

Logistics-Marketing-Hospitality-and-Analytics (Master)

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Management Science Modelling	
MODULE CODE	BMD0001
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops 9 hours Support Sessions 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	This module will introduce you to the field of management science modelling. A range of features of the area such as spreadsheet modelling, optimisation, linear programming network models and nonlinear optimisation models will be developed, explored and analysed using appropriate computer software tools. Using a number of different case studies, this module will enable you to evaluate a business problem, identify the most appropriate modelling approach to be used, verify and validate results and present a detailed analysis.
OUTLINE SYLLABUS	1. Introduction to Modelling 2. Introduction to Spreadsheet Modelling 3. Introduction to Optimisation 4. Linear Programming Models including resource allocation, workforce planning, production planning, data envelopment analysis, transportation models and transshipment models 5. Nonlinear Optimisation Models 6. Models verification and validation 7. Results analysis and evaluation
ASSESSMENT TYPE	Individual Report, 2,500 words

Statistics And Simulation Modelling	
MODULE CODE	BMD0002
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops 18 hours Support Sessions 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	This module will introduce you to the field of Statistics and Simulation modelling. A range of features of the area such as Linear regression, Multiple regression, forecasting and discrete event simulation modelling form part of this module. This module will enable you to evaluate a business problem, identify the most appropriate modelling approach to be used, verify and validate results and present a detailed analysis.

OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Statistics including linear and multiple regression analysis 2. Forecasting models including time series analysis 3. Introduction to simulation in a business environment 4. Discrete event simulation models and case studies 5. Simulation model validation and verification tools 6. Simulation models analysis 7. Presentation and visualisation of simulated results
ASSESSMENT TYPE	In Class Test (30%) 60 minutes Individual Report (70%) 3,000 words

Intelligent Business Information Systems											
MODULE CODE	BMD0003										
CREDIT RATING	15 credits / 7.5 ECTS										
LEVEL	M (FHEQ Level 7)										
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Lectures:</td> <td>9 hours</td> </tr> <tr> <td>Workshops:</td> <td>9 hours</td> </tr> <tr> <td>Support Sessions:</td> <td>2 hours</td> </tr> <tr> <td>Guided Independent Study:</td> <td>130 hours</td> </tr> <tr> <td>Total hours:</td> <td>150 hours</td> </tr> </table>	Lectures:	9 hours	Workshops:	9 hours	Support Sessions:	2 hours	Guided Independent Study:	130 hours	Total hours:	150 hours
Lectures:	9 hours										
Workshops:	9 hours										
Support Sessions:	2 hours										
Guided Independent Study:	130 hours										
Total hours:	150 hours										
SYNOPSIS	<p>This module will review the principles and applications of information systems and business intelligence in different types of businesses and organisations. The role of information systems and business intelligence in modern operations and supply chains will be reviewed and discussed. The most recent advances in technology, their applications and implications in managing businesses will be discussed. Different types of information and enterprise systems and software will be reviewed and discussed in this module. Issues to be considered in the implementation and use of these packages will be highlighted. SAP as an example of an ERP platform will be utilised.</p>										
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Key themes and debates in intelligence business information systems (e.g. Electronic and mobile business, information and decision support systems, intelligence and managing information systems, expert systems and virtual reality, global challenges) 2. Impact of intelligent business information systems on decision making and decision process in businesses and organisations 3. Specialised information systems (e.g. Artificial intelligence, knowledge management systems, intelligent decision support systems) 4. System development life cycle 5. Enterprise recourse planning: operations of erp systems, applications, platforms and software packages, implementation and analytics 6. SAP ERP software 										

ASSESSMENT TYPE	Individual Report, 2,500 words
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Managing Big Data											
MODULE CODE	BMD0004										
CREDIT RATING	15 credits / 7.5 ECTS										
LEVEL	M (FHEQ Level 7)										
LEARNING METHODS	<table> <tr> <td>Lectures:</td> <td>9 hours</td> </tr> <tr> <td>Workshops</td> <td>9 hours</td> </tr> <tr> <td>Support Sessions</td> <td>2 hours</td> </tr> <tr> <td>Guided independent study:</td> <td>130 hours</td> </tr> <tr> <td>Total hours:</td> <td>150 hours</td> </tr> </table>	Lectures:	9 hours	Workshops	9 hours	Support Sessions	2 hours	Guided independent study:	130 hours	Total hours:	150 hours
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Workshops	9 hours										
Support Sessions	2 hours										
Guided independent study:	130 hours										
Total hours:	150 hours										
SYNOPSIS	<p>With many industries generating huge volumes of data almost continuously the challenge for these industries is understanding how this data can be utilised for developing organisational value. This module will introduce students to the field of Big Data, sources, management and visualisation. Students will evaluate and consider a range of features in the area, for example students will work with multiple online and offline data sets, investigate ethical issues around the data and explore different data collection strategies. Experience in these areas will give students a holistic overview of organisational challenges and an informed perspective in decision making through the utilisation of big data.</p>										
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. What is Big Data: Definitions and History 2. Collecting Big Data and existing sources 3. Big Data Queries and APIs 4. Legal and Ethical issues relating to Big Data 5. Big Data Management 6. Big data for web services 7. Visualisation methods for Big Data 8. Potential applications of Big Data 9. Weaknesses and concerns relating to Big Data 10. Doing research with Big Data 										
ASSESSMENT TYPE	Individual Report, 2,500 words										

Applications of Behavioural Economics and Decision Science											
MODULE CODE	BMD0005										
CREDIT RATING	30 credits / 15 ECTS										
LEVEL	M (FHEQ Level 7)										
LEARNING METHODS	<table> <tr> <td>Lectures:</td> <td>18 hours</td> </tr> <tr> <td>Workshops:</td> <td>18 hours</td> </tr> <tr> <td>Support Sessions:</td> <td>4 hours</td> </tr> <tr> <td>Guided independent study:</td> <td>260 hours</td> </tr> <tr> <td>Total hours:</td> <td>300 hours</td> </tr> </table>	Lectures:	18 hours	Workshops:	18 hours	Support Sessions:	4 hours	Guided independent study:	260 hours	Total hours:	300 hours
Lectures:	18 hours										
Workshops:	18 hours										
Support Sessions:	4 hours										
Guided independent study:	260 hours										
Total hours:	300 hours										

SYNOPSIS	The Applications of Behavioural Economics and Decision Science module will provide you with the opportunity to identify and address real-world issues that can benefit from research input by behavioural decision scientists. This module offers you interactive seminars for which you will read pre-assigned scientific articles to inform critical discussions on the limitations and implications of theoretical and empirical concepts for the development of applied decision-making competence. In this module you will gain applied research training – working in small research groups/teams under the supervision of behavioural science lecturers.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Behavioural economics 2. Health and judgement and decision-making 3. Evaluating happiness and wellbeing 4. Fast and frugal decisions 5. Behavioural change and policy making 6. Not for profit behaviour 7. The science of giving and choice 8. Finance, pensions and choice 9. Deciding about the future 10. Group decision-making 11. Making decisions for others 12. Communication of risk 13. Problem solving 14. Behavioural neuroscience
ASSESSMENT TYPE	Individual Coursework (50%) 2,000 words Individual Coursework (50%) 2,000 words

