

Faculty of Business & Law

2015/16 Electives Document for:

**BA (Hons) Accounting and Finance**

Level 6

**BA (Hons) Accounting and Finance**

**Level 6**

**ELECTIVE CHOICES 2015/16**

|  |  |
| --- | --- |
|  |  |
|  |  |
| **Contents** | **Page Number** |
| Electives List 2015/16 | 2 |
| Introduction from your Course Leader | 3-4 |

|  |  |  |
| --- | --- | --- |
| **Semester 1 Elective Summaries**  | **Code** | **Page Number** |
| Applied Finance for Enterprise | X | 5 & 6 |
| Business Ethics, Governance & Social Responsibility | X | 7 |
| Cross Cultural Management | X | 8 |
| Dissertation (double module) | X & Y | 9 |
| Leadership, Strategy & Change | X | 10 & 11 |
| Management & Leadership Development | X | 12 & 13 |
| Personal Taxation | X | 14 & 15 |
| Reward Management | X | 16 |

|  |  |  |
| --- | --- | --- |
| **Semester 2 Elective Summaries**  | **Code** | **Page Number** |
| Audit and Assurance | Y | 17 & 18 |
| Behavioural Economics | Y | 19 & 20 |
| Cross Cultural Management | Y | 8 |
| International Business Finance | Y | 21 |
| Leading Innovation and Change | Y | 22 |
| Political Comms & Pub Affairs | Y | 23 |
| Reward Management | Y | 16 |
| Work Placement | Y | 24 & 25 |

**Introduction from: Iwi Ugiagbe-Green**

**Advice for current Level 5 BA Accounting and Finance (BAAF)**

This year you have to choose what you want to study for up to half of your final year (level H6) studies and you must make your choice by **5PM on Wednesday 4th March 2015**, so that we can timetable it and prepare for it all. The modules you choose are called “electives”. The ones you have to do to get a BAAF degree are called “cores”. Your course for this year did not require you to make any elective choices.

Level 6 has only four core modules for BAAF. So you choose the two elective modules. (If you should choose not to make any selection, the course team will assign you to whichever “choices” it considers best).

Descriptions of modules that are available as “electives” are available to you in this document. Read them. Talk to the named contacts to find out more information about each module. Talk to your Personal Tutor, to Helen, or to me to get the information you need to make an informed choice. Then complete your form and submit it as instructed via X-stream.

Fill it in according to the following rules:

1. You need to choose at least two elective modules, in order of preference, for each semester of your final year. Though we try to ensure that all elective modules will run we cannot guarantee it e.g. if only a few students choose a particular module it will not run. Therefore it is important that you think carefully about all your choices in case your preferred options become unavailable. Please submit your selection by **5PM on Wednesday 4th March 2015**.
2. The placement is a level 6 elective module, and so it counts as one elective module choice. If you choose the “placement” now, you are unlikely to know as yet whether or not an employer will offer you a job. Because of that, if you intend to try for a placement, still select other “first choice” electives for each semester as well. Then please remember to tell us as soon as you get a placement offer.
3. If you need information on exemptions please speak to either myself, Dave Knight or Helen Thompson to find out how this works.
4. The dissertation elective is a double module. It’s a long, individual study of a topic that you choose, supervised by an academic tutor, and assessed by submitting a big report. As it is a double module it counts as two elective choices, one in each semester usually. It also means of course, that your dissertation mark counts as two modules marks towards your overall award (so a first on a dissertation counts as two firsts for deciding what class of degree you are awarded).

**PLEASE NOTE THAT, NOT CHOOSING TO DO A DISSERTATION WILL HAVE NO EFFECT ON YOUR DEGREE CLASSIFICATION. A DISSERTATION IS AN ELECTIVE MODULE LIKE ALL MODULES ON YOUR LIST.**

1. You have to submit your choices by **5PM on Wednesday 4th March 2015**. The list of electives might alter slightly in the run up to then, so keep checking the portal, at least up until then.

