Module Specification

MN1002 Principles of Marketing

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
- Lectures
- Seminars
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Winfred Onyas
Mark Scheme: UG Module Mark Scheme

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<th>Exam Hours</th>
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Period: Semester 2
Occurrence: E1
Coordinator: Winfred Onyas
Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes

On successful completion of the module, students should be able to:

- Describe the principles of marketing and work in teams to apply them to a broad range of case studies.
- Critically analyse the historical development of marketing theory and practice.
- Explain the role of frameworks in the development of marketing strategies.
- Assess the nature and appropriateness of a market orientation for differing contexts.
- Identify the importance and approaches to segmentation and targeting.

Teaching and Learning Methods

- Lectures; Seminars; Directed reading; Independent reading.

Assessment Methods

Group assignment and Examination

Pre-Requisites

Co-Requisites
Excluded Combinations

Guided Independent Study: Indicative Activities
- Individual preparation of material to discuss in seminars; use of material such as newspaper articles, podcasts, and links to videos to contextualise material examined in lectures; preparation of essay; wider reading around key texts. Teamworking to complete group assignment.
Module Specification

MN1010 Business Finance and Reporting

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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<th>Seminars</th>
<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
<th>Fieldwork</th>
<th>Project Supervision</th>
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<th>Demonstration</th>
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<th>Work Based Learning</th>
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Period: Semester 2
Occurrence: E
Coordinator: Federica Salvatori
Mark Scheme: UG Module Mark Scheme

No. | Assessment Description | Weight % | Qual Mark | Exam Hours | Ass't Group | Alt Reass't |
--- | ----------------------- | --------- | --------- | ---------- | ----------- | ----------- |
001 | Online Test            | 40        |           |            |            |             |
002 | Essay                  | 60        |           |            |            |             |
003 | Coursework             | 100       |           |            |            | Y          |

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Identify and discuss the range of financing options available to a variety of national and international enterprises.
- Define the role of accountancy in society and the values that govern its practice.
- Evaluate how financing and accountancy influence decisions in organisations and impact the sustainability of an enterprise.
- Critically analyse managerial methods of measuring value.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Online test and essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Regular seminar preparation; Read, annotate and synthesise recommended literature; Identify, engage with and critically evaluate relevant non-academic and cultural sources such as journalistic articles, government reports, podcasts, practitioner blogs and videos to gather applied cases to contextualise module content; Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples; Compile and manage a sustainable digital archive of module-related materials for long-term future exploitation; Retrieve and read original literary sources related to key texts; Gain familiarity with contemporary applications of module-specific knowledge by accessing press-release and commentary from industry, practitioner and professional agencies; Take regular advantage of library subscriptions to quality press (e.g. The Economist, Financial Times) to broaden application of acquired knowledge; Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content; Assessment preparation including planning, revision.
Module Specification

MN1012 Introduction to Employment Relations

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
- Lectures 19
- Seminars 6
- Practical Classes & Workshops 3

- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study 122
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad

Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator: Matthew Salter
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Group work 20
002 Essay 80
003 Written Assignment 100

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Understand the nature and key features of employment relationship.
- Describe competing perspectives on employment relationship.
- Identify the key actors in employment relations including employers, workers and trade unions, and the state and analyse the nature of the role of these actors.
- Discuss patterns and trends in employment relations covering for example, skills, flexibility and precarious work.
- Reflect on and articulate motivations, strengths and weaknesses of developing on or more transferable skills.

Teaching and Learning Methods
Lectures; Seminars; Directed reading; Independent research.

Assessment Methods
Group assignment, essay and portfolio.

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN1013 Work and Society

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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<th>Tutorials</th>
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Period: Semester 2
Occurrence: E
Coordinator: Christopher Land

Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Christopher Land

Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Compare competing models and perspectives on work in a social context.
- Locate the changing nature of work in a global and historical context of social and organisational change from the late 19th to early 21st century.
- Explain and evaluate the impact of social, economic and organisational changes on the quality and experience of work in the manufacturing sector.
- Explain and evaluate the impact of social, economic and organisational changes on the quality and experience of work in the service sector.
- Discuss the impact of globalisation, emotional labour, power and technological change on working life.