Behavioural Research Design & Statistical Analysis											
MODULE CODE	BMD0006										
CREDIT RATING	15 credits / 7.5 ECTS										
LEVEL	M (FHEQ Level 7)										
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td>Lectures:</td> <td style="text-align: right;">9 hours</td> </tr> <tr> <td>Workshops:</td> <td style="text-align: right;">9 hours</td> </tr> <tr> <td>Support Sessions:</td> <td style="text-align: right;">2 hours</td> </tr> <tr> <td>Guided independent study:</td> <td style="text-align: right;">130 hours</td> </tr> <tr> <td>Total hours:</td> <td style="text-align: right;">150 hours</td> </tr> </table>	Lectures:	9 hours	Workshops:	9 hours	Support Sessions:	2 hours	Guided independent study:	130 hours	Total hours:	150 hours
Lectures:	9 hours										
Workshops:	9 hours										
Support Sessions:	2 hours										
Guided independent study:	130 hours										
Total hours:	150 hours										
SYNOPSIS	The module will provide you with an advanced knowledge and training in the design and statistical analysis used in Behavioural Science research. Building on an introduction/revision of intermediate inferential statistics (e.g. ANOVA, factorial ANOVA, regression and multiple regression), you will explore more advanced and specialised quantitative methods and data analysis techniques (e.g., multivariate statistics, co-variance, factor analysis, and advanced regression techniques) and their applications.										

	Moreover, in laboratory seminars that combine formal teaching with hands-on data analyses and research activities, you will have the opportunity to learn about the principles of questionnaire design, evaluation and data analysis, along with advanced quantitative research methods. This module will provide you with an important foundation for the development and execution of the master's level research project in the field of Behavioural Economics and Decision Science.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The nature of the experimental method • Revision of intermediate descriptive and inferential statistics • Quantitative methodologies and analyses • Advanced quantitative statistical procedures • Questionnaire design, construction and evaluation • Principles underlying different methods of data collection • Experience of psychological experiments
ASSESSMENT TYPE	Individual report, 2,500 words

Data Analysis and Visualisation	
MODULE CODE	BMD0007
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops: 9 hours Support Sessions: 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	This module will introduce students to the field of Data Science which focuses on Big Data and its visualisation. Students will consider a range of features of the area such as statistical analysis, data collection, computing, the compilation of complex models and data visualisation. This module will enable students to devise, employ, justify and explain a piece of research to an audience of academics or professional business people.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Introducing R for statistics 2. Statistical analysis tools for Data Analysts: Summary statistics and distributions 3. Statistical analysis tools for Data Analysts: Statistical modelling 4. Presenting results from Data Analysts 5. Visualisation methods for Data Analysts 6. Potential applications of Data Analysts 7. Weaknesses and concerns relating to Data Analysis 8. Doing research with Data

ASSESSMENT TYPE	Individual Coursework, 2,500 words
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Management of International Hospitality Organisations	
MODULE CODE	BMH1010
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 18 hours Seminars 6 hours Guided Independent Study 126 hours
SYNOPSIS	This module critically explores contemporary forces within the Management of International Hospitality Organisations. On completion of this course students will have the ability to synthesise and apply concepts in an informed and innovative way; with the objective of addressing plausible solutions to ongoing organisational dilemmas in the international hospitality industry, brought about by the management of discontinuous change.
OUTLINE SYLLABUS	Leadership, cultural diversity, climate, trust, performance measurement, behavioural and emotional engagement, the exploration of sociological paradigms to a business setting, organisational development and the planning and the management of change.
ASSESSMENT TYPE	Group report (3,000 words) 50% Individual essay (3,000 words) 50%

Hospitality Operational Analysis & Planning	
MODULE CODE	BMH1011
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 18 hours Seminars 6 hours Guided Independent Study 126 hours
SYNOPSIS	<p>This module aims to increase the student's understanding and analytical skills when faced with performance management of the increasingly competitive hospitality industry across the sectors.</p> <p>How effectively operations are managed is a key corporate issue and so emphasis will be placed on extending the process of operational management to include operational strategy. The implementation and development of management in a variety of hospitality models and the analytical and conceptual tools available to improve and increase revenues, performance and productivity will be a key aspect.</p>

	Expansion of hospitality and service sector businesses in a variety of settings will also be examined with contemporary evidence to underpin findings with emphasis on the quantitative perspective as a way to explain and solve management issues.				
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Managing operations and people for business • Operations strategy • Designing and developing products and services • Designing hospitality delivery systems • Location and layout • Managing and controlling the operations system • Operational decision-making tools • Dimensions of quality management • Process and delivery system reliability • Increasing productivity and market share • Innovation and creativity as a tool for improvement • Operational change 				
ASSESSMENT TYPE	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Case Study (4,500 words)</td> <td style="text-align: right;">70%</td> </tr> </table>	Presentation	30%	Case Study (4,500 words)	70%
Presentation	30%				
Case Study (4,500 words)	70%				

Critical Events Studies							
MODULE CODE	BMH1016						
CREDIT RATING	30 credits / 15 ECTS						
LEVEL	M (FHEQ Level 7)						
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Seminars:</td> <td style="text-align: right;">40 hours</td> </tr> <tr> <td>Guided independent study:</td> <td style="text-align: right;">260 hours</td> </tr> <tr> <td>Total hours:</td> <td style="text-align: right;">300 hours</td> </tr> </table>	Seminars:	40 hours	Guided independent study:	260 hours	Total hours:	300 hours
Seminars:	40 hours						
Guided independent study:	260 hours						
Total hours:	300 hours						
SYNOPSIS	This module takes a global perspective in examining a range of critical concepts in the field of event management. Within the growing area of Critical Events Studies, you will tackle current issues and trends such as the changing political landscape, economic challenges, social justice, globalisation and global leadership by using a range of international event examples to develop a critical understanding of how these factors influence the Events industry. As a new field of study, this module allows an innovative method to develop your critical understanding of the events industry while encouraging a greater awareness of successes and challenges faced in this emerging area of research and practice.						
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Conceptualising the Event Industry 2. Consumption and the Consumer 3. Globalisation and Constructions of Identity 4. Global leadership and Power 5. Events as escapes: Carnavalesque 6. Social (in)justice 7. Examining Para-sport 						

	8. Legacies: Development and Governance 9. Technology 10. Communities and considerations
ASSESSMENT TYPE	Group Presentation (30%) 15 minutes Individual Report (70%) 2,000 words

Tourism And Hospitality Management	
MODULE CODE	BMH1017
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops 18 hours Support Sessions 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	In this module you will examine the importance of this dynamic industry and the key issues affecting the structure, organisation and management of the Tourism and Hospitality industry. The module will draw upon a range of disciplines, including history, geography, economics, sociology, psychology and anthropology, as well as applied functional areas such as management, marketing, human resource management, finance, operations and research & development, to assess issues and propose solutions. The module will focus on companies, consumers, destinations and communities.
OUTLINE SYLLABUS	1. Introduction to the International Tourism Industry 2. The structure and organisation of the International Tourism Industry 3. Consumer Behaviour and International Tourism 4. Tourism Destination Management 5. Niche Tourism 6. Hospitality operations 7. Hospitality strategies 8. Hospitality and Society 9. The future of the Hospitality and Tourism Industry
ASSESSMENT TYPE	Individual report, 4,000 words

