Analysing Economic and Business Data or equivalent***
***Pre-requisite 2: Significant Mathematical Competence***

This module will cover a range of different methods, techniques and applications of econometric analysis. It has a strong applied emphasis. The E-views software is used for data analysis. The module provides students with the opportunity to improve their ability to make inferences from data. By the end of the module, students will be able to set up an econometric model, estimate it, and interpret the results.

**Assessment:** Coursework Practical (50%), Coursework (50%)

### Applications of Economics

[**Module Code: 6ECON007W**](#6ECON007W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: 5ECON008W Essentials of Economics or equivalent***

The aim of this module is to develop an understanding of the present state of microeconomic and macroeconomic policy and its application to the UK and the global economy. In order to understand the policy framework, the theoretical background and institutional context are covered with reference to contemporary problems faced by the UK and global economy. The microeconomic coverage focuses on the issue of market failure, and the problems created by government intervention in the economy.

**Assessment:** Essay (25%), Coursework (75%)

### International Political Economy

[**Module Code: 6ECON009W**](#6ECON009W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module explores the international political economy covering the shifts and patterns within the global economy, analysing the power relationships between consumers, business and the state , emphasising the impact of the state on global businesses and vice versa. Various theories of globalization will be analysed along with the role of transnational corporations, the institutions of the global economy and the problems of global governance. The role of technology in fuelling the global economy and the implications of technology on global inequality and the ethical considerations of big business is also evaluated. China's emerging role on the international stage will also be examined.

**Assessment:** Coursework (50%), Essay (50%)

### Advanced Economics

[**Module Code: 6ECON031W**](#6ECON031W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This Level 6 module is designed for students on our specialist economics degrees. Students will be introduced to advanced economic theories and how these can be applied to analyse important social issues and policy questions from the perspective of an economist. Students will learn how economic techniques of investigation can support the development of effective policy in government and the relevance of this for business and consumers.
**Assessment:** Coursework (50%), Coursework (50%)

### Labour Markets and Global Migration

[**Module Code: 6ECON033W**](#6ECON033W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This is an applied economics module open to students across Westminster Business School. Students will be introduced to recent developments in the way economists view labour markets, job search and migration. The module will enable students to shape attitudes towards wage determination, employment transitions, discrimination, inequality, patterns of migration and the formation of immigration policy in relation to UN SDGs more specifically to SDG10 and SDG 8.
**Assessment:** Essay (50%), Coursework (50%)

## Finance and Accounting

### Accounting and Finance Fundamentals

[**Module Code: 4ACCN012W**](#4ACCN012W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

In this module, you will gain a fundamental grounding in a wide range of accounting and financial issues. You will also have the opportunity to develop decision-making skills that are essential for managers through the analysis and interpretation of financial information. You will appreciate this module because you will gain a desirable skill set recognised by employers including analytical skills using a variety of techniques that will keep you interested and engaged throughout the module.

**Assessment:** Coursework (50%), Presentation Group (50%)

### Ethics and Corporate Social Responsibility in Accounting

[**Module Code: 5ACCN003W**](#5ACCN003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces students to the relevance and importance of corporate social responsibility (CSR) and ethics in business. CSR is an increasingly important area of interest that looks into corporate initiatives that take responsibility for the company’s effects on its stakeholders, social welfare and environment. The module will discuss reasons why CSR is important and will aim to enhance a student’s understanding of such issues in business-accounting contexts. The module will increase student awareness and understanding of ethical issues in business and accounting. It will provide them with the conceptual tools and frameworks required to guide analysis and decisions. The module will also examine social and environmental accounting practices, ethical investment, and consumer-driven sustainability assurance schemes that have emerged over the last two decades.
**Assessment:** Presentation Group (25%), Coursework (25%), Coursework (50%)