**FINALLY**

Don’t be shy about coming and speaking to me, Helen Thompson, your Personal Tutor, or the module tutors about the choices you want to make. The choices are yours alone, but we will provide whatever information we can to help you choose. And please do make and submit your selection before the deadline. This is your chance to have a major say in what you will be studying for up to half of your final undergraduate year, so please take it.The link to the elective questionnaire can be found at <http://goo.gl/E5CKhZ>

Iwi Ugiagbe-Green

Course Leader

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Applied Finance for Enterprise** |

|  |  |
| --- | --- |
| **School** | Accounting, Finance and Economics |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Paul Hampson and Alan Combs |
| **Module Leader Contact Details** | Office: Rose Bowl 417Tel: +44(0) 0113 81 24843Email: A.Combs@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| Applied Finance for Enterprise is a level H6 option module intended to be suitable for business students who need not necessarily be accounting specialists. The objective is for students to be able to select and apply appropriate financial techniques in the production of a realistic and practicable financial business plan. Summative assessment – 100% coursework, a financial business plan for a proposed venture. Default of an individual piece of work, with the option of a group plan where all members have a role in the proposed business. Students produce a realistic financial business plan for a proposed venture. This may be an individual piece of work, but with the option of a group plan where all members of a small group have a role in the proposed business. The emphasis is on producing a plan which the student could practicably implement after graduating. Markets and an operational plan for the enterprise should be addressed, with detailed costings, cash budgets, income statements and statements of financial position, backed up with appropriate evidence, to demonstrate the financial viability of the proposal.Students will apply their learning of fundamental financial and management accounting techniques and principles from level H4, and finance in level H5. Tax and internal control and financial business planning will be added as necessary to make realistic assessments in producing a business plan. |

|  |
| --- |
| **How this module is assessed:** |
| 100% Coursework assignment not exceeding 4000 words. |

|  |
| --- |
| **How this module is taught:** |
| The module will comprise of lectures and seminars based around student centred activities, mainly focused around semi-structured case study analysis and critique. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| Students choosing this module should be interested in obtaining and presenting as much real world evidence as possible to ensure their business plan is thoroughly researched and supported. Students should be confident enough in their previous studies in accounting and finance to be able, given suitable support from the lectures and seminars, to apply basic accounting and financial techniques to produce a coherent and reliable set of financial projections for their proposed business.Combining these skills and approaches helps maximise the possibility that a proposed business start up is thoroughly enough evaluated to decide whether it is likely to be viable. |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Business Ethics, Governance and Social Responsibility** |

|  |  |
| --- | --- |
| **School** | Marketing, Public Relations and Communication |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Dr. Mathew Appleyard |
| **Module Leader Contact Details** | Office: Rose Bowl 505Tel: +44(0)113 81 24887 Email: M.P.Appleyard@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| This module explores the importance of ethical business decision making, how the governance of firms should be organised and the consideration of stakeholders in developing approaches to the social responsibility of businesses.Ethics and business success, in terms of survival and profitability have been proven to go hand in hand in many research studies. Through a case based approach students will build upon their knowledge of business operations established in their previous studies to gain a critical insight into building an ethical and sustainable business. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by 100% Written assignment in the form of a report. |

|  |
| --- |
| **How this module is taught:** |
| This module is taught through a series of lectures and tutorials.  |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Cross Cultural Management** |

|  |  |
| --- | --- |
| **School** | Human Resource Management and Organisational Behaviour |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Graham Godfrey |
| **Module Leader Contact Details** | Office: Rose Bowl 404Tel: +44(0)113 8124899Email: g.godfrey@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| The module aims to develop a critical awareness of the complexity of the management of cultural diversity in the international business environment. |

|  |
| --- |
| **How this module is assessed:** |
| 100% Coursework assignment not exceeding 3000 words |

|  |
| --- |
| **How this module is taught:** |
| The module will consist of lectures, seminars and tutorials to enhance their knowledge of the specific Cross Cultural Management concepts.  |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **UG Scheme Dissertation** |

|  |  |
| --- | --- |
| **School** | Strategy, Marketing & Communication |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Gerard Choo |
| **Module Leader Contact Details** | Office: Rose Bowl 357Tel: +44(0)113 81 24720 Email: G.Choo@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| The dissertation is a double module and the culmination of the student’s degree studies and involves a major piece of independent research. The student will have the option of undertaking academic research in the form of a dissertation or applied research in the form of a practical research project. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by:1) 20% Research Proposal2) 80% Dissertation or Research Report |

|  |
| --- |
| **How this module is taught:** |
| The module will be taught by:· Research methods lectures· Research methods seminars· Group and individual supervisions· Research methods and supervision resources on the VLE |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| The module is worth 40 credits – equivilant to 2 elective modules.Recommended Textbook: Bryman, A. and Bell, E. (2011) Business research methods. 3rd edition. Oxford: Oxford University Press.  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Leadership, Strategy & Change** |