Strategic Brand Management	
MODULE CODE	BMK0041
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent study: 126 hours

SYNOPSIS	This module aims to allow students to develop a critical understanding of the strategic importance of brands and branding in an increasingly internationalised and globalised business environment. It is designed to provide a systematic understanding of how strategic decisions are made to build strong and successful brands.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • What is a Brand? The impact of globalisation on branding • Importance of branding and strategic brand management • Brand identity, awareness and image • Brand positioning • Customer based brand equity • Secondary brand associations • Establishing brand values • Designing a brand strategy • Integrated brand communication • Managing the brand experience • Social and global implications of brands and branding
ASSESSMENT TYPE	One written individual (4000 words) assignment 100%

Marketing Management	
MODULE CODE	BMK0101
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent study: 126 hours
SYNOPSIS	The course is structured to give students a theoretical and practical understanding of managerial marketing decision making. Students are introduced to general marketing concepts and the techniques and tools of market analysis required to develop effective marketing strategies, ranging from target market selection to the implementation and control of the marketing mix.
OUTLINE SYLLABUS	<p>The development of Marketing thought. Elements of contemporary strategic marketing management. An introduction to marketing planning. The marketing environment. Defining the business. Strengths and weaknesses analysis.</p> <p>Elements of marketing management. The competitive environment/competitor analysis, understanding customers, market segmentation and targeting. The product life cycle and portfolio analysis. Marketing objectives and strategies. Researching the market. An introduction to the market research process. Marketing information systems. Market management and strategic policy and operational issues for; products and services; pricing policies and practices; distribution and logistic; promotion, internal and external</p>

	marketing communication. Developing and implementing a Marketing Plan including marketing organisation and control. Customer Service and Service Quality issues. Allied contemporary and "special" issues in marketing thought and application.
ASSESSMENT TYPE	Coursework: Individual 4,000 word assignment, 100%

International Marketing	
MODULE CODE	BMK0104
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent study: 126 hours
SYNOPSIS	This module involves the consideration of the international marketing environment and the application of marketing principles to form appropriate strategies for companies operating in foreign and world markets. It focuses on the key decisions that an organisation will make when considering international expansion.
OUTLINE SYLLABUS	The scope of international marketing The international environment Research in foreign markets Market selection and segmentation Strategies for market entry The international marketing mix.
ASSESSMENT TYPE	A 4,000 word individual written assignment contributing 100%

Behavioural Analysis	
MODULE CODE	BMK0122
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent study: 126 hours
SYNOPSIS	In order to satisfy the aims, the module will: <ul style="list-style-type: none"> • Define the subject area of behavioural analysis and explore its origins, foundations and scope as an academic discipline • Develop students' critical awareness of current issues within consumer behaviour, informed by leading edge research and practice in the field • Consider the ways in which consumers and customers perceive and use information to make decisions about buying

	<p>goods and services and how influences on decision making operate within a larger social structure.</p> <ul style="list-style-type: none"> • Develop students' creativity in the application of knowledge, together with a practical understanding of how behavioural analysis is used to develop marketing strategy
OUTLINE SYLLABUS	<p>Perception; Motivation, Values and Involvement; Attitude Formation and Change; Perspectives of the Self; Social Influences, Opinion Leadership and Diffusion of Innovation: Individual and Collective Decision Making & Behaviour; Psychographics; Ethical Consumption</p>
ASSESSMENT TYPE	<p>The learning outcomes will be assessed via 1 individual written assignment (4000 words)</p>

<p>Integrated Marketing Practice</p>	
MODULE CODE	BMK0139
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	<p>Student contact: 24 hours Guided Independent study: 126 hours</p>
SYNOPSIS	<p>Using a computer-based simulation of a dynamic marketing environment, this module offers students the opportunity to devise, implement and develop marketing strategies and plans in a competitive and changing virtual market. Thus, students develop their ability to apply marketing concepts in an integrated fashion.</p> <p>This module emphasizes the importance of analysing market data to develop an understanding of market dynamics; developing strategies that adapt to changes in the macro and microenvironment; planning and operating within a constrained budget; implementing marketing plans with a focus on bottom-line impact.</p> <p>Students work in teams and must manage their team operations effectively and efficiently. Each team runs a company in competition with other teams in the same market environment.</p>
OUTLINE SYLLABUS	<p>Each team manages a virtual firm in a simulated marketing environment through a series of decision-making rounds. Teams must analyse market data to understand the environment in which they are operating. From this they may set objectives and develop appropriate segmentation, targeting and positioning strategies. The simulation mimics the real world in offering both macro and micro environmental data on which to base decisions. Teams then make decisions relating to areas such as new product development, product modification, pricing, sales force deployment, routes to market and advertising and promotion to implement their chosen strategy and respond to changes in</p>

	the market. In addition, teams must manage production forecasts and balance expected income against costs within budget to achieve their objectives.
ASSESSMENT TYPE	1 team presentation (15 minutes); 30% 1 written individual assignment (3500 words) final assessment; 70%

Marketing Communications	
MODULE CODE	BMK0142
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Self-directed study: 126 hours
SYNOPSIS	To satisfy the aims of this module, students will consider the strategic nature of marketing communications, and the role of planning and evaluation. Students are introduced to relevant marketing communication theories and concepts, with emphasis placed on the concept of Integrated Marketing Communications (IMC).
OUTLINE SYLLABUS	The derivation and evaluation of marketing communications, communications theory and the background to the communication process. Marketing communications strategy, planning and implementation; marketing research, target marketing, campaign planning, management and evaluation. Marketing communications tools; Integrated Marketing Communications (IMC). Changing nature of marketing communications; new communications channels, customer engagement, changing role of consumer, consumer generated content.
ASSESSMENT TYPE	The learning outcomes will be assessed via: 1 individual written assignment (4000 words)

Marketing Research	
MODULE CODE	BMK0143
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent Study: 126 hours
SYNOPSIS	To understand the nature, role and strategic value of marketing research in different organizations, whether profit making, not for profit, service industries, product based, business to consumer, business to business, domestic, international or global. Understand the concept of a marketing information system, its component parts and how such a system should be designed, administered, monitored,

	evaluated and developed. Provide the means of identifying information requirements for marketing management, planning and control (including its contribution to strategic/corporate planning), and a knowledge of the means of acquiring this information, its cost and limitations, in the short and long term. To introduce students to the techniques of commercial marketing research and to develop practical skills in the use of those techniques.
OUTLINE SYLLABUS	Introduction to marketing research: the nature and scope of marketing research, the uses of marketing research, market size, structure, trends, share. Information on customers/competitors. Stages in the research process: from brief to final report, introduction to the methods of obtaining primary data. Secondary data: use and sources of information both internal and external, syndicated research, and retail audit, the consumer panel, the use of retailer electronic point of sale (EPOS) data in research. Qualitative research: the role of exploratory research, comparison with quantitative research, group and depth interviews, projective tests. Surveys: methods of reaching respondents; the personal interview, telephone, Internet and mail surveys; attitudes and questionnaire design; sources of bias. Sampling: purpose, types, probability vs. non-probability, design. The sampling frame; problems and limitations of sampling frames. Experimentation: types of experiment - field and laboratory, internal and external validity, applications and limitations of experiments. Measurement and Scaling: the concept of measurement. Empirical entities and hypothetical concepts. Levels of measurement and their hierarchy of sophistication. The properties of Nominal, Ordinal, Interval and Ratio levels of measurement and applicable statistical tests. Data processing and data analysis. Marketing information systems: utility in strategic marketing, planning and control.
ASSESSMENT TYPE	Assessment strategy consists of a dedicated marketing research project and an individual reflection report. a. A marketing research project resulting in a final report (3000 words). 75% of available mark. This is a group project (c3-6 per group) b. An individual reflection report (1000 words). 25% of the available mark. Final piece of assessment.

