

Coventry University
**1st in World for Massive
Online Open Courses**
MooLab's World University Rankings by
MOOC Performance 2021

Coventry University
**Gold for outstanding
teaching and learning**
Teaching Excellence
Framework (TEF) 2017

Coventry University
**97% employed
or in further study**
six months after graduation. DLHE survey,
UG UK, 2016/17 (published 2018)

Coventry University  | London



Erasmus and Study Abroad Guide

Welcome!

We are delighted that you are considering making an application to study with us at Coventry University London via ERASMUS/Study Abroad. We believe that there is no better place to learn about business than to study in the heart of one of the most successful business and financial centres in the world. Located in the City of London, we are minutes away from the Bank of England and the London Stock Exchange. Our close proximity to some of the world's leading organisations means that you will benefit from a real business experience in and around the campus with a better opportunity to connect and network with like-minded professionals.

As one of the world's largest and vibrant cities, London has much to offer. Coventry University London is less than a five minute walk from historic Spitalfields and fashionable Shoreditch. It is less than one mile to Tower Bridge and St Paul's Cathedral. You will have exposure to the diverse cultures of the City, whilst also experiencing extensive arts and heritage. With excellent transport links, you can also benefit from being able to explore the rest of the UK.



About Us

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Located in the City of London, Coventry University London is serious about business.

We are one of the largest providers of business-related degree courses in Europe. To make sure our students maintain a leading edge and get the best possible business experience, we launched Coventry University London in the heart of the financial district in 2010.

Our achievements are a clear indication that the University is consistently delivering quality across a number of key areas, including student satisfaction, teaching and research quality, graduate job prospects, degree results achieved and more.

We are proud to provide students with a professional working environment as part of our promise to deliver a real business experience. Based in the City of London, our campus is spread across seven floors encompassing a high number of technology enabled classrooms and meeting spaces. Our industry standard facilities include a dedicated fashion studio equipped with Apple Macs boasting the latest design software, an Enterprise Hub, a simulated trading floor mirroring a top investment bank and Bloomberg trading software and Standard and Poor's sponsored computer suite.

Our accolades

- **Ranked No. 26 UK University**
Guardian University Guide 2021
- **Awarded TEF Gold**
Teaching Excellence Framework 2017
- **91% employed or in further study**
DLHE survey, PGT UK- 2016/17 (published 2018)
- **Shortlisted for University of the Year**
The Times and Sunday Times Good University Guide 2021



London life

With a student population of over 300,000 you will experience life in one of the largest cities in the world. Steeped in history and culture London is the perfect choice for student life.

- **Attractions** - In addition to four UNESCO world heritage sites, including the Tower of London, London also offers a variety of theatres, museums and art galleries.
- **Events** - Over 250 festivals take place in London every year whilst also attracting big names from the music and entertainment industry to perform.
- **Parks and green spaces** - Almost one third of London is dedicated to green spaces. Hyde Park, St James Park, Hampstead Heath and Greenwich Park are just a few of the many open spaces to enjoy year round. Many parks include sports facilities and have excellent views across the City.
- **Restaurants** - One benefit of living in London is easy access to food from across the world. You can find everything from American style burgers and fries, to Spanish paella, to an Indian curry or Chinese noodles. Supermarkets and restaurants cater for an extremely wide range of needs and tastes.
- **Shopping** - World famous for its shopping you can experience Europe's busiest shopping street, Oxford Street, where you will find Selfridges, John Lewis and Debenhams department stores.

