

Stream Description	Elective 1	Elective 2	Intern Days
Innovation & Event Planning	Event Marketing (B8MK108)	Creativity, Innovation & Entrepreneurship (B8MK101)	Mon (am), Weds, Thurs
International Marketing	Strategic Marketing (B8MN101)	Consumer Behavior (B8MK107)	Mon, Tues, Thurs (am), Fri (am)
Analytics & HR	Data Management & Analytics (B8IS100)	Human Resource Management (B8MN105)	Tues (am), Wed, Thurs (am), Fri (pm)
Global Management	Global Business (B8MN102)	Strategic Management (B8MN116)	Mon (pm), Tues, Thurs, Friday
Economics & Business	Economic Perspectives (B6AF112)	Business Contexts and Organisation (B6BU100)	Mon, Tues, Weds
Marketing & Management	Strategic Management (B8MN116)	Marketing Essentials (B6MK117)	Mon (pm), Tues (am), Weds (am), Thurs, Fri
Math & Global Business	Maths and Statistics for Business (B6AF104)	Global Business (B8MN102)	Mon, Tues (pm), Thurs (am), Fri
Film & Television	Contemporary Cinemas (A8FM108)	Film in the Digital Age (A8FM104)	Mon, Tues, Wed (PM)
Cultural Theory	Culture & Contexts (A8FM102)	Film Theory & Criticism (A8FM106)	Mon, Tues, Fri
Psychology	Fundamentals of Cognitive Psychology (A6PS112)	Fundamentals of Biopsychology (A7PS102)	Wed, Thurs, Fri
Sociology	Global Issues (A8SS105)	Environment & Society (A8SS109)	Wed, Thurs, Fri
Cognitive & Social Psychology	Social Psychology (A7PS112)(Online)	Fundamentals of Cognitive Psychology (A6PS112h)	Thurs, Friday + half day Weds (PM)
BioPsych & Social Psychology	Social Psychology (A7PS112)(Online)	Fundamentals of Biopsychology (A7PS102)	Tues, Thurs, Friday
General	Introduction to Communication)	Introduction to Psychology	TBC

Innovation & Event Planning

Elective 1

Event Marketing (B8MK108)

Elective 2

Creativity, Innovation &
Entrepreneurship (B8MK101)

Internship Days & Industry

Mon (am), Weds, Thurs
PR & Marketing,
Communications, Advertising

GBUS 370 -- Innovation and Entrepreneurship B8MK101 (APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED)

Rapid changes have prompted today's organizations to ensure their survival by the launching innovative products and services with advanced technology and different and new ways of thinking. These approaches require creativity, innovation, and entrepreneurship. The role of these three important factors can be summarized as follows: Creativity is an ability that can lead to an invention or idea by the creative person. Change refers to the active process of introducing a change that moves an organisation over time from established ways of doing things to new, desired, and more successful ways of operating. Innovation is the process to convert invention or idea into a marketable product or service. Entrepreneurship is an individual characteristic that leads the innovation process successfully in bringing a product or offering a new service to market despite many obstacles.

GBUS 370 -- Event Marketing B8MK108 (APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED; Does not replace Principles of Marketing GBUS 321)

Event Marketing is designed to offer learners a focused perspective on the marketing of events across domestic and international sectors. The module combines traditional marketing options with new emerging marketing tools and techniques in order to provide a robust overview of the options available to the contemporary event marketer. This module differs from other marketing modules in that it provides specific marketing guidelines for the event industry which includes service provision, e-event marketing, marketing as entertainment, event pricing and social event marketing. Lectures are the primary method of delivery and are supported by tutorials and interactive sessions for discussion of material and self-directed learning.