Strategic Marketing	
MODULE CODE	BMK0144
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent Study: 126 hours

SYNOPSIS	To meet the aims of the module the course is structured to give a theoretical and practical understanding of the marketing environment and strategic marketing planning. Students are introduced to the need for and meaning of a strategic perspective on marketing. Using the tools of strategic market analysis students will be encouraged to develop skills in analysing complex market situations with a view to being able to propose and defend strategic marketing plans.
OUTLINE SYLLABUS	Strategic Marketing concepts, orientation and perspectives: links with corporate and functional strategies. Business & marketing objectives. Strategic marketing process including: planning models and frameworks; sustainable competitive advantage; creating customer value. Analysis for strategic marketing: internal & external including, marketing audit, identifying and assessing marketing assets, core competences, environmental analysis, customer and industry analysis, competitor/company analysis. The use of contemporary strategic marketing analytical tools. Developing competitive marketing strategies: strategy identification and selection: generic strategies. Strategies for growth; strategies in mature and declining markets; strategies for different competitive positions. Segmentation, Positioning & Targeting. Strategic management of the marketing mix: Services, Business-to-Business.
ASSESSMENT TYPE	1 written individual (4000 words) assignment, 100%

Social Media Marketing	
MODULE CODE	BMK0145
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: 24 hours Guided Independent study: 126 hours
SYNOPSIS	This module is designed to introduce students to social media marketing. It focuses on all aspects of the domain (i.e., B2B, B2C, Service, etc.). It keeps the students at the forefront of modern practices: bridging the gap between theory and its practical application. Students will use a variety of social media tools and platforms to design, manage, and optimise campaigns. The module is for individuals who have not used the social channels in a business context extensively but have a good understanding of traditional marketing techniques.
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • An introduction to social media and social media marketing. • Consumer tribes and communities: their impact on the co-creation of value. • Using mobile and location-based platforms.

	<ul style="list-style-type: none"> • Understanding content in social media marketing. • Electronic word of mouth and social selling. • Measurement, metrics and analytics. • Privacy, ethical and legal issues. • Designing and implementing a blog. • Designing social media campaigns using video. • Analysing the social media landscape.
ASSESSMENT TYPE	4,000 word individual critical reflection on the theories, models and concepts used in the three formative assessments. 100%

Society, Culture and Philosophy											
MODULE CODE	BMK0146										
CREDIT RATING	15 credits / 7.5 ECTS										
LEVEL	Masters (FHEQ Level 7)										
LEARNING METHODS	<table> <tr> <td>Lectures:</td> <td>9 hours</td> </tr> <tr> <td>Workshops:</td> <td>9 hours</td> </tr> <tr> <td>Support Sessions:</td> <td>2 hours</td> </tr> <tr> <td>Guided independent study:</td> <td>130 hours</td> </tr> <tr> <td>Total hours:</td> <td>150 hours</td> </tr> </table>	Lectures:	9 hours	Workshops:	9 hours	Support Sessions:	2 hours	Guided independent study:	130 hours	Total hours:	150 hours
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Support Sessions:	2 hours										
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Total hours:	150 hours										
SYNOPSIS	This module is designed to critically evaluate consumption in the context of philosophy, society and culture, and in relation to broader contemporary sociocultural trends and issues. By adopting an interdisciplinary approach to the analysis of consumption, the module aims to develop students' critical awareness of the interrelationships, consequences and tensions that exist between the consumer at the individual and collective level, as well as between the consumer, business, and government.										
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Philosophical perspectives in relation to business, management and marketing • The rise of consumer society and culture • Postmodernism • Post-postmodernism • The age of anxiety • Narcissism normalisation • Examining materialism • Consumer wellbeing and social marketing • The sharing economy • Sustainability in a consumer society 										
ASSESSMENT TYPE	Individual Written Report, 2,500 words										

Digital Marketing Strategy	
MODULE CODE	BMK0147
CREDIT RATING	15 credits / 7.5 ECTS

LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops 9 hours Support Sessions 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	<p>Digital marketing is central to the contemporary business environment and is emerging as a fundamental aspect of marketing strategy. This module is designed to provide you with a strong theoretical and practical understanding of digital marketing strategy, identifying objectives, strategies and tactics relating to digital marketing strategy and planning in the modern business environment. In studying this module, you will develop an understanding of the role of customer insights and enhanced customer engagement, focusing on direct and digital marketing tools and their implementation in the digital domain. You will develop your understanding of digital marketing via the development, implementation and evaluation of digital marketing strategy in a contemporary and live setting, underpinned by an appreciation of principles of ethics, sustainability and responsibility.</p>
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Introduction to digital marketing 2. The digital marketing environment 3. Digital marketing objectives strategy and tactics I 4. Digital marketing objectives strategy and tactics II 5. Relationship marketing using digital platforms 6. The online customer experience 7. Digital marketing communications 8. Campaign planning and implementation in a digital context 9. Digital marketing strategy evaluation
ASSESSMENT TYPE	Individual Report, 2,500 words

Strategic Brand Management	
MODULE CODE	BMK0148
CREDIT RATING	30 credits / 15 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops: 18 hours Support Sessions: 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	<p>In today's highly competitive, fast changing and globalised business environment, it is essential for commercial firms and not for profit organisations to build and maintain successful brands. Upon completion of this module, you will develop a systematic understanding of how strategic decisions are</p>

	being made to create strong and successful brands, from the initial stage of identifying and developing brand plans to design, implementation, growing and sustaining brand equity. You will also discover how branding and globalisation have shaped the modern society we all live in today.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. What is a Brand? The impact of globalisation on branding 2. Importance of branding and strategic brand management 3. Brand image, visual and verbal identity 4. Brand positioning 5. Customer based brand equity 6. Secondary brand associations 7. Designing a brand strategy 8. Managing brand extensions 9. Integrated brand communication 10. Managing the brand experience
ASSESSMENT TYPE	Individual Report, 4,000 words

