

SPRING 2020 STREAMS

Stream	Stream Description	Elective 1	Elective 2	Notes
Business & Marketing	International Marketing	International Marketing	Consumer Behaviour	
	Analytics & Marketing	Data Management and Analytics	International Marketing	
	Economics & Business	Economic Perspectives	Business Contexts and Organisation	BA1 Jan Intake
	Marketing & Management	Strategic Management	Services Marketing	BA3 Jan Intake
	Accounting & Marketing	Business Accounting B6AC046	Services Marketing	
Film, Media & Journalism	Film	Film Theory & Criticism	Cultures & Contexts	
	Journalism	Advanced News & Broadcast Methods	Online Journalism	
	Journalism & Cultural Theory	Critical & Cultural Theory	Online Journalism	
Social Sciences	Psychology	Fundamentals of Cognitive Psychology	Fundamentals of Biopsychology	
	History & Film 2	The Age of Extremes	Contemporary Cinemas	

COURSE DESCRIPTIONS

ACFN 270 - Business Accounting B6AC046

Business Accounting will give a broad overview of the underlying components of financial accounting that pertain to a modern business. It will focus on the accounting system and the preparation and interpretation of financial accounting statements

COLG 370 (HM) ---Critical & Cultural Theory

This module covers a range of significant theoretical discussions that have been particularly influential in offering ways of interpreting or framing Western culture since the mid twentieth century. Students will read and reflect on a number of thought-provoking and sometimes challenging texts from the theory of the thinkers associated with the Frankfurt School to some of the writings on the postmodern and other contemporary cultural debates.

ECON 270 - Economic Perspectives B6AF102

The module is designed to expose students to the various economic perspectives existing in the world today; to understand as to why certain powers are more in favour of the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa; students will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

GBUS 370 - Consumer Behaviour B8MK100

(APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

Consumer analysis is a module that endeavours to provide learners with a robust understanding of the theoretical perspectives and models driving contemporary global consumption and to facilitate the application of these perspectives to market place examples and cases. The module provides an analysis of consumer motivations, perceptions, attitudes and personality and combines these with topics relating **DBS** to consumer culture, family influence and peer recommendation. The module challenges learners to think in a critical fashion and ultimately develop the ability to apply buyer behaviour theory into practice.

GBUS 370 - Services Marketing B8MK104

(APPROVED AS GBUS MAJOR ELECTIVE – NO SIGNATURE REQUIRED; PREREQ OR CO-REQ GBUS 321 FOR GBUS MAJORS)

The module offers an alternative view to the traditional marketing focus on the marketing of products by recognising that services have a distinctive nature and therefore require a distinctive form of marketing. The traditional marketing mix, the 4P's, is expanded to take into consideration an additional 4P's consisting of the people (employees), the process, the physical environment and productivity which are imperative to successful service delivery. The learner should develop an in-depth understanding of the unique nature of service organisations and become equipped with the knowledge and skills for managing and implementing marketing approaches in the service sector.

GBUS 370 - Data Management & Analytics B8IS100

(APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques. This module will examine core data management tools and techniques. It will then build on this knowledge to evaluate cutting edge tools and techniques.

GBUS 270- Business Context & Organisations B6BU100

(NOT APPROVED FOR GBUS MAJORS)

Business Context and Organisation is an introductory business module. It introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions. In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.

GBUS 370 ---International Marketing B8MK106

(APPROVED AS GBUS 321 EQUIVALENT IN GBUS MAJOR; CAN'T BE USED FOR GBUS MAJOR ELECTIVE– NO SIGNATURE REQUIRED)

Marketing internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.

GBUS 370 ---- Strategic Management B8MN100

(NOT APPROVED FOR GBUS MAJORS)

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand, and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to equip students for further study at post-graduate level and for future career development.

HIST 370 (HM) The Age of Extremes A8GA102

Learners will examine the ideological, geopolitical and economic factors which shaped the interwar period, including interactions between fascism, communism and democracy. This module will place a particular emphasis on historiography and the competing approaches and arguments of historians.

PSYC 270 ---- Fundamentals of Cognitive Psychology A6PS112

This module will introduce the topic of cognitive psychology focusing on its historical roots. It will examine the key research methods that have contributed to the understanding of the mind and its fundamental processes. The module will examine theories and research on memory, attention, perception and problem solving. Learners will evaluate the literature concerned with cognitive psychology and key research methods and findings in the area.

PSYC 370 - Fundamentals of Biopsychology A7PS102

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Bio psychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g. peripheral nervous system). This course will discuss the methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this course will provide the necessary foundation: a background on the basic nervous system and functioning at gross and cellular levels.