### Corporate Finance

[**Module Code: 5FNCE003W**](#5FNCE003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module aims to develop a thorough understanding of key topics and concepts in corporate finance. Students will develop skills and in-depth understanding of corporate finance themes through the knowledge and practical application of theoretical concepts, while using a variety of learning resources. A major objective of this module is to develop a thorough understanding of corporate finance from the perspectives of financial managers who are responsible for making significant investment and financial decisions. This module embeds various Equality, Diversity and Inclusivity (EDI) elements throughout various topics such as: the role of women and minority in corporate finance, executive compensations in corporate finance jobs and equality in corporate board directors.
**Assessment:** Coursework (25%), Coursework (75%)

### International Investments

[**Module Code: 6FNCE009W**](#6FNCE009W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module is designed to prepare students with an interest in investment management with a thorough grounding in the issues facing investment managers and professionals involved with investment decisions.
**Assessment:** Coursework (25%), Project (75%)

## Human Resource Management + Leadership and Professional Development

### The Role of the Manager

[**Module Code: 4HURM007W**](#4HURM007W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module is intended to prepare students for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial & leadership styles, motivation; chairing meetings, workplace counselling, staff development, identifying and managing conflict and negotiating skills. The module aims to help students identify how people become managers, what the role of the manager is and how to maximise their effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management and leadership required by different organisations and different cultures taken into consideration.
**Assessment:** Coursework (50%), Coursework (50%)

### Human Resource (HR)Analytics

[**Module Code: 6HURM001W**](#6HURM001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module develops understanding of the activities of HR professionals involved in making strategic decisions about the workforce and equips students with ‘analytic literacy’ to inform HR decisions in organisations. It focuses on effective HRM practice achieved through the use of systematic investigative techniques. Furthermore, it develops the skills of research and enquiry to enable consideration of different ways of delivering HR objectives, increasing organisational competitiveness and demonstrating the value added by the HR function.
**Assessment:** Presentation (25%), Project (75%)

### Contemporary Developments in Human Resource Development

[**Module Code: 6HURM002W**](#6HURM002W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module allows learners to build on their knowledge and develop new understanding required to make informed and effective judgements about existing and emerging models, processes and practices in HRD. The module encourage learners to compare, contrast and evaluate developments in theory and practice that influence the design, delivery and management of HRD to drive sustained business performance and anticipate future organisational needs.
**Assessment:** Coursework (50%), Coursework (50%)

## Management and Marketing

### Analytics for Decision Making

[**Module Code: 4BUIS016W**](#4BUIS016W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module introduces the important roles of information and analytics in the business decision making context. It takes the student on a journey through responsible acquisition, analysis, presentation and preservation of information. Digital business software and its practical applications in finding, analysing and communicating data and information will be explored. Understanding of information flows within organisations and the management and operations functions and the systems needed to support decision making securely and ethically will be developed by a mix of hands on, classroom based learning and self-directed study.
**Assessment:** Presentation Group- submissions only (25%), Portfolio (75%)

### Behaviour in Organisations

[**Module Code: 4HURM010W**](#4HURM010W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The module is designed to facilitate understanding of the behaviour of others in organisations and to improve self-insight.??It draws on the theory and literature of Organisational Behaviour to stimulate awareness of the key challenges and factors that affect behaviour in organisations.??The module promotes a challenging and critical perspective, drawing on organisational examples and personal experiences, to help you to develop essential skills for your future success.
**Assessment:** Coursework (25%), Essay (75%)

### Understanding Consumers

[**Module Code: 4MARK005W**](#4MARK005W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module aims to provide a good understanding of consumer behaviour concepts, theories, and how marketing managers utilise them to design their marketing strategies in order to influence consumers’ decision-making process in their product and/or service purchase process.  The application of consumer behaviours will be examined in the context of Business to Consumer (B2C) and Business to Business (B2B).
**Assessment:** Coursework (50%), Presentation Group (50%)

### Innovative Marketing

[**Module Code: 4MARK011W**](#4MARK011W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module aims to provide students with an introduction to the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. It aims to provide students with an understanding of the marketing environment and the importance of gathering appropriate information to inform marketing decision-making. It considers the marketing process; examining consumer behaviour and decision-making and understanding the marketing mix and its application and adaptation within different marketing contexts to be able to satisfy customer needs and business goals in a constantly evolving environment.
**Assessment:** Presentation Group (50%), Coursework (50%)