Contemporary Consumer Engagement											
MODULE CODE	BMK0149										
CREDIT RATING	30 credits / 15 ECTS										
LEVEL	Masters (FHEQ Level 7)										
LEARNING METHODS	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Lectures:</td> <td style="text-align: right;">18 hours</td> </tr> <tr> <td>Workshops:</td> <td style="text-align: right;">18 hours</td> </tr> <tr> <td>Support Sessions:</td> <td style="text-align: right;">4 hours</td> </tr> <tr> <td>Guided independent study:</td> <td style="text-align: right;">260 hours</td> </tr> <tr> <td>Total hours:</td> <td style="text-align: right;">300 hours</td> </tr> </table>	Lectures:	18 hours	Workshops:	18 hours	Support Sessions:	4 hours	Guided independent study:	260 hours	Total hours:	300 hours
Lectures:	18 hours										
Workshops:	18 hours										
Support Sessions:	4 hours										
Guided independent study:	260 hours										
Total hours:	300 hours										
SYNOPSIS	This module focuses on marketing communications with emphasis placed on how organisations can leverage an understanding of consumer behaviour to engage, influence and communicate with consumers effectively both on-line and off-line. A range of concepts is introduced to build a multi-dimensional understanding of how consumers think, feel and behave, and to advance your understanding of the design and development of marketing communications strategy and campaigns. You will apply this knowledge to critically analyse and evaluate the effectiveness of marketing communications strategy and campaigns, thereby developing your conceptual, analytical and creative skills.										
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Consumers; Cognition & Attitudes 2. Influencing Consumer Attitudes & Behaviour 3. Consumers as Interpreters of Meaning I 4. Consumers as Interpreters of Meaning II 5. Consumers and Social Influence 6. Planning for Marketing Communications 7. Marketing Communications; Persuasion & Influence 8. Marketing Communications; Dialogue and Engagement 										

	9. Marketing Communications; Sensory Experience 10. Evaluating Marketing Communications Strategy and Campaigns
ASSESSMENT TYPE	Individual Report, 4,000 words

Strategic Marketing Management	
MODULE CODE	BMK0150
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures/workshops 24 hours Workshops 36 hours Seminars 12 hours Fieldwork 20 hours Guided Independent Study 108 hours
SYNOPSIS	The business world has become increasingly volatile, meaning that companies are having to grasp the changes and adapt efficiently and effectively in order to better connect with the market. As a marketing professional, you will be the forefront of a company in gathering market intelligence and facilitating a market-driven propositions. This module emphasises a market-oriented, customer driven approach to planning and implementing marketing strategies that help achieve organisational goals. You will be equipped with knowledge and skills to undertake strategic analysis of any given markets, and create, adapt and implement marketing strategies. The main elements include challenges facing companies in increasingly dynamic marketing environment, the need to consider marketing as a strategic function that guides organisational strategy through strategic marketing management.
OUTLINE SYLLABUS	1. Marketing and strategy in an organisation 2. External marketing environment 3. Internal marketing environment 4. Segmentation, targeting and positioning 5. Strategic collaboration 6. Global strategies 7. Brand management 8. Product /service development and innovation 9. Corporate social responsibility 10. Market positions and marketing strategies
ASSESSMENT TYPE	Group Presentation (50%) 20 minutes Individual Coursework (50%) 3,000 words

Strategic Marketing	
MODULE CODE	BMK0151
CREDIT RATING	15 credits / 7.5 ECTS

LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Workshops: 20 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	The business world has become increasingly volatile, meaning that organisations are having to grasp the changes and adapt efficiently and effectively in order to connect with the market while taking into account responsibilities towards multiple stakeholders. Under this context, strategic marketing allows firms to organise and perform their customer facing activities in a way that produce desired customer, financial and societal outcomes. Marketing is an outward-facing function that interfaces between the organisation and its markets. Marketing is at the forefront of a company in gathering market intelligence and facilitating market-driven propositions. It also provides means for communicating meaningful values across the organisation and to the market. This module emphasises a market-oriented, customer driven approach to planning and implementing marketing strategies that help achieve organisational goals. The module aims to equip the knowledge and skills to undertake strategic analysis of any given markets, and create, adapt and implement marketing strategies. The main elements include challenges facing companies in increasingly dynamic marketing environment, the need to consider marketing as a strategic function that guides organisational strategy through strategic marketing development.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Marketing and strategy in an organisation 2. Changing marketing environment and organisational responsibilities 3. Creating values for multiple stakeholders 4. Identifying customers: segmentation, targeting and positioning 5. Business-to-business market: relationships and networks 6. Marketing in the innovation process 7. Design and deliver services 8. Brand management 9. Market positions and growth strategies
ASSESSMENT TYPE	Individual Report, 2,500 words

Project Management	
MODULE CODE	BMR1004
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours Guided independent study 126 hours

SYNOPSIS	The aim of this module aims to provide an overview of the generic discipline of the management of project-based activities in the industrial, commercial and public sectors. It will explore both theoretical approaches to the discipline and the practical application of tools and techniques via case studies and simulated project scenarios.
OUTLINE SYLLABUS	The module provides knowledge of concepts, techniques and models that are used for planning, managing and optimising projects within manufacturing and service organisations. The module will cover project planning and control role of project managers, project risk management and sustainability.
ASSESSMENT TYPE	One 5,000 word individual assignments on set project management topic. 100%.

Services Marketing and Operations	
MODULE CODE	BMR1009
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Seminars 20 hours Guided Independent Study 130 hours
SYNOPSIS	This module offers the theories and tools required to understand the strategic role of services marketing and operations. It provides learners with an understanding of the complexities in reconciling services marketing and operations management and how managing marketing and operations contributes to an organisation's competitive advantage. The module will provide a comprehensive insight into the importance of alignment between marketing needs and operational capabilities, a market-driven approach to designing and delivering services offerings to customers and clients. It will explore the operating environment of service organisations and the key decisions that managers must make when coordinating and controlling resources when delivering services. The module will combine a practical approach with theoretical underpinning.
OUTLINE SYLLABUS	<p>Part 1: Services Marketing</p> <ul style="list-style-type: none"> • The nature of services and its implications • Service experience • Service design • Service quality • Service supply and demand issues <p>Part 2: Services Operations</p> <ul style="list-style-type: none"> • Service operations - challenges and opportunities • Lean Service operations

	<ul style="list-style-type: none"> • Service Strategy • Improving Service Operations • Making it all work
ASSESSMENT TYPE	A 3,500-word individual written assignment (100%).