Teaching and Learning Methods
Lectures; Seminars; Directed reading; Independent reading; Group work.

Assessment Methods
This module is assessed via an individual presentation and a learning portfolio

Pre-Requisites

Co-Requisites

Excluded Combinations
Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN1018 Management and Cost Accounting

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
- Lectures
- Seminars
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Linda Ralphs

Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Linda Ralphs

Mark Scheme: UG Module Mark Scheme

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**Intended Learning Outcomes**

After completing this course students should be able to:
- describe and apply fundamentals of costing
- develop an understanding of various issues in relation to determining product costs, including relevant costs.
- evaluate how accounting information can influence planning, short-term decision-making, and control.
- evaluate main concepts and ideas underlying management accounting practice and discuss the behavioural/social effects of management accounting.

Transferable skills: written communication, numeracy, problem solving, decision making, business awareness, time management.

**Teaching and Learning Methods**

Lectures and seminars, business game stimulation and presentation.

**Assessment Methods**

Exam, essay and group presentation.

**Pre-Requisites**

**Co-Requisites**

**Excluded Combinations**
MN1018 Management and Cost Accounting

Guided Independent Study: Indicative Activities
Relevant reading and practice of numerical questions.
Module Specification

MN1019 Foundations of Finance

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
Lectures
Seminars
Practical Classes & Workshops
Tutorials
Fieldwork
Project Supervision
Guided Independent Study
Demonstration
Supervised time in studio/workshop
Work Based Learning
Placement
Year Abroad
Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Dalu Zhang
Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Dalu Zhang
Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes
After completing this course students should be able to:
- Discuss the key fundamental issues in academic finance
- Assess and critically analyse concepts such as efficiency, trends and cyclicality
- Define and apply relevant models and theories

Teaching and Learning Methods
Lectures and seminars

Assessment Methods
Study Abroad students will be assessed by one 3,000 word essay assignment.

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Relevant reading and practice numerical questions
Module Specification

MN1020 Introduction to Accounting Theory

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: Anthony O'Tierney
Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes

Students will be able to:
- Explain the conceptual foundations and the application of different theories of accounting
- Describe the history of, and developments in, accounting regulation
- Understand a conceptual framework of accounting as normative accounting theory; discuss its basic principles, elements, and underlying assumptions
- Critically evaluate conventional opinions about the role of accounting within society
- Demonstrate academic integrity in their submitted work through appropriate use of academic citation and referencing conventions.

Teaching and Learning Methods

Lectures and seminars

Assessment Methods

Theory-based coursework 30% weighting
Essay 70% weighting

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Guided reading, guided writing, independent research, independent reading, Online tutorial on avoiding plagiarism
Module Specification

MN1409  Accounting and Finance in Context

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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| Practical Classes & Workshops |
| Tutorials |
| Fieldwork |
| Project Supervision |
| Guided Independent Study |
| Demonstration |
| Supervised time in studio/workshop |
| Work Based Learning |
| Placement |
| Year Abroad |

Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Jim O'Hare

Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Describe the regulatory context of the accounting profession.
- Evaluate the relationship between accounting and finance and its social, cultural and political context.
- Interrogate the role and representation of the accounting and finance profession in the contemporary context.
- Apply fundamental professional and academic skills to context-related portfolio exercises.
- Reflect on and articulate motivations, strengths, and skills in relation to a future, work related learning opportunity (e.g. placements, internships, employer lead projects).

Teaching and Learning Methods

- Lectures; seminars; directed reading; directed writing; independent research.