International Marketing
Elective 1
Strategic Marketing
(B8MN101) -CD

Elective 2
Consumer Behaviour
(B8MK107)

Internship Days & Industry
Mon, Tues, Thurs (am)
Friday (am)
PR & Marketing,
Communications,
Business & Economics

[GBUS 370 Strategic Marketing - B8MN101](#)

APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED

This module is a capstone module for marketing learners. During this module, emphasis is placed on the practice of problem solving and decision making using the case study method. This module provides learners with the opportunity to reflect on real marketing case studies and analyse these. A series of case studies will be selected at the beginning of this course as these relate to current issues in Marketing. Learners will be exposed to variety of industries and will have the opportunity to apply the body of knowledge they have acquired in previous marketing modules. Case studies will be presented in class and learners will be required to come prepared to participate actively in the debates. In order to make informed decisions learners need to be prepared and familiar with the case study. The final assessment will be the writing of case study and the presentation of this project in a conference format.

[GBUS 370 Consumer Behaviour - B8MK107](#)

APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED EQUIV to GBUS 323

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 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.

<i>Analytics & HR</i> Elective 1 Data Management and Analytics (B8IS100)	Elective 2 Human Resource Management (B8MN105)	Internship Days & Industry Tues (am), Wed, Thurs, Fri (pm) PR & Marketing; Communications; Business & Economics;
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GBUS 370 Human Resource Management B8MN104 APPROVED AS HR Course IN GBUS MAJOR- NO SIGNATURE REQUIRED ; EQUIV to GBUS 311

The module provides learners with a comprehensive and modern review of talent planning, management and resourcing. Students will learn how Human Resource (HR) specialists demonstrably add value in pursuit of competitive advantage and organisational sustainability. Among other contemporary issues, learners will be introduced to the complexity surrounding the reconfiguration of the HR role, the impact of culture on HR performance, the rise of the HR business partner, the potential of e-enabled HR and HR outsourcing opportunities. This module also includes an assessment of the traditional HR activities, recruitment and selection, training and development and associated sophisticated policies and practices.

GBUS 370 Data Management and Analytics B8IS100 APPROVED AS ELECTIVE IN GBUS MAJOR- NO SIGNATURE REQUIRED

Sem 1 and Sem 2 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.

<i>Global Management</i> Elective 1 Global Business (B8MN102)	Elective 2 GBUS 370 -Strategic Management (B8MN116)	Internship Days & Industry Mon (pm), Tues, Thurs, Fri PR & Marketing; Communications; Business & Economics;
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GBUS 370 Global Business - B8MN102 NOT APPROVED FOR GBUS MAJORS

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. Learners will develop an understanding of factors driving the attractiveness of international markets and possible modes of market entry. The strategic implications of key political, legal, and social forces in the global business environment will also be considered, including practical and theoretical

aspects of managing across differing national cultures.

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.

Economics & Business

Elective 1

Economic Perspectives
(B6AF112)

Elective 2

Business Contexts and
Organisation (B6BU100)

Internship Days & Industry

Mon, Tues, Weds
Business & Economics;

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 270 Business Context & Organisations B6BU100

NOT APPROVED FOR GBUS MAJORS; Course approved for ACFN 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.

Marketing & Management

Elective 1
Strategic Management
(B8MN116)

Elective 2
Marketing Essentials
(B6MK117)

Internship Days

Mon (pm), Tues (AM),
Weds (am), Thurs, Fri
[Business & Economics](#)

GBUS 370 Marketing Essentials B6MK117

APPROVED AS GBUS 321 MAJOR- NO SIGNATURE REQUIRED; EQUIV to GBUS 321

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.

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.