Module Choices – January 2023 Semester

Module Selection – Level 5 January 2023 Semester

The following combinations of level 5 modules are being delivered* in our January 2023 semester:

5021AFE Accounting and Finance for Business - 10 ECTS
5006MHR Business Sustainability - 10 ECTS
5007MHR Human Resource Management - 10 ECTS

5003MFH Project Management for Events - 10 ECTS
5007MFH Contemporary Issues in Tourism - 10 ECTS
5009MFH Consumer Behaviour - 10 ECTS

5011AFE Management Accounting - 10 ECTS
5000MHR International Trade - 10 ECTS
5002MHR Entrepreneurship in a Global Context - 10 ECTS

5003MFH Project Management for Events - 10 ECTS
5012MFH Sustainable Supply Chain Management - 10 ECTS
5020MFH Digital Communication and Marketing in Fashion - 10 ECTS

5001AFE International Business Strategy - 10 ECTS
5003AFE Performance Management - 10 ECTS
5004AFE Principles of Taxation - 10 ECTS

5016MFH Integrated Marketing Communications - 10 ECTS
5017MFH Marketing Operations and Logistics - 10 ECTS
5018MFH Strategic Brand Management - 10 ECTS

5005AFE Intermediate Macroeconomics - 10 ECTS
5010AFE Banking Supervisions, Regulatory Frameworks and Fin Ethics - 10 ECTS
5014AFE Banking Risk Management - 10 ECTS

Module Selection – Level 6 January 2023 Semester

The following combinations of level 6 modules are being delivered* in our January 2023 semester:

6018AFE Audit and Assurance - 10 ECTS
6021AFE Corporate Reporting and Analysis - 10 ECTS
6023AFE Strategy and International Business Simulation - 10 ECTS

6011MFH Experiential Branding and Fashion Heritage - 10 ECTS
6012MFH Marketing and Digital Strategy - 10 ECTS
6021MFH Professional PR Experience - 10 ECTS

6012MFH Marketing and Digital Strategy - 10 ECTS
6017MFH Marketing Simulation Strategy - 10 ECTS
6022MFH Contemporary Issues in Global Marketing Strategy - 10 ECTS

6005MFH Entrepreneurship for Hospitality and Wellness Tourism - 10 ECTS
6009MFH Sustainable Tourism - 10 ECTS
6012MFH Marketing and Digital Strategy - 10 ECTS

Module Information – Level 5

5000MHR International Trade - 10 ECTS

Aims and Summary:

This module aims to enable students to become aware of the current issues involved in world trade and the challenges and benefits faced when undertaking trade in a variety of international markets. Students learn why international trade is important for nations, and they examine how it effects production, profit and the economy. It also provides students with the skills required to research and assess international markets in order to understand the factors that affect them.

In particular, the module considers contemporary issues in the global trading system including why countries and firms trade with each other, the major institutions of trade, theories of international trade and trade policy, the political economy of trade and the justification for development of strategic trade policy by nations. Students will also become aware of the differences between nations and firms and the impact of globalisation and trade on countries and firms. They will be able to assess the challenges of managing trade logistics and the impact this has on firms' choice of strategy, identify factors that enable trade and also determine how businesses could take advantage of them in determining their import export strategy.

Students will be able to identify how global markets work and be able to assess and recommend the most cost effective means of exporting and importing, as well as the strategies for establishing business links worldwide through international trade.

Method of Assessment:

Coursework : Individual report

5001AFE International Business Strategy - 10 ECTS

Aims and Summary:

The module aims to help student understand various strategic tools to evaluate corporate performance.

Empirical case studies will be introduced and utilised during seminars for students to explore the business strategy in a global context. Different theoretical approaches will be taught to enhance students' understanding and learning outcomes.

The business world is increasingly global, complex and fast changing. While some organisations are consistently successful over a long period of time, many fail and are forgotten forever. Since capital, labour and management are increasingly mobile, in theory it should become consecutively easier to imitate the strategies of winning companies and dissipate their profits. The strategy module is intended to help students explore and develop creative solutions to strategic questions with multiple options and possibilities: how and where an organisation presently stands in its market, where it is going in the future and which methods will it use to get there.

Method of Assessment:

Group Presentation.

Exam.

5002MHR Entrepreneurship in a Global Context - 10 ECTS

Aims and Summary:

Building on the foundations of entrepreneurship and innovation taught in their year 1 module of study, this module will deepen the students' understanding of the relevant themes and focus on selected areas. At this stage, they will be able to understand the nature of entrepreneurship and associated research of a potential business idea. For example, students will intensify the way they conduct micro and macro research, and learn specific ways of using this data to support their ideas.