Assessment Methods

- Learning Portfolio (90% Weighting)
- Reflective writing (10% Weighting)
- Essay (Reassessment: 100% Weighting)

Guided Independent Study: Indicative Activities

- Individual preparation of material to discuss and present in seminars; use of materials such as newspaper articles, podcasts, and videos to contextualise material examined in lectures; preparation of a learning portfolio; wider reading around key texts.
Module Specification

MN2026   Marketing Intelligence

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
- Lectures: 20
- Seminars: 8
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study: 122
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours: 150

Period: Semester 2
Occurrence: E
Coordinator: Nicola Bateman
Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Nicola Bateman
Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Evaluate the quality of research designs for different industry marketing research applications.
- Explain the value of information, research and analytics in marketing
- Explain and evaluate new trends in marketing research: in the collection, analysis and interpretation of marketing data (including 'big data') and information.
- Assess and critically reflect upon ethical issues in relation to conducting marketing research.

Teaching and Learning Methods
Lectures; seminars; directed reading; independent research.

Assessment Methods
Test and coursework.

Pre-Requisites

Co-Requisites

Excluded Combinations

Last Published: 5 July 2020
Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives and other databases, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN2027  Labour Market Trends and Debates

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)
- Lectures 20
- Seminars 8
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study 122
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator: Paul Brook
Mark Scheme: UG Module Mark Scheme

<table>
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Period: Semester 2
Occurrence: E1
Coordinator: Paul Brook
Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Introduce the nature, forms and roles of labour markets
- Understand the varieties of national and international labour markets
- Evaluate and compare local, national, sectoral and international labour markets
- Assess the role of the multiple institutions and factors that shape and change labour markets
- Identify and analyse important trends and developments in labour markets

Teaching and Learning Methods
Lectures; seminars; directed reading; independent research.

Assessment Methods
coursework and examination

Pre-Requisites

Co-Requisites

Excluded Combinations
Guided Independent Study: Indicative Activities

1- Regular seminar preparation.
2- Read, annotate and synthesise recommended literature.
3- Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation.
4- Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples.
5- Reflection upon the application of theory to practice.
6- Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content.

Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN2105 Consultancy Challenge

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: Matthew Allen
Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Describe strategies in project management, knowledge exchange and consultancy.
- Use appropriate conceptual frameworks to identify, define and analyse a practical problem.
- Develop strategies grounded in theory for resolving the focus problem.
- Evaluate the value and contribution of academic knowledge for problem-solving in practice.
- Critically analyse the consultancy function of academic-practitioner knowledge exchange.
- Reflect on and articulate motivations, strengths, and skills in relation to a future, work related learning opportunity (e.g. placements, internships, employer lead projects).

Teaching and Learning Methods

Lectures, seminars, problem-solving exercises, directed reading, independent research.

Assessment Methods

Coursework

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Work in teams to problematise, project manage and design recommendations for business simulations and/or live problems derived from third-parties and/or secondary case studies. Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN2106 Marketing Communications and Digital Media

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: William Darler
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Group Presentation 50
002 Exam 50 1.5
003 Essay 100

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Describe and analyse media communications theory and marketing planning models.
- Discuss corporate identity, visual identity and the corporate brand.
- Plan, formulate and develop pilot marketing and communications plans.
- Identify and assess the influence of digital advertising and other media-related activities on marketing and communications strategy.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Exam and group presentation

Pre-Requisites

Co-Requisites

Excluded Combinations

Last Published: 5 July 2020
Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN2110 Operations Management

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: Nicola Bateman
Mark Scheme: UG Module Mark Scheme

No. | Assessment Description | Weight % | Qual Mark | Exam Hours | Ass't Group | Alt Reass't |
--- |------------------------|----------|-----------|------------|-------------|-------------|
001 | Essay                  | 100      |           |            |             |             |

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Discuss the range of philosophies and techniques that pervade operations management.
- Identify key issues and challenges, such as managing a sustainable global supply chain, facing operations management
- Critically evaluate the link between operations management and strategy
- Apply philosophies and techniques in the analysis and problem-solving of operations management case studies

Teaching and Learning Methods
Lectures; seminars; directed reading; independent research.