### Sustainable City Economies

[**Module Code: 5BUSS015W**](#5BUSS015W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Cities of the world with their growing economies and populations are the arena of turbulent and contradictory interplay between drivers influencing profitable business opportunities, social equity and environmental stability. This module uses cities as a ‘field of enquiry’ for exploring both global and local issues of urban development and sustainability in the context of varied socio-economic, political and natural environments. Module introduces both theory and practice of managing ‘profit-people-planet’ conundrum using case studies from different parts of the world.
**Assessment:** Coursework (50%), Coursework (50%)

### Discovering Consumer Insights

[**Module Code: 5MARK020W**](#5MARK020W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Student should have familiarity with tools (YouTube Analytics / Google – Analytics,***
***Audience Retention & Trends tools / Social mention / Facebook Audience Insights)***
This module introduces students to the psychology behind consumer decision-making and equips them with tools to generate actionable consumer insights. It blends theory and practice, focusing on how marketers can understand and influence behaviour through the analysis of digital channels, customer experience, and psychological drivers. Students will engage with real businesses, using both secondary data and primary research methods to develop evidence-based marketing strategies grounded in consumer insights.
**Assessment:** Coursework (50%), Presentation Group (50%)

### Sports Marketing and the Media

[**Module Code: 5MARK022W**](#5MARK022W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module analyses the historical development and contemporary role of sport media in the marketing of online and offline sport offerings. Contextually, it critically review the impact of the media upon the growth of sport and evaluates the part played by broadcast and online social media in the evolution of sports marketing. The module will build on contemporary marketing theory and to apply it in a sports context, examining the subject within a broad framework of sport that covers both commercial and non-commercial sports from the live and non-live offerings that sport media stakeholders provide. As such, students will look at the application of marketing concepts in sport, and in particular targetted market segmentation and the roles of branding and sponsorship. The module also explores concepts of gamification, eSports, rule changes and identity/social issues, all influenced by the role sport media has played in the marketing of sport.
**Assessment:** Coursework (50%), Portfolio (50%)

### Applied Marketing Management

[**Module Code: 6MARK001W**](#6MARK001W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores the key concepts that underpin the management of a firm's marketing activities in a digital age. It builds on the fundamentals of marketing knowledge developed at levels four and five and will provide students with a deeper and practical understanding of the analytical and strategic approach to marketing decisions. Students will develop advanced proficiency with key marketing tools and employability skills including interpreting market data to identify business threats and opportunities, evaluating marketing performance and designing strategic marketing plans.
**Assessment:** Presentation (25%), Coursework (75%)

### International Market Planning and Strategy

[**Module Code: 6MARK003W**](#6MARK003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module explores key theories to ensure success in the international market place. With an awareness of triggers of internationalisation and cultural and social issues, businesses can select the appropriate market strategies in order to achieve sustained growth and formulate marketing plans accordingly.

**Assessment:** Coursework Group Practical (25%), Coursework (75%)

### Marketing Communications

[**Module Code: 6MARK010W**](#6MARK010W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module provides the theoretical and practical foundations of marketing communications by considering their role and function within business organisations in terms of competitive, customer and internal influencers on communications campaign design. Students consider marketing communications from both the consumer and organisational perspectives gaining insight into the analysis of marketing communications dynamics as a prelude to planning and execution. The module examines the importance and benefits of integrated marketing communications and how organisations interact with media agencies. It highlights the importance of understanding communications from a contextual basis.
**Assessment:** Presentation (50%), Film/Video (50%)

### Ethics, CSR and Sustainability in Sport

[**Module Code: 6SPMN002W**](#6SPMN002W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

Sport plays an increasingly significant role in peoples’ lives. In turn, this is reflected by the growing importance of the part that sport plays in society. The management of the relationship between sport and society involves interactions between a wide range of stakeholders - each of whom has a complex and deep relationship with the activity, club or team of their choice. This module analyses the relationship between ‘sport’ and society through the prism of ethics, sustainability and corporate social responsibility. Furthermore, we also investigate notions of sustainability around the framework of people, planet, profits and on different levels – including the sustainability of organisations in competitive sport as well as the viability and long-term sustainability of a sport in carbon-neutral environments.
**Assessment:** Coursework (50%), In-Class Participation (50%)