|  |  |
| --- | --- |
| **School** | Human Resource Management and Organisational Behaviour |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One  |
| **Module Leader** | Dr Nick Beech |
| **Module Leader Contact Details** | Office: Rose Bowl 404Tel: +44(0)113 81 21744Email: N.Beech@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| The module aims to develop an understanding of the processes of leadership, strategizing and change and the inter-linkages between these processes. Students will engage with current thinking and research in the fields of leadership, strategic learning and change underpinned by emotional and ethical awareness. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by:1: An individual 'preparation' and participation within a group critical debate on a given case. (30%)  Here you will discuss issues and learn about the power of language how to you can use talk to manage relationships as well as convey facts. 2: An individual written assignment based on an organisation addressing key themes within the module (70%) you will consider and critique a case study of your choice considering how a leader enabled change (or not) and identify the key events that enabled them to achieve their objectives. |

|  |
| --- |
| **How this module is taught:** |
| Students will attend 1 hour lectures each week which cover the key concepts, and environmental contexts of the module. A 2 hour seminar is then held at another point each week in which the lecture context is explored and interrogated in more detail. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| Effectively this module is about reading people, events and the broader working environment - from this you will know how theory can help you to get things done!An introduction to the Leadership Strategy and Change Module presented by Nick Beech can be viewed at the link below.<http://tv.leedsbeckett.ac.uk/view.aspx?id=9834~4y~AsgwJSFf> |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Management and Leadership Development** |

|  |  |
| --- | --- |
| **School** | Human Resource Management and Organisational Behaviour |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Dean Horsman  |
| **Module Leader Contact Details** | Office: Rose Bowl 404Tel: +44(0)113 81 24681 ext. 24876Email: D.Horsman@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| The overall purpose of this module is to provide students with the opportunity to gain specialist knowledge with respect to the latest theories, research and practice in developing leaders and managers. As future managers and leaders, it is crucial that students understand the key ideas concerning management and leadership development. The module will help to develop in students, a critical, ethical and reflective approach to the subject and enable them to assess and analyse key international, national, organisational and individual issues within the field. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by:1) 50% Assignment – literature review showing the development of contemporary management and leadership development.2) 50% Assignment - written report evaluating a management and leadership development programme in an organisation. |

|  |
| --- |
| **How this module is taught:** |
| The module is taught by a combination of lectures, tutorials and seminar.  |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| An introduction to the Management Leadership Development Module presented by Dean Horsman can be viewed at the below link.<http://tv.leedsbeckett.ac.uk/view.aspx?id=9813~4v~6hmSEH7a> |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Personal Taxation** |

|  |  |
| --- | --- |
| **School** | Accounting and Finance |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One  |
| **Module Leader** | Ann Louise Collins  |
| **Module Leader Contact Details** | Office: Rose Bowl 417Tel: +44(0)113 81 24841 Email: C.Ann-Louise@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| This module will cover theoretical knowledge and practical skills relating to the tax affairs of UK resident individuals. |

|  |
| --- |
| **How this module is assessed:** |
| 100% Summative assessment - Closed book exam (understood to be required by PSRB accrediting body) |

|  |
| --- |
| **How this module is taught:** |
| Students will be taught through a combination of lectures and seminars. Additional private reading and question practice (computations) is required to make up the total study time of 200 hours which is the standard study time for a 20-credit module. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| The pre-requisite is at least one Accounting module (such as Accounting for Management, studied at H4 for International Business and Business Studies degrees).   |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| Students considering taking this module should bear in mind: Some of the module requires computations of taxable income or gains, and the taxes payable on them. Students choosing this module should feel comfortable with calculating percentages and simple proportions. Some of the calculations and discussions of traders’ income involve applying the learning of fundamental financial accounting techniques and principles from level H4: profit and loss accounts (or statements of profit or loss and other comprehensive income), income and expenses, balance sheets (or statements of financial position), non-current (fixed) assets, depreciation, and so on. Students choosing this module should feel confident in their basic understanding of these matters. The module also includes a discursive element, and students will be asked to critically evaluate UK taxation from a point of view of underlying concepts.Tax textbooks are updated annually and you are strongly recommended to buy an up to date textbook. However, copies of suitable textbooks are also available on the Short Loan shelf in the Library.An introduction to the Personal Taxation Module presented by Stephanie Little can be viewed at the link below.<http://tv.leedsbeckett.ac.uk/view.aspx?id=9835~4z~b3w8tSQC> |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Reward Management** |

|  |  |
| --- | --- |
| **School** | Human Resource Management and Organisational Behaviour |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Nehal Mahtab |
| **Module Leader Contact Details** | Office: Rose Bowl 404Tel: +44(0) 0113 81 27535 Email: N.Mahtab@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| This module gives students the theoretical underpinning of and an ability to apply reward management concepts. Students will explore and evaluate various solutions to reward issues. These will be justified within the broader contexts of HRM and corporate strategy. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by:1) 30% On-line assignments2) 70% Individual written report not exceeding 3000 words. |