Students will also learn an organised way of preparing and planning the launch of a successful start-up in the form of a feasibility study. They will be able to concentrate on creating valuable content for the feasibility study as they will be given a setting for the business idea (global location of business).

They will understand how to progress from idea generation to a viable business idea through a creative and measured feasibility study.

An appreciation for the relevance of individual, group and network resources to the analysis of a business opportunity will also apply. Students will develop self-efficacy, self-awareness and confidence in terms of ability, adaptability and behaviours in these social contexts.

Method of Assessment:

Coursework 1 - Individual pitch

Coursework 2 - Feasibility study for a start up (2000 words)

5003AFE Performance Management - 10 ECTS

Aims and Summary:

This module investigates how relevant accounting techniques can assist managers to control the performance of their business. Management accounting is presented as a service function; a means to an end rather than an end itself. The aims are for students to understand the various accounting performance valuation techniques, be able to apply them to business situations and to be aware of their limitations.

One important aim of this module is for the student to gain an understanding of the limitations of Management Accounting techniques. However, in order to do this, students must first understand what the techniques try to do and how they do it. In addition to this, students are introduced to the behavioural aspects of Managerial Accounting in areas such as 'budget games'. Students will be able to evaluate a corporation performance by using major theoretical concepts and accounting tools. They will be able to build up their independent thoughts and critical views as their learning outcomes.

Method of Assessment:

End of term Exam.

5003MFH Project Management for Events - 10 ECTS

Aims and Summary:

Building upon knowledge and skills gained in modules on different aspects of business and management, this module provides an opportunity for events, hospitality and tourism, and fashion students to examine the use of project management in events management. The module considers the managerial process of all types of events as projects. This requires event managers to possess sufficient understanding and knowledge in successful management of such projects including business events, cultural festivals, heritage events, and fashion shows.

The module aims to enable students to have the appropriate knowledge and skills to initiate, plan, implement and evaluate an event. At the end of this module, students will be able to evaluate and apply project management techniques to scenarios faced by event managers when planning and delivering events in your future study and/or career paths.

Method of Assessment:

Coursework 1 - Individual poster on the Initial Event Plan

Coursework 2 - Deliver, Evaluate and Reflect on a Live Event

5004AFE Principles of Taxation - 10 ECTS

Aims and Summary:

The aims of this module are to enable students to develop knowledge and understanding in the core areas of tax related to business and their employees and to prepare simple tax computations for individuals and companies. Students on this module will develop an understanding of the UK tax system both individuals and businesses, application of the principles of UK taxation of individuals and businesses and develop the ability to work with tax calculations and present that information to relevant individuals and organisations. It examines why taxation is necessary, the normative principles underlying the construction of a tax system, the various sources of taxation legislation and practice in the UK and the manner in which the tax system is administered.

By the end of this module, students should be able to understand the general objectives of tax and calculate income tax, national insurance contributions, capital gains tax, corporation tax and VAT in different scenarios.

Method of Assessment:

Class test: 1 hour closed book.

Exam: 3 hours closed book exam.

5005AFE Intermediate Macroeconomics - 10 ECTS

Aims and Summary:

This module builds on and applies what was learned in Introduction to Economics.

In macroeconomics, the way the economy behaves at a country level is explained and what the government and other policy authorities (such as the Central Bank) can do to influence it. This module will use the main economic concepts, such as output, unemployment, inflation, consumption, and investment to study the dynamics of an economy at a more advanced level. You will use the knowledge acquired in Year One to examine the short-run and long-run effects of price changes on employment, output and other key macroeconomic variables. Further, you will study how policy changes in one sector of the economy may affect the rest of the macroeconomy (intentionally or not). Besides an examination of the causes of inflation and economic crises, various approaches to responding to these will be covered.