Assessment Methods
Essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
# Module Specification

## MN2116 Corporate Social Responsibility: Theory and Practice

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**Student Workload (hours)**

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<td>Matteo Cicognani</td>
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<td>Mark Scheme:</td>
<td>UG Module Mark Scheme</td>
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### Intended Learning Outcomes

On successful completion of the module, students should be able to:

- Identify a variety of arguments given for and against Corporate Social Responsibility and describe how these translate into applied contexts.
- Explain the political, cultural and historical developments that have placed Corporate Social Responsibility upon the contemporary management agenda.
- Analyse the relationship between Corporate Social Responsibility and other managerial disciplines including marketing, strategy, HRM, accountancy and finance.
- Critically evaluate the historical evidence and future prospects regarding the effectiveness of Corporate Social Responsibility in achieving economic, social and ecological sustainabilities.

### Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

### Assessment Methods

- **Essay**

<table>
<thead>
<tr>
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<th>Assessment Description</th>
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### Pre-Requisites

None

### Co-Requisites

None

### Excluded Combinations

None

### Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN2133 Diversity in Organisations

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

Period: Semester 2
Occurrence: E
Coordinator: Anne-marie Greene
Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Demonstrate knowledge of contemporary issues and key debates around equality and diversity.
- Discuss the concepts of equality vs. diversity from sociological, psychological, historical and legal perspectives
- Demonstrate awareness of the legal requirements and their implications in practice
- Assess the relevance for organizations of debates and theories in managing diversity.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Individual presentation and essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Individual preparation of material to discuss in seminars; use of material such as newspaper articles, podcasts, and links to videos to contextualise material examined in lectures; preparation of essays and exam preparation; wider reading around key texts.
Module Specification

MN2137  Financial Markets Products: Futures and Forwards

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: Polina Khrennikova

Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Examination 100 2

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Written Assignment 100

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Analyse the features of futures and forwards
- Discuss how futures and forwards are priced and used
- Describe the risks involved in operating futures and forwards in financial markets and use futures and forwards to hedge financial risks

Teaching and Learning Methods

Lectures and seminars are provided. Seminars will be given to do exercises on the lecture material.

Assessment Methods

Exam

Pre-Requisites

Co-Requisites

Excluded Combinations

- Guided Independent Study: Indicative Activities

Relevant reading and practice numerical questions
MN2138  Accounting, Decision-making and Control

**Academic Year:** 2020/1  
**Module Level:** Year 2  
**Scheme:** UG  
**Department:** Management  
**Credits:** 15

**Student Workload (hours)**
- Lectures: 20
- Seminars: 8
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study: 122
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad

**Total Module Hours:** 150

**Period:** Semester 2  
**Occurrence:** E  
**Coordinator:** Ulrike Marx

**Mark Scheme:** UG Module Mark Scheme

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**Period:** Semester 2  
**Occurrence:** E1  
**Coordinator:** Ulrike Marx

**Mark Scheme:** UG Module Mark Scheme

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**Intended Learning Outcomes**
On successful completion of the module, students should be able to:
- Discuss the main roles of accounting for planning, decision-making and control within organisations  
- Analyse key issues in current and emerging techniques used in management accounting and performance management  
- Discuss quality control and strategic management accounting  
- Critically discuss management accounting change in its social and organisational context

**Teaching and Learning Methods**
Lectures and seminars  
Independent research

**Assessment Methods**
Exam and coursework

**Pre-Requisites**
MN1018

**Co-Requisites**

**Excluded Combinations**

---

Last Published: 5 July 2020
Module Specification

MN2138  Accounting, Decision-making and Control

Guided Independent Study: Indicative Activities
Relevant reading, case study problem solving and practice numerical questions
Module Specification

MN2140 Macro-Finance

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

| Lectures | 20 |
| Seminars | 8 |
| Practical Classes & Workshops | |
| Tutorials | |
| Fieldwork | |
| Project Supervision | |
| Guided Independent Study | 122 |
| Demonstration | |
| Supervised time in studio/workshop | |
| Work Based Learning | |
| Placement | |
| Year Abroad | |
| Total Module Hours | 150 |