Math & Global Business

Elective 1
Maths and Statistics for
Business (B6AF104)

Elective 2
Global Business
(B8MN102)

Internship Days
Mon, Tues (pm), Thurs
(am), Fri
[Business & Economics;](#)

MATH 370 Maths and Statistics for Business B6AF104

GBUS Majors: Would count this in the GBUS major as a substitute for Math 124

This module provides an introduction to the concepts and techniques within mathematics and statistics that are relevant to the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting

data. The module introduces financial topics including compounding and net present value; probability concepts such as the binomial and normal distribution; and basic applications of differential calculus in business settings. Learners taking this module will not be taking accounting, thus mathematics required for financial transactions will be introduced in this module

GBUS 370 Global Business B8MN102
.(NOT APPROVED FOR GBUS MAJORS)

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. Learners will develop an understanding of factors driving the attractiveness of international markets and possible modes of market entry. The strategic implications of key political, legal, and social forces in the global business environment will also be considered, including practical and theoretical aspects of managing across differing national cultures.

Film & Television

Elective 1
Contemporary Cinemas
(A8FM108)

Elective 2
Film in the Digital Age
(A8FM104)

Internship Days & Industry
Mon, Tues, Wed (PM)
**Journalism & Media; PR &
Marketing; Advertising;
Communications**

COMM 370 Contemporary Cinema

This module allows learners to engage in a detailed study of contemporary cinemas from around the world.

Learners will engage with major milestones in the recent history of the medium, examining trends and charting developments from a wide range of related perspectives.

Aims:

1. To engage learners with contemporary filmmaking practices from around the world.
2. To examine significant examples of these practices from a range of relevant perspectives.
3. To evaluate the ways in which cinematic images, representations and narratives can reflect and influence cultural, political and ideological conditions.
4. To consider the various ways in which contemporary cinemas can be understood in terms of production, distribution and consumption.

COLG 270 (FA/AE) - Film in the Digital Age

This module provides learners with an opportunity to consider the various ways in which the development of the medium has coincided with and been informed by concurrent, parallel and other developments in digital technology.

Aims:

1. This module will consider the increasing significance of digital technology in relation to contemporary film production both in national and international terms.
2. Learners will develop film reviewing skills through a series of classroom exercises and seminar discussions designed to allow learners to respond appropriately to mainstream and independent films across a variety of digital film reviewing formats.
3. Learners will examine the impact of digital filmmaking tools on the development of the medium through an examination of aspects of film production, post-production, distribution, exhibition and reception in the digital age.
4. Learners will consider the ways in which digital developments have led to the creation of new and hybrid genres and how such developments can inform our understanding of the aesthetic achievements and developments in narrative form to be found in contemporary film practice.

Cultural Theory

Elective 1

Culture & Contexts (A8FM102)

Elective 2

Film Theory & Criticism
(A8FM106)

Internship Days & Industry

Mon, Tues, Fri
Journalism & Media;
Communications;

COMM 370 (HM) - Cultures and Contexts A8FM102

This module provides learners with the opportunity to focus their attention upon the cultures and contexts relevant to a particular national cinema and critically examine it in all its depth, breadth and complexity. This choice is research-led to allow learners to engage with the particular expertise of a lecturer on the programme. Learners will consider the usefulness of cinematic concepts when addressing national cinema and will also be provided with the social, cultural and industrial background of the cinema being addressed. There will also be opportunity to become acquainted with a nation's body of film and emerging cultural and aesthetic debates relating to it.

COMM 370 (HM) - Film Theory and Criticism A8FM106

This module invites learners to critique the key modalities which underscore recent theorizing about film culture. Issues of representation and spectatorship will be considered through a critical appraisal of current debates around gender and ethnicity in film. The module will also address and critique recent trends in film study, such as the more prominent position of historiographical approaches to the field, while also inviting learners to reflect on the future of film theory.

Psychology

Elective 1

Fundamentals of Cognitive Psychology (A6PS112)

Elective 2

Fundamentals of Biopsychology (A7PS102)

Internship Days & Industry

Wed, Thurs, Fri
Human Resources;
Communications;
Administration

PSYC 370 - Fundamentals of Biopsychology A7PS102

PRE-REQ: previous PSYC required

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.

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.