|  |
| --- |
| **How this module is taught:** |
| A combination of lectures, seminars and tutorials will be used. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| An introduction to the Reward Management Module presented by Nehal Mahtab can be viewed at the link below.<http://tv.leedsbeckett.ac.uk/view.aspx?id=9836~4A~CPLJdRaM> |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Audit and Assurance** |

|  |  |
| --- | --- |
| **School** | Accounting, Finance and Economics |
| **Level** | H6 |
| **Semester/s Delivered** | Semester Two |
| **Module Leader** | Julie Barnaby |
| **Module Leader Contact Details** | Office: Rose Bowl 417Tel: +44 (0)11381 24830Email: j.barnaby@leedsbeckett.ac.uk  |

|  |
| --- |
| **What this module is about:** |
| The aim of the Audit and Assurance module is to develop knowledge and understanding of the process of carrying out audit engagements and their application in the context of professional regulatory requirements. |

|  |
| --- |
| **How this module is assessed:** |
| 3 hour unseen closed book examination (100%) |

|  |
| --- |
| **How this module is taught:** |
| Topics will be introduced in lectures and then explored further in seminars through discussion, debate etc. Students will be guided towards relevant reading from a core text and other articles each week. An audit simulation package is used to incorporate ‘learning by doing’. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| Students should have a broad business awareness and have successfully studied an introductory accounting module, e.g. accounting for management. |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| This module is recommended for students wishing to… Accounting students wishing to maximise their ACCA exemptionsAll business students wishing to understand the audit process and broaden their business knowledge The module involves only a small amount of calculation. So ideal for student who enjoy essay writing… or who want to develop those skills further.An introduction to the Audit Module presented by Julie Barnaby can be viewed at the link below.<http://tv.leedsbeckett.ac.uk/view.aspx?id=9829~4C~FepKz0xy> |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Behavioural Economics** |

|  |  |
| --- | --- |
| **School** | Accounting, Finance and Economics |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One |
| **Module Leader** | John Embery |
| **Module Leader Contact Details** | Office: Rose Bowl 520Tel: +44 (0)11381 24636Email: j.embery@leedsbeckett.ac.uk  |

|  |
| --- |
| **What this module is about:** |
| The overall aim of the module is to introduce students to the cutting-edge field of Behavioural Economics. It is specifically designed for those students who wish to develop their studies in a more applied, multidisciplinary direction. Behavioural economics is concerned with the ways in which the actual decision-making process influences the decisions that are made in practice: the real world. Students will engage in behavioural and experimental literature to explore the nature of consumers, their decision-making processes and outcomes in the economy. The assessments for the module are specifically designed to ally the the models and paradigms of real -world economic behaviour.Topics covered: The nature of Behavioural Economics; Values, Attitudes, Preferences and Choices; Decision-making under Risk and Uncertainty; Mental Accounting; Discounted Utility, Inter-temporal Choice Models; Behavioural Game Theory; Fairness and Social Preferences; Rationality; Confidence. |

|  |
| --- |
| **How this module is assessed:** |
| There will be two methods of assessment with one component each. Part A will entail one written assignment (not exceeding 1750 words), and will contribute 30% of the final grade. Part B will entail an examination and will contribute 70% to the final module grade.  |

|  |
| --- |
| **How this module is taught:** |
| Knowledge is delivered through a programme of interactive lectures, seminars and economic experiments. Students are expected to prepare for seminars by reading around the subject and participating during seminars. Students will also conduct economic experiments.  |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
| “We need to broaden the definition of what we do to reflect the new reality of the market place because if we don’t create a new model based on human understanding, then we are in danger of using 1950’s packaged goods persuasive techniques to solve today’s communications problems! With behavioural economics we can align ourselves to a recognizable science and not be held hostage to the media budget. It gives us a framework that will refresh our thinking and our talent pool and with it we can use ideas to turn human understanding into business and social advantage.”*Rory Sutherland - Vice-Chairman of the Ogilvy Group UK, President of the IPA* |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **International Business Finance** |

|  |  |
| --- | --- |
| **School** | Accounting, Finance and Economics |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Anna Du |
| **Module Leader Contact Details** | Office: Rose Bowl 417Tel: +44(0)113 81248842 ext. 24842Email: m.du@leedsbeckett.ac.uk  |

|  |
| --- |
| **What this module is about:** |
| The module examines fundamental concepts of international business finance and international trade. The rapid growth of trade and multinational business has highlighted the significance of the international finance function and decision-making in the increasingly global economy. |