### Social Media and Digital Innovations in Sport

[**Module Code: 6SPMN003W**](#6SPMN003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module focuses on the use of digital technology and social media by sport organisations to communicate with their stakeholders. It also critically examines the evolution of digital and social media as both a communications channel and as a provider of streamed content. The aim of the module is to consider the use of social media to engage sport audiences, to evaluate the extent that digital technology has promoted innovation in sport. Students will also have the opportunity to create and optimise digital communications and through this develop important key digital skills.
**Assessment:** Coursework (50%), Portfolio (50%)

## Tourism

### The Tourism System

[**Module Code: 4TOUR012W**](#4TOUR012W_return)

**Level 4**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

The phenomenon of tourism is explored through an investigation of the tourism system. The module will discuss the components of the system and explore their inter-relationships. It investigates the political, economic and social factors which influence tourism demand and the development of tourism destinations. It explores the nature of the destination, its components and their inter-relationships, as well as considering the impacts of tourism on the host economy, society and the environment. The dimensions and operating characteristics of the different sectors of the tourism industry will be examined.
**Assessment:** Coursework (50%), Coursework Group (50%)

### Marketing Tourism and Events

[**Module Code: 5EVMN001W**](#5EVMN001W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: Previous tourism studies background required.***
This module considers the principles of marketing in the context of tourism and event services. It considers how the marketing mix is applied in practice to tourism and events, for example the components of the product, traditional and digital marketing communications, and how people and process are used effectively in different tourism and event contexts A range of practical activities are incorporated into teaching and learning sessions to engage students in marketing activities in practice and these will be tailored to the focus of each course
**Assessment:** Presentation Group (50%), Essay (50%)

### Heritage Tourism

[**Module Code: 5TOUR003W**](#5TOUR003W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Pre-requisite: Previous tourism studies background required.***
This module will explore the importance of the heritage environment and cultural/heritage attractions to the tourism and events sector. The module will investigate key issues such as the conservation and protection of the heritage environment, authenticity and distinctiveness of place, the need for innovative visitor management practice, the importance of “storytelling” through interpretative techniques, bidding for heritage funding and management challenges in the museum and heritage attractions sector. Heritage and cultural destinations in Europe will be used as prime examples and case studies.
**Assessment:** Presentation Group (30%), Coursework (70%)

### Events for Culture and Society

[**Module Code: 6EVMN008W**](#6EVMN008W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

***Previous tourism/event studies background required***
This module explores the fascinating dynamics between events and the social world. It seeks to understand how festivals, leisure and life stage events contribute to the places and peoples that are engaged in their production and consumption. We consider the ways in which we can go beyond the ‘how to’ of events management to fully understand events as a socio-cultural phenomenon, and explore the range of theoretical perspectives that can assist us in developing a broader critical perspective on the impact of events in society. We will draw on a diverse set of concepts that look beyond the immediate events management literature to fully situate events within the context of lived experience.

The content of the syllabus will draw on the critical turn in event studies; it will be dynamic and will partly reflect timely issues that are affecting and shaping the events sector. As such, the syllabus will likely shift from year to year and will be decided upon in collaboration with students using a co-creative negotiated learning approach.
**Assessment:** Coursework Group Practical (30%), Essay (70%)

### The Politics of Tourism

[**Module Code: 6TOUR003W**](#6TOUR003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

This module critically examines theories, concepts and emerging discourses relating to the politics of tourism. Case study material from around the world is used to explore the context for decision making about tourism, considering the implications of politics, ethics, power, governance and globalisation. The module explores corporate social responsibility and investigates complex relationships between tourism and other phenomena. Case study material is used to evaluate the relationship between theory and practice and to explore practice around the world.
**Assessment:** Presentation Group (40%), Essay (60%)