Sociology

Elective 1

Global Issues (A8SS105)

Elective 2

Environment & Society (A8SS109)

Internship Days & Industry

Wed, Thurs, Fri
Historical & Cultural
Organizations;
Communications;

ENVR 370 (SW) Environment and Society - A8SS109

The current climate and biodiversity crises are 'natural' disasters caused by social, economic and political structures, and they have social, economic and political consequences. This module will familiarise learners with the causes, history and current state of the crises, and the ways in which various sociology can be useful both in understanding the background and human systems underpinning environmental emergencies, as well as in presenting potential ways of adapting. By drawing on the most recent research and theory in environmental sociology, learners will be encouraged to analyse issues not just at a personal level, but more importantly at the level of society.

COLG 370 Global Issues - A8SS105

This module encourages learners to think critically about historical and current global social, economic, political and cultural processes in an ever-transforming world. Through an exploration of various case studies and practical examples, learners will analyse the ways in which global issues impact everyday life across the world.

BioPsych & Social Psychology

Elective 1

Social Psychology (A7PS112)
(Online)

Elective 2

Fundamentals of
Biopsychology (A7PS102)

Internship Days & Industry

Tues, Thurs, Friday
[Administration;](#)
[Communications;](#)

PSYC 370---- Social Psychology A7PS112

Previous PSYC required

This module discusses in more depth the foundation material in Social psychology in the first year and provides further themes and issues concerned within Social psychology, spanning the past to contemporary times. The contribution made by Social Psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the lecture series. Central theories of Social Psychology will be described and debated and will provide the opportunity to assess empirical research. In addition, the applied nature of Social psychology will continue to be emphasised to debate, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

PSYC 370 - Fundamentals of Biopsychology A7PS102

PRE-REQ: previous PSYC required

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.

Cognitive & Social Psychology

Elective 2

Internship Days & Industry

Elective 1

Social Psychology (A7PS112)
(Online)

Fundamentals of Cognitive
Psychology (A6PS112h)

Thurs, Friday + half day Weds
(PM)

PSYC 370---- Social Psychology A7PS112

Previous PSYC required

This module discusses in more depth the foundation material in Social psychology in the first year and provides further themes and issues concerned within Social psychology, spanning the past to contemporary times. The contribution made by Social Psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the lecture series. Central theories of Social Psychology will be described and debated and will provide the opportunity to assess empirical research. In addition, the applied nature of Social psychology will continue to be emphasised to debate, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

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.

General

Elective 1

Introduction to
Communication

Elective 2

Introduction to Psychology

Internship Days & Industry

TBC

PSYC 270 (SS) Introduction to Psychology Introduction to Psychology New This module will serve as an introduction to the field of psychology. As such, class content will first provide an overview of the development of psychology as a systematic science, before investigating a selection of key themes, issues and debates within psychological theory, research and practice. In doing so, this module will cover influential work across numerous sub disciplines, such as Biological, Social, Developmental and Cognitive Psychology.

COMM 170 (?) Introduction to Communications (waiting to see if HM or not)

This module introduces students to theories of communication and their application to the study of culture and society in a historical and contemporary context. Students completing the module should be able to demonstrate competence in understanding different research approaches to the study of communication, both in academic theory and critical practice.

WAITING ON STREAMS:

[COMM 270 Storytelling in the Digital Age - A6FM115](#)

This is a practical module, one designed to develop and demonstrate a learner's relationship with storytelling in the digital age. Approaching the subject from a wide range of perspectives, this module will provide an overview of the contemporary landscape through a series of class-based projects, digital discussions, electronic exercises and other forms of collaborative activities designed to draw upon existing skills and also develop additional expertise.

[COMM 370 \(HM\) Contemporary Film and Television - A7FM113](#)

This module is designed to allow learners to broaden their exploration by considering a wide range of issues regarding contemporary film and television. The module is split into two distinct parts; the first focussing on the study of Gender in Film Theory and how it relates to contemporary practices, the second considering alternative narrative practices and the effect of the proliferation of streaming services on contemporary audiences.