By the end of this module, you should develop your own unique perspective on various issues. You will study the basic models that economists use to explain how the economy works and evaluate their assumptions and how they fit in the real world. Although macroeconomics provides a strong theoretical foundation of how an economy is structured and operates, current economic conditions in the UK, EU, and the rest of the world will be considered when analysing the different concepts. This module will equip you with several skills and competencies that relate to your everyday economic and social activity either as individuals or as part of your community, or professional group.

This module has direct links to other modules across the Financial Economics and Banking course regarding the understanding of how the aggregate economy works; namely Introduction to Economics, International Economics and Issues in Economic Policy.

Method of Assessment:

Individual report.

Exam.

5006MHR Business Sustainability - 10 ECTS

Aims and Summary:

Sustainability defined as “sustainable development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs” (Bruntland Report, 1987:8). In this module, the role of business sector play in sustainable development, expectations to contribute towards the realisation of a more sustainable, responsible and equitable society, sustainability in practice will be addressed. Therefore, this module is designed to provide students with the ability to advance their knowledge on sustainability, implement business models/strategies within the appropriate frameworks to comply with future requirements for sustainability. The module analyses and assess the sustainability from three aspects: (1) economic, (2) environment and (3) social. Course participants will have the opportunity to engage in theoretical debates on the sustainable operations, and sustainability challenges.

The module will draw on UK and global case study material and relevant academic literature drawn from a variety of business disciplines such as operations management, strategy, and innovation. Students will be engaged in practical exercises to develop their knowledge and critical awareness.

Method of Assessment:

Coursework 1 - Individual Poster Presentation

Coursework 2 - Individual Report

5007MFH Contemporary Issues in Tourism - 10 ECTS

Aims and Summary:

This module provides a thorough engagement with the current literature on the evolution of tourism policies, strategy formulation, and implementation. The module builds upon the fundamental principles of tourism management that were introduced in year 1. Furthermore, it provides opportunities for students to develop a critical awareness of a range of contemporary significant theoretical and industry-led issues, which will shape the tourism industry of tomorrow.

Students will explore how the global tourism industry contributes to the world's economy, how it is regulated, and how it fits into contemporary policy and governance frameworks. Students will also develop knowledge of how the tourism industry and the tourists are currently understood and valued by local, national and international stakeholders. Additionally, they will apply theory and concepts to the development of practical, policy-relevant knowledge.

The theories and issues which will be explored in this module will be exemplified by a range of contemporary case-studies drawn from contrasting economic, social and political systems. Links will be made to broader discourses in the social sciences (for instance, about the role of the state) and to specific experiences of tourism policy-making and administration in practice.

Method of Assessment:

Coursework 1 - Conference paper based on a contemporary issue in tourism and its impact on tourism policy.

Coursework 2 - Individual presentation of the proposed conference paper submitted for assessment.

5007MHR Human Resource Management - 10 ECTS

Aims and Summary:

The aim of this unit is to introduce learners to methods of managing human resources in the workplace. Learners will use their knowledge of relevant human resources management theory and link it with current human resource management practices in organisations. This unit introduces learners to the factors that influence human resource managers when they are planning current and future human resource requirements. It is important to ensure that once staff have been recruited, their contribution to the organisation is maximised. Learners will develop their understanding of the importance organisations place on gaining the cooperation and commitment of their employees. Managers need to understand how to motivate employees and gain their commitment to the organisation. The unit introduces learners to motivational theory, employee involvement techniques and the role that reward systems can play in gaining commitment from employees. Learners will explore the methods that managers use to measure and manage the performance of their employees.

Method of Assessment:

Coursework 1 - Video Assessment

Coursework 2 - Individual Report

5008AFE Introduction to Econometrics - 10 ECTS

Aims and Summary:

The aim of this module is to introduce you the concepts of econometrics and their usefulness in analysing economic and financial data. It will equip you with the relevant 'toolkit' to apply important econometric techniques used in the economics and financial industry and develop a working knowledge of accurately applying the tools to estimation, statistical inference and forecasting in a variety of markets. You will also be able to acquire programming skills with the use of relevant econometric software packages such as STATA topped up by the necessary skills to interpret results in economics, finance and banking contexts.