Productivity Improvement	
MODULE CODE	BMR1010
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops: 9 hours Support Sessions: 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	<p>“The only thing that is constant is change” (Heraclitus). Today’s businesses face a world of ever-changing technology and ever increasing customer demands. Throughout your career you undoubtedly will be involved in change of some description. This module will facilitate the development of the transferable skills and understanding you will need to face the challenges of near constant change with resilience. Starting with a strategic overview of productivity improvement you will develop the skills needed to lead, as well as take part in, productivity improvement, product development, process improvements, service design, and innovation initiatives.</p>
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Key themes and debates in productivity improvement 2. Impact of productivity improvement on businesses and organisations 3. Impact of productivity improvement on individuals (e.g. consumers / employees) 4. Concept underlying principles and practices of productivity improvement 5. Concepts of Lean thinking and Process Mapping 6. Data analysis for Improvement 7. Leading Change, Approaches to change, and dealing with change 8. Managing Stakeholders during times of change
ASSESSMENT TYPE	Individual report, 2,500 words

Project Management	
MODULE CODE	BMR1011
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops: 18 hours

	Support Sessions: 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	Within the complex functions of major construction, IT, manufacturing and retail projects that mark nowadays' industries, the need for skilled and knowledgeable project managers is crucial. If you seek a role in a project context at any level of complexity, this course provides you with an in-depth understanding of project management theories and practices in addition to operations management and their importance to contemporary businesses. As you progress through the course of study, you will develop skills to plan, control, and execute complex projects in an integrated manner, while increasing your awareness of partnerships, leadership and organisational politics within an overall business environment. You will also develop your awareness of stakeholder management and the challenges that a project manager has to deal with throughout the life cycle of the project. You will leave the course equipped with the skills and tools required for a successful career in this challenging but highly rewarding environment.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. The project framework, project-based organisations and business setting; 2. Project definition and scoping; 3. The project life cycle: project initiation, design, implementation and development and testing; 4. Project closure, handover and review and lessons learnt; 5. Project management tools and techniques: critical chains, critical path analysis, PERT, and risk analysis; 6. Project control mechanisms and systems for the whole life cycle; 7. Managing people within a project team context, including managing team and individual motivation, performance, and conflict; 8. Team decision-making, problem-solving and leadership; 9. Understanding the client role with projects and more specifically the client/project team relationship; 10. Understanding the potential impact of organisational politics on successful project delivery.
ASSESSMENT TYPE	Group Presentation (50%) 20 minutes Individual Portfolio (50%) 2,000 words

Operations Management	
MODULE CODE	BMR1012
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours

	Workshops: 18 hours Support Session: 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	<p>In today's competitive and global market, organisations have to design, plan and control as well as improve effectively and efficiently their processes, operations and supply chains in order to satisfy the demand and develop a competitive edge. You will certainly find yourself working within organisations that rely essentially on their operations function to gain and sustain their competitive advantage, either via a cost proposition or the quality and innovation of their products and services. In light of this, the aim of this module is to demonstrate how operations management can influence, shape and align firms' competitive strategies. You will learn the technical, cultural and behavioural attributes of world-class organisations as well as the different paths firms borrow to achieve operational excellence, such lean and six-sigma and other business excellence frameworks. You will also develop a more deliberate approach to process improvement.</p>
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Concepts, techniques and models that are used for designing, planning, managing processes and operations 2. Optimising operations within manufacturing and service organisations 3. Sustainability challenges within operations 4. Information Technology and Operations Management 5. Operational Excellence theories
ASSESSMENT TYPE	Individual report 4,000 words

Professional Development and Research Methods	
MODULE CODE	BMT1007
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 36 hours Seminars 12 hours Guided Independent Study 102 hours
SYNOPSIS	<p>This module will enable students to develop their professional, academic and research skills through a series of lectures and seminars and provide an understanding of integrated research methodology which will enable students to undertake a study commensurate with master's level.</p> <p>The module will focus on the key professional and academic skills required at master's level for creating reports, writing essays, giving presentations, leading seminars and team working as well as providing an insight into the ways in which</p>

	<p>individuals can manage their own professional development in the logistics, operations and/or supply chain professions.</p> <p>The module will show how academic theory is developed and will provide research training in the individual components of research design, implementation and reporting. The module will outline the basic steps in the formulation of research questions and the way in which this should be used to derive a data specification and method of data collection. Strengths and weaknesses of different data collection methods will be emphasised and students will be encouraged to develop their own research skills.</p>
<p>OUTLINE SYLLABUS</p>	<p>The first half of the module serves to develop a student's professional and academic skills so that they become effective learners at master's level. Workshops will concentrate on reading, writing and presenting material to a standard expected at master's level whilst off-site company visits will enable students to experience the logistics workplace and meet logistics professionals.</p> <p>The second half of the module will outline the steps involved in the formulation of a research question, the way in which this should be used to determine the appropriate research strategy, and how these two interlink to suggest appropriate data collection techniques. Emphasis will be placed not just on the tools of data analysis but on the interpretation of results and presentation of findings in an appropriate and professional manner.</p> <p>The module will highlight the following themes: An Introduction to Research Methods. Research Philosophy. Research Design and Strategies. Research Skills. Literature Review and techniques. Data Collection. Qualitative Data Analysis. Quantitative Data Analysis. Interpretation of Results. Reflection on the Research Process. Writing-up the Report.</p>
<p>ASSESSMENT TYPE</p>	<p>Coursework One (50%) (45 minute seminar presentation) Students, in small groups, will prepare and deliver a seminar based upon a key logistics, operations and/or supply chain issue.</p> <p>Coursework Two (50%) (Word limit – 2000 words) will be a feasibility study of the topic the student will undertake for their dissertation. This will include study objectives, key research questions, proposed research methodology the specific nature of the problem of their enquiry and a brief overview of the literature to support the study.</p>

Freight Management	
MODULE CODE	BMT1011
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours Guided Independent Study 126 hours
SYNOPSIS	<p>This module evaluates the role of transport in global logistics and supply chain management. This is achieved through the examination of the principles of transport management and their application to examples and case studies relating to a range of scenarios in relevant organizations. The influence of transport options on the operation, design and sustainability of global supply chains is explained and evaluated.</p> <p>The approach used is to look at commercial aspects of freight transport management from an operational and strategic point of view. The alternative modes of transport and their use both separately and in combination are evaluated and the policy and regulatory environment within which they operate is reviewed.</p> <p>There will be a formative assessment during the first term. Summative assessment is via two individual assignments.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • The basic modes of transport available will be examined, together with their use separately and in conjunction with one another as the integrators of the supply chain. The differences in each mode will be explained to enable the understanding of the differing roles played by transport in the strategic development of global supply chains and their ongoing operation. The importance of Intermodal and multi-modal transport in global operations will be evaluated. • Operational aspects of each mode will be explored, along with the transport policy and regulatory environment within which transport providers operate. • In addition, the concept of 'green transport' will be investigated through studying how freight transport can become more sustainable.
ASSESSMENT TYPE	Coursework (100%): A fully referenced individual case study assignment of 5,000 words

Retail Logistics	
MODULE CODE	BMT1012
CREDIT RATING	15 credits / 7.5 ECTS

LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours Guided Independent Study 126 hours
SYNOPSIS	<p>This module examines what implications changes in the structure of the retailing market, customer buying patterns and product sourcing will have on logistics requirements. It assesses what initiatives may be considered by major retailers to respond to increasing pressures for wider product ranges, increased service levels and lower prices. It also demonstrates why logistics operations are at the heart of competitive advantage for these companies and how distribution tactics should be aligned to their different strategies.</p> <p>The relevance of concepts such as quick response (QR) and efficient consumer response (ECR) is assessed; the module examines the extent to which retailers and their suppliers have re-engineered their supply chains around these models. The module builds on the principles of supply chain management which are discussed in a core module delivered in the first term.</p> <p>Students will have an opportunity to research relevant material and discuss up to date issues. Formal assessment comprises an individual report and a two-hour unseen written examination.</p> <p>The module is taught by means of a weekly lecture.</p>
OUTLINE SYLLABUS	<ul style="list-style-type: none"> • Retail market structures. • Customer buying patterns. • Retail strategy and positioning of major companies. • Framework of QR and ECR models. • Category management. • Replenishment models e.g. CPFR. • Network structures e.g. consolidation centres, cross-docking and fulfilment factories. • Global strategy e.g. contrast of European and Asian markets. • The growth of e-retailing • E-fulfilment requirements.
ASSESSMENT TYPE	Exam – 3 hour closed book exam (100%)