|  |
| --- |
| **How this module is assessed:** |
| 100% Coursework: Written assignment not exceeding 3000 words. |

|  |
| --- |
| **How this module is taught:** |
| The module will consist of lectures and seminars. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Leading Innovation and Change** |

|  |  |
| --- | --- |
| **School** | Marketing, Public Relations and Communication |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Phil Tether |
| **Module Leader Contact Details** | Office: Rose Bowl 503Tel: +44(0)113 81 24631 Email: P.Tether@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| The module explores the importance of innovation and change in increasingly turbulent markets and a globalising world. Key issues in relation to innovation and change are identified and critically evaluated. Innovation is defined and discussed in detail with regard to *inter alia* different types of innovation, its ‘measurement’ and its relationship to the organisational cycle. The emphasis throughout the module is on innovation and change in relation to strategic management. This is particularly evident in the emphasis throughout on what constitutes an ‘innovative organisation’ and to how develop this kind of enterprise. The material on innovation and the innovative organisation is placed in context with an in-depth look at National Innovation Systems (NISs) within the UK, the EU and elsewhere.  |

|  |
| --- |
| **How this module is assessed:** |
| 100% Coursework: Assignment not exceeding 3500 words. |

|  |
| --- |
| **How this module is taught:** |
| There are a range of learning activities and students are encouraged to be self-motivated and independent learners, attend lectures and participate in seminars, deliver short group presentations on selected topics designed to enhance and deepen understanding of key issues and to read widely both prescribed texts and other material on innovation and change, complete the formative exercises. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Political Communication and Public Affairs** |

|  |  |
| --- | --- |
| **School** | Strategy, Marketing & Communication |
| **Level** | H6 |
| **Semester/s Delivered** | Semester One and Two |
| **Module Leader** | Gerard Choo |
| **Module Leader Contact Details** | Office: Rose Bowl 357Tel: +44(0)113 81 24720 Email: G.Choo@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| This module introduces students to the political and public policy aspects of public relations and communication. It provides a conceptual introduction to political communication and public affairs. |

|  |
| --- |
| **How this module is assessed:** |
| The module is assessed by:1) 3,000 word Individual Essay (50% of module marks)2) 3,000 word Individual briefing paper & campaign outline (50% of module marks) |

|  |
| --- |
| **How this module is taught:** |
| The module teaching is delivered through lectures and supported by seminar discussions and activities. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| No |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |

|  |
| --- |
| Leeds Beckett UniversityFaculty of Business and Law**2015/16 Plain English Module Summary** |
| **Module Title:**  | **Work Placement** |

|  |  |
| --- | --- |
| **School** | Human Resource Management and Organisational Behaviour |
| **Level** | H6 |
| **Semester/s Delivered** | Full academic year |
| **Module Leader** | Christine Daley |
| **Module Leader Contact Details** | Office: Rose Bowl 404Tel: +44(0)113 8124865 ext. 24853Email: c.daley@leedsbeckett.ac.uk |

|  |
| --- |
| **What this module is about:** |
| Students undertake a paid business placement for an academic year. This takes place after the second year of study and students are available to start work at any time between June – September. Only students who have successfully completed H5 (undergraduate year 2) will be eligible to undertake the work placement.A Work Placement gives students first-hand experience in a relevant field and the opportunity to develop and enhance their transferable employability skills.The students will have opportunity to develop business contact and professional networks and gain understanding of the jobs and career market. In addition they will develop the required skills needed for the graduate recruitment and application process.  |

|  |
| --- |
| **How this module is assessed:** |
| 1. 20% Initial Report – critical evaluation of practical application of academic studies to workplace and analysis of challenges to be faced on placement
2. 50% Employer Visit – A mark awarded by the assigned academic tutor according to set criteria. This is after the academic visit and with consultation with the workplace supervisor(s)
3. 30% Reflective Summary of key transferable skills developed the during placement based on benchmark employability statements. Will include either an updated CV or portfolio depending on the course.
 |

|  |
| --- |
| **How this module is taught:** |
| The learning is experiential, students will be expected to use and develop their own skills of analysis. As the module will be undertaken away from the university, the learning strategy will be very student centred. |

|  |
| --- |
| **Are there any pre-requisites for this module?:**  |
| Yes – students must have passed the second year of their course (H5) in order to be eligible for the placement |

|  |
| --- |
| **Is this module a pre-requisite for any other modules?:** |
| No |

|  |
| --- |
| **Other things worth knowing about this module**: |
|  |