Period: Semester 2
Occurrence: E
Coordinator: Ayman Omar
Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Ayman Omar
Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Discuss how macroeconomic variables such as GDP, inflation and unemployment are determined
- Explain the interactions between the financial and real sides of the economy
- Assess the plausibility of various business cycle theories

Teaching and Learning Methods

Lectures and seminars
Independent research

Assessment Methods

Exam and Coursework

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Relevant reading and practice numerical questions

Last Published: 5 July 2020
Module Specification

MN2150 Research Methods For Accounting and Finance

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator: G Charles-Cadogan

Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes

After successful completion of the course, students should be able to
- Describe and discuss commonly used research processes in accounting and finance research.
- Analyse and interpret both quantitative and qualitative data used by researchers in accounting and finance.
- Assess ethical issues and ethical frameworks in research and produce academically informed approaches to address them.
- Compose research questions and develop research designs that are doable in an undergraduate research context doable in an undergraduate research context.

Teaching and Learning Methods

Lectures and seminars
Independent research

Assessment Methods

Coursework and Presentations

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Relevant reading and students will be required to prepare a group presentation on a research project.

Last Published: 5 July 2020
Module Specification

MN3102 Critical Analysis for Management

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

<table>
<thead>
<tr>
<th>Lectures</th>
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<td>Seminars</td>
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Practical Classes & Workshops

| Tutorials         |  |
| Fieldwork         |  |
| Project Supervision|  |
| Guided Independent Study | 122 |
| Demonstration     |  |
| Supervised time in studio/workshop |  |
| Work Based Learning |  |
| Placement         |  |
| Year Abroad       |  |
Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator: Rolland Munro
Mark Scheme: UG Module Mark Scheme

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- To describe key concepts from organisational theory and practice, and how they apply to the role of management
- To explain some of the contemporary issues and problems in the academic field of management studies
- To apply these concepts and debates to specific cases

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Individual preparation of material to discuss in seminars; use of material such as newspaper articles, podcasts, and links to videos to contextualise material examined in lectures; preparation of essay; wider reading around key texts.
Module Specification

MN3104  International Business

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 20

Student Workload (hours)

<table>
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<tr>
<th>Lectures</th>
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<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
<th>Fieldwork</th>
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<th>Guided Independent Study</th>
<th>Demonstration</th>
<th>Supervised time in studio/workshop</th>
<th>Work Based Learning</th>
<th>Placement</th>
<th>Year Abroad</th>
<th>Total Module Hours</th>
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</table>

Period: Semester 2
Occurrence: E
Coordinator: Philip Almond
Mark Scheme: UG Module Mark Scheme

Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Identify the large number of cultural, political, economic and managerial factors relevant to international business.
- Describe the main concepts, theories, tools, and frameworks prevalent in international business studies.
- Discuss the significant dynamics, events and developments relevant to international business.
- Critically evaluate the multitude of factors impinging on managers in an international business context.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Last Published: 5 July 2020
Module Specification

MN3106  Consumer Culture: Globalization, Materialism and Resistance

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 10

Period: Semester 2
Occurrence: E
Coordinator: Precious Akponah

Mark Scheme: UG Module Mark Scheme

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<th>Ass't Group</th>
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Student Workload (hours)

<table>
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<th>Seminars</th>
<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
<th>Fieldwork</th>
<th>Project Supervision</th>
<th>Guided Independent Study</th>
<th>Demonstration</th>
<th>Supervised time in studio/workshop</th>
<th>Work Based Learning</th>
<th>Placement</th>
<th>Year Abroad</th>
</tr>
</thead>
</table>

Total Module Hours

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Describe the major theoretical concepts associated with the study of cultural intermediaries and frameworks on consumption.
- Discuss the historical, societal and cultural context of the production and consumption of culture.
- Identify significant dimensions of work in the "cultural industries".
- Critically evaluate the implications of the production and consumption of culture for key challenges faced by markets and society such as globalisation and sustainability.
- Outline and discuss competing definitions of the concept of culture, and indicate how culture is both expressive and constitutive of consumption.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN3110 Managing Knowledge in Organisations