Supply Chain Planning and Control	
MODULE CODE	BMT1013
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours

	Tutorials 12 hours Guided Independent Study 114 hours
SYNOPSIS	The role of decision makers in the supply chain will be considered along with the use of operations research modelling to support such decisions. The module will demonstrate how data can be obtained, extracted and manipulated to enable decision support tools to be used to underpin the planning and control of operations and the supply chain.
OUTLINE SYLLABUS	An overview will be given of the use of planning and control tools for operations and supply chain systems. This will include the selection of appropriate modelling tools for problems, incorporation of data and the use of models to evaluate alternative scenarios. The use of models in tactical and strategic applications drawn from; extended stock & inventory analysis, forecasting, simulation, resource allocation and transshipment will be established. Reporting and presentation of results will be developed using modelling techniques on case studies drawn from industry and research.
ASSESSMENT TYPE	2,500 word report (50%) 2 hour In Class Test (50%)

Principles of Supply Chain Management	
MODULE CODE	BMT1014
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours Guided Independent Study 126 hours
SYNOPSIS	This module introduces the basics of supply chain management. It will present the role of logistics and supply chain within various business contexts. The module will provide students an ability to identify and analyse the complexities and uncertainties affecting global supply chains. The module will discuss the emerging trends and concepts in logistics and supply chain management.
OUTLINE SYLLABUS	Basic concepts related to logistics and supply chain management, Supply chain strategies, Lean and agile supply chains, Managing the global supply chain, Supply chain relationships, Performance measurement and evaluation, Supply chain vulnerability, Risk and resilience. Sustainable logistics and supply chain systems, Emerging trends - new supply chain designs, ethical issues.
ASSESSMENT TYPE	Coursework (100%) A fully referenced assignment of 5,000 words

Procurement and Purchasing	
MODULE CODE	BMT1015
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures 24 hours Guided Independent Study 126 hours
SYNOPSIS	The role of purchasing has become a key driver for enabling the smooth flow of goods as well as achieving optimum cost whilst meeting the customer requirements. The module will examine the different approaches to managing the purchasing function, which can contribute to an efficient and effective management of the organization's operations. In addition, an appraisal of why contracting out elements of the supply chain has taken place in many types of business will be undertaken. Case studies will be incorporated into the teaching to demonstrate how companies manage their purchasing and procurement and practical skills will be developed to enable students to apply their knowledge.
OUTLINE SYLLABUS	Students will be introduced to the strategic function of purchasing and understanding its importance within the context of a modern day business. Different purchasing strategies and the relationships between partners will be analysed. Students will be able to examine the potential of strategic purchasing for increasing corporate profitability through quality driven approach to sourcing, buyer-supplier relationships, costs, and supply chain management. Decisions relating to whether to outsource operations will be considered in relation to the trade-offs in price and the benefits of retaining ownership. Procedures involved in establishing a sourcing partner, including negotiation, contract management and supplier auditing will be discussed in depth and students will understand the importance of compliance with relevant regulations. E-procurement and its role in sourcing activities will also be considered together with sustainable sourcing.
ASSESSMENT TYPE	In-class-test (100%) 3 hour individual case study based assessment

Logistics Management	
MODULE CODE	BMT1017
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lecture/Seminar 24 hours Guided Independent Study 126 hours
SYNOPSIS	This module demonstrates how some of the strategies discussed in the core supply chain management module in

	<p>term one can be developed into workable operations at a practical level. It explains the tactical planning models needed to support corporate logistics goals and outlines the principles underpinning effective inventory and distribution management. The work focuses on determining appropriate stock levels, where the products should be held and how orders may be handled in modern warehouses serving different channels to market.</p> <p>The models underpinning traditional Re-Order levels and Logistics Requirements Planning (LRP) are outlined and the suitability of these for complex patterns of demand is discussed. Different network configurations are examined and issues regarding the number, function and location of sites are explained before the operational functions and alternative equipment support are evaluated. Process improvement techniques and performance measurements are applied to different handling systems, procedures and layouts. The types of technology required to meet new cost and service objectives are investigated.</p>
OUTLINE SYLLABUS	<p>The issues underpinning effective inventory management and warehouse strategy are set out. Network planning, site location, warehouse design and procedures are then examined.</p> <p>The importance of information technology in supporting these solutions and what initiatives may be available in the future are explained.</p> <p>The benefits of logistics planning models in analysing these problems are analysed. Sustainable solutions for both logistics and warehouses will be discussed.</p>
ASSESSMENT TYPE	Exam (100%): 3 hour closed book exam

Dissertation	
MODULE CODE	BMT1018
CREDIT RATING	45 credits / 22.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Supervision 10 hours Guided Independent Study 440 hours
SYNOPSIS	The aim of this module is to develop the student's skills and ability to carry out an original investigation into a particular logistics, operations and/or supply chain management problem. The module is underpinned by BMT1007 Professional Development and Research Methods in which an appropriate dissertation topic will have already been identified. Students will receive regular weekly supervision

	from their supervisor who will provide further guidance on methodology, literature sources and review techniques, specification of data requirements, data collection and analysis, and final presentation. The dissertation will normally be of between 12,000 and 15,000 words.
OUTLINE SYLLABUS	Regular weekly supervision will assist the student in developing sound methodologies and ensure that the dissertation is progressing at an acceptable rate. The dissertation tests and proves the student's ability to independently pursue and analyse a logistics, operations and/or supply chain problem and provide appropriate conclusions and recommendations.
ASSESSMENT TYPE	Dissertation – 12,000-15,000 words (100%)

Disaster and Emergency Management	
MODULE CODE	BMT1036
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Student contact: Lectures: 12 hours Seminars: 12 hours Guided Independent study: 126 hours
SYNOPSIS	This module presents a theoretical and legislative framework for the understanding of natural and man-made disasters. It pulls together emergency planning, business continuity, crisis management and disaster recovery and introduces the skills and knowledge required for effective management in a crisis.
OUTLINE SYLLABUS	Disaster definitions. Incidents and trends. Global Response – UN, the Hyogo Declaration National Responses – UK Legislation, Guidelines, Civil Contingencies Act, 2004. Integrated Emergency Management – anticipation, assessment, prevention, preparation, response and recovery. Major Incident management – functions of emergency management, disaster and crisis management, disaster recovery management, contingency management and business contingency management. Good practice guidance for local government, business, NGOs, planners, police and local communities.
ASSESSMENT TYPE	2,500 word planning report 100%

Principles of Risk	
MODULE CODE	BMT1044
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures/Seminars: 24 hours