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

<table>
<thead>
<tr>
<th>Lectures</th>
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<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
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<th>Project Supervision</th>
<th>Guided Independent Study</th>
<th>Demonstration</th>
<th>Supervised time in studio/workshop</th>
<th>Work Based Learning</th>
<th>Placement</th>
<th>Year Abroad</th>
<th>Total Module Hours</th>
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Period: Semester 2
Occurence: E
Coordinator: Peter Davis
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't

002 Essay Assignment 100

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Explain what is meant by knowledge management and why it is of importance to organisations.
- Discuss the effects of changing economic and organisational contexts on managing knowledge and knowledge work
- Describe different conceptualisations of the nature, content, and location of knowledge
- Analyse the role of ICT in managing knowledge, as well as its limitations
- Critically evaluate the impact of social and political processes on knowledge creation, sharing and diffusion, and in particular, the role of social networks / informal organisation

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Regular seminar preparation. Read, annotate and synthesise recommended literature. Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation. Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples. Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN3117 International Marketing

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

- Lectures
- Seminars
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad

Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Ai-Ling Lai
Mark Scheme: UG Module Mark Scheme

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<th>No.</th>
<th>Assessment Description</th>
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</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Discuss corporate identity, visual identity and the corporate brand in emerging and developed markets across the globe.
- Identify and discuss public relations, corporate lobbying and the role of NGOs in targeting marketing in international contexts.
- Assess the role of new media and marketing strategies in international communications.

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay - 100% weighting

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

- Regular seminar preparation.
- Read, annotate and synthesise recommended literature.
- Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation.
- Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples.
- Reflection upon the application of theory to practice. Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN3118    Labour Market Issues, Themes and Controversies

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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<th>Supervised time in studio/workshop</th>
<th>Work Based Learning</th>
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Period: Semester 2
Occurrence: E
Coordinator: Paul Brook
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Essay 100

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- understand the nature and varieties of labour markets, nationally and internationally
- evaluate and compare local, national, sectoral and international labour markets
- assess the role of the multiple institutions and factors that shape and change labour markets
- identify and analyse important trends and developments in labour markets

Teaching and Learning Methods

Lectures; seminars; directed reading; independent research.

Assessment Methods

Essay - 100% weighting.

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

- Regular seminar preparation.
- Read, annotate and synthesise recommended literature.
- Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation.
- Access and utilise digital repositories, such as the library's online archives, to accumulate a personal library of relevant empirical examples.
- Reflection upon the application of theory to practice.
- Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content.
Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN3119 Services Marketing

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 15

Student Workload (hours)

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Period: Semester 2
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No. | Assessment Description | Weight % | Qual Mark | Exam Hours | Ass't Group | Alt Reass't
--- | ----------------------- | --------- | --------- | ---------- | ----------- | -------------
001 | Presentation           |          | 30        |            |            |               |
002 | Essay                  | 70        |           |            |            |               |

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Describe the main issues at the forefront of services marketing.
- Understand and explain the importance of services marketing in the marketing environment, both local and global.
- Explain the main issues involved in the internal and external management of services marketing.
- Identify and evaluate service related problems in both Business-to-Business and Business-to-Customer context in relation to particular businesses and industries.

Teaching and Learning Methods
Lectures; seminars; directed reading; independent research.