	Guided Independent Study:126 hours
SYNOPSIS	<ul style="list-style-type: none"> • Introduce and develop the student’s understanding of the multidimensional nature of risk, and the relevance of its cultural and environmental framework; • Examine the differing contextual settings in which risk arises and is interpreted, such as in business risk, environmental risk, health risk, individual and societal risk, project risk etc. • Explore key theoretical concepts influencing the cognition and perception of relative risk, as well as the assessment and interpretation of risk; • Consider and critically evaluate the application of risk management in practice through relevant case studies. <p>NB: The module is designed to meet the syllabus requirements of the Institute of Risk Management Diploma core module: Principles of Risk</p>
OUTLINE SYLLABUS	<p>The underlying philosophy of risk; The art and science of risk: conceptual referencing to risk, hazard and uncertainty; The principles of risk assessment, risk perception, risk communication, individual and societal risk; Systematic risk identification, description, estimation and evaluation; Risk analysis and evaluation techniques – qualitative and quantitative; Risk identification and analysis within differing contextual settings</p>
ASSESSMENT TYPE	<ul style="list-style-type: none"> • 50% of module assessment - a 2,500 word written submission outlining, in report format, a contextualised review of key risks (i.e. a risk map) with regard to a chosen business or environmental setting • 50% of module assessment – a 3 hour in class test

Principles of Sustainability	
MODULE CODE	BMT1055
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	Masters (FHEQ Level 7)
LEARNING METHODS	Lectures: 12 hours Seminars: 12 hours Guided Independent study:126 hours
SYNOPSIS	Sustainability economics place economics principles in the broader context of the relationship between humans and nature, long term / future orientations, justice between current and future generations and non-wastefulness. This module will establish a vocabulary for the discussion of sustainability. It will consider environmental sustainability,

	economic sustainability and social sustainability. Different approaches to the study of sustainability will be introduced, and students will be required to consider a range of guidelines and principles for sustainability.
OUTLINE SYLLABUS	Definitions of sustainability Historic development of sustainability and different interpretations of the concept. Models and Principles of Sustainability Challenges and problems in the application of the principles of sustainability in real-world contexts.
ASSESSMENT TYPE	Individual analysis of a case study. Indicative word number: 4000 words. (100%)

Supply Chain Planning And Control	
MODULE CODE	BMT1069
CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops 9 hours Support Sessions 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	The role of decision makers in the supply chain will be considered along with the use of operations research modelling to support such decisions. In this module, you will learn how data can be obtained, extracted and manipulated to enable decision support tools to be used to underpin the planning and control of operations and the supply chain.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Introduction to supply chain systems and models used for planning and control. 2. Introduction to supply chain performance measurement systems. 3. Reviewing the use of planning and control tools for operations and supply chain systems. 4. Reviewing a selection of appropriate modelling tools for problems solving. 5. Incorporation of data and the use of models to evaluate alternative scenarios. 6. Analysing the use of different models in tactical and strategic decisions. 7. Adopting case studies drawn from industry and research for reporting and presenting results obtained from models.
ASSESSMENT TYPE	Individual Report 2,500

Purchasing And Supply Chain Management	
MODULE CODE	BMT1070
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops: 18 hours Support Sessions: 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	<p>This module introduces the basics of supply chain management. It will present the role of logistics and supply chain within various business contexts and enable students to identify and analyse the complexities and uncertainties affecting global supply chains. The module will discuss the emerging trends and concepts in logistics and supply chain management. The role of purchasing has become a key driver for enabling the smooth flow of goods as well as achieving optimum cost whilst meeting the customer requirements. The module will examine also the different approaches to managing the purchasing function, which can contribute to efficient and effective management of the organisation's operations. In addition, an appraisal of why contracting out elements of the supply chain has taken place in many types of business will be undertaken. Case studies will be incorporated into the teaching to demonstrate how companies manage their purchasing, procurement and global supply chains.</p>
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Basic concepts related to logistics and supply chain management. 2. Supply chain strategies, Lean and agile supply chains. 3. Managing the global supply chain, Supply chain relationships. 4. Performance measurement and evaluation, Supply chain vulnerability, Risk and resilience. 5. Sustainable logistics and supply chain systems. 6. The strategic function of purchasing and its importance within the context of a modern-day business. 7. Different purchasing strategies 8. Buyer-supplier relationships, costs, and supply chain management. 9. Outsourcing, contract management and supplier auditing. 10. E-procurement and its role in sourcing activities
ASSESSMENT TYPE	Individual Report, 4,000 words

Artificial Intelligence And Mobility	
MODULE CODE	BMT1071

CREDIT RATING	15 credits / 7.5 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 9 hours Workshops: 9 hours Support Sessions: 2 hours Guided independent study: 130 hours Total hours: 150 hours
SYNOPSIS	This module has a twin objective that will introduce you to the new automated, connected, digitised and mobile business arena of the future. On the one hand, it presents selected examples of Artificial Intelligence (A.I.) applications from a human factor's perspective trying to identify social, economic and environmental impacts and human-machine interaction complexities and concerns. On the other hand, it will cover how digitised and autonomous technology will revolutionise mobility. Transport considerations and the agenda of Connected and Autonomous Vehicles, the prime example of A.I., will underpin the content of the module.
OUTLINE SYLLABUS	<ol style="list-style-type: none"> 1. Key themes and debates in Artificial Intelligence: An introduction 2. Key themes and debates in Automated and Digitised Mobility: An introduction 3. Understanding Connected and Autonomous Vehicles 4. Cybersecurity, data privacy and liability issues: Can we trust Artificial Intelligence? 5. Social exclusion and loss of employment concerns: Us against the robots? 6. Shared use mobility: From dockless bikes to Uber 7. Mobility-as-a-Service: Shifting to a new mobility paradigm 8. Intelligent transport systems and the future of mobility provision 9. Group presentations 10. Artificial Intelligence and Mobility: Summing up
ASSESSMENT TYPE	Individual Report, 2,500 words

Logistics And Freight Transport Management	
MODULE CODE	BMT1072
CREDIT RATING	30 credits / 15 ECTS
LEVEL	M (FHEQ Level 7)
LEARNING METHODS	Lectures: 18 hours Workshops: 18 hours Support Sessions: 4 hours Guided independent study: 260 hours Total hours: 300 hours
SYNOPSIS	This module introduces the core of logistics management (distribution and transport). It explains the tactical planning models needed to support corporate logistics goals and

	<p>outlines the principles underpinning effective inventory and distribution management. The work focuses on determining appropriate stock levels, where the products should be held, and how orders may be handled in modern warehouses serving different channels to market. The module discusses warehousing solutions and how these interact with transportation of goods. The role of transport in global logistics and supply chain management will be evaluated through the examination of the principles of transport management and their application to examples and case studies relating to a range of scenarios in relevant organisations.</p>
<p>OUTLINE SYLLABUS</p>	<ol style="list-style-type: none"> 1. Issues underpinning effective inventory management and warehouse strategy. 2. Network planning, site location, warehouse design and procedures. 3. The benefits of logistics planning models in analysing these problems. 4. The importance of information technology in supporting these solutions. 5. New technologies in logistics and transportation 6. Transport modes. 7. Intermodal and multi-modal transport in global operations. 8. Operational aspects, transport policy and regulatory environment within which transport providers operate. 9. Sustainable solutions for logistics, warehouses, and freight transport
<p>ASSESSMENT TYPE</p>	<p>Individual Report, 4,000 words</p>