Assessment Methods
Presentation: 30% Weighting
Essay: 70% Weighting

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
- Regular seminar preparation.
- Read, annotate and synthesise recommended literature.
- Compile and manage a sustainable personal archive of module-related materials for long-term future exploitation.
- Access and utilise digital repositories, such as the library’s online archives, to accumulate a personal library of relevant empirical examples.
- Reflection upon the application of theory to practice.
- Recommend, share and lead peers in the discovery of relevant original sources to compliment the module content. Assessment preparation including planning, design, revision, practice, review/editing and developing informed-viewpoints on module topics.
Module Specification

MN3129  Advanced Option Pricing

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

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<td>Supervised time in studio/workshop</td>
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Period: Semester 2
Occurrence: E
Coordinator: Carlos Diaz Vela
Mark Scheme: UG Module Mark Scheme

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</table>

Intended Learning Outcomes
After completing this course students should be able to:
- Assess and apply key concepts, including Wiener processes, Martingales and Ito's Lemma in finance
- Discuss Markov's chains

Teaching and Learning Methods
Independent research
Lectures and seminars are provided. Seminars will provided in order to undertake exercises linked the lecture material.

Assessment Methods
Exam

Pre-Requisites
MN2137

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Relevant reading and practice numerical questions
Module Specification

MN3136 Social Studies of Finance

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 20

Student Workload (hours)
Lectures
Seminars
Practical Classes & Workshops
Tutorials
Fieldwork
Project Supervision
Guided Independent Study
Demonstration
Supervised time in studio/workshop
Work Based Learning
Placement
Year Abroad
Total Module Hours

Period: Semester 2
Occurrence: E
Coordinator: Nikiforos Panourgias
Mark Scheme: UG Module Mark Scheme

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<th>No.</th>
<th>Assessment Description</th>
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<th>Exam Hours</th>
<th>Ass't Group</th>
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</table>

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Analyse finance and accounting concepts, institutions, and practices from an interdisciplinary perspective that draws from the fields of economic sociology, innovation studies, information systems, marketing, communications, psychology, and political science.
- Apply knowledge acquired in the lectures about the social and technical dimensions of producing financial and accounting knowledge to real-life cases

Teaching and Learning Methods
Lectures and seminars
Independent research
Discussions hosted on VLE blackboard

Assessment Methods
Case-based coursework

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Relevant reading, multimedia content, and practice case analysis
Module Specification

MN3138 Behavioural Finance and Investment Strategies

**Academic Year:** 2020/1

**Module Level:** Year 3

**Scheme:** UG

**Department:** Management

**Credits:** 10

**Student Workload (hours)**
- Lectures
- Seminars
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours

**Period:** Semester 2

**Occurrence:** E

**Coordinator:** Ekaterina Svetlova

**Mark Scheme:** UG Module Mark Scheme

### Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Analyse the competing paradigms of the Efficient Market Hypothesis and Behavioural Finance
- Differentiate between a range of systematic biases and demonstrate how they give rise to anomalies in the asset price formation process
- Analyse investment strategies to exploit anomalies

### Teaching and Learning Methods

Lectures and seminars
Independent research

### Assessment Methods

Theory-based coursework

### Requisite Information

- **Pre-Requisites**
- **Co-Requisites**
- **Excluded Combinations**
- Guided Independent Study: Indicative Activities
  - Relevant reading and practice numerical questions
Module Specification

MN3143 Accounting for Non-Profit Organisations

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Management
Credits: 10

Student Workload (hours)

<table>
<thead>
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</tr>
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<tr>
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<td>Fieldwork</td>
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<td>Year Abroad</td>
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</table>

Period: Semester 2
Occurrence: E
Coordinator: G Charles-Cadogan
Mark Scheme: UG Module Mark Scheme

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
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<tbody>
<tr>
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<td>Problem-based coursework</td>
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Intended Learning Outcomes

After successful completion of the course, students should be able to:

1. Explain the principles required by an accounting system suitable for non-profit organisations.
2. Analyse the performance of non-profit making organisations based on accounting information.
3. Analyse the existing and evolving regulatory system affecting non-profit organisation.

Teaching and Learning Methods

Lectures and seminars
Independent research

Assessment Methods

Problem-based coursework

Pre-Requisites

MN2135
MN2138

Co-Requisites

Excluded Combinations

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Guided Independent Study: Indicative Activities

Relevant reading and practice numerical questions