In the first part of the module, you will be introduced to the concept of econometrics and basics of linear regression analysis. Alongside the theories taught in lectures, you will have the opportunity to use real data downloaded from various databases to apply the basic tools learned. The second half of the module will focus on regression diagnostics which covers multicollinearity, heteroscedasticity, autocorrelation and misspecification errors.

The module prepares you for Applied Econometrics and Research Methods at Level 6. On successful completion of this module, you will be able to apply basic econometric tools to model economic, financial and banking data and assess the results.

Method of Assessment:

Coursework 1 - Individual Report

Coursework 2 - Individual Report

5009MFH Consumer Behaviour - 10 ECTS

Aims and Summary:

This module aims to provide students with an insight into how consumers make buying decisions and how the world around us influences those decisions. Students will understand how various individual factors, such as psychological and social, influence the decision-making process. The module will also explore how consumers learn about different brands, influenced through their attitudes, and how they persuade and motivate themselves to buy certain brands. Moreover, students will realise that the groups they belong to or aspire to be a part of shapes consumers' decisions to buy certain brands and become brand loyal. Students will learn about the consequences of their consumption decisions that affects not just themselves but the greater society. Moreover, the module will require students to critically appraise current marketing practice.

Method of Assessment:

Coursework : Individual critical analysis.

5010AFE Banking Supervisions, Regulatory Frameworks and Fin Ethics - 10 ECTS

Aims and Summary:

Banking supervision is becoming gradually vital due to the impact of the EU on UK regulation, and changes of government policy. The aim of this module is to provide an understanding of the function and operation of financial services within the wider economy, evolution of global banking supervision, current trends in regulatory standards and the role of central banks and supervisory authorities in the implementation of regulatory rules to create safe and sound financial systems. Topics covered included role of central banks, supervisory authorities, the theoretical framework of banking supervisions and financial ethics, international banking regulation, and the evolution of international capital framework including Basel I, Basel II and Basel III.

The latest trends and current issues in the banking supervisions, financial ethics will be covered by looking at different aspects of financial ethics and banking regulation conducted in different investment banks. Key to this module is the provision of extensive, detailed and essential knowledge that will make you understand the importance of professional ethics in the financial world and enable you to develop the skills and ability to make informed ethical and professional judgements in a highly regulated environment. You will also learn to engage with critical issues within regulation standards as well as with the implementation and impact on capital adequacy and the effects of supervisions on banking performance.

Method of Assessment:

Coursework 1 - Group presentation with Individual Reflection.

Coursework 2 - Individual Report.

5011AFE Management Accounting - 10 ECTS

Aims and Summary:

This module builds upon the foundations laid in the first year studies, principally from Level 4 Business Accounting. Key topics covered in Business Accounting will be revisited, but a significant amount of new learning material will be introduced. The intention is to demonstrate the progression of the management accounting discipline from simple ideas to more elaborate aspects, and along the way to demonstrate both the applicability and usefulness of particular practices and concepts in management accounting.

More specifically, the module aims to give you the ability to select and apply appropriate management accounting techniques for decision making, planning, control and performance evaluation purposes. The usefulness of these techniques to modern business organisations is critically examined. Emphasis is also placed on interpreting management accounting outputs as well as evaluating management accounting techniques. Students are also expected to understand the management processes of planning, control and decision-making.

Method of Assessment:

Mid-term 1-hour class test.

End of term 2-hour open book exam.

5012MFH Sustainable Fashion Supply Chain - 10 ECTS

Aims and Summary:

Increasingly growing areas of the industry in their own right, Sustainability and Ethics are also affecting practices in the wider context of the fashion business model. The global nature of the sector presents problems for businesses to address and opportunities to exploit including: development, sourcing and traceability whilst delivering product in a highly time sensitive climate.

The module aims to develop a strong understanding of the impact of design and supply chain choices upon business structures and vice versa whilst studying key industry production processes and the documentation required for effective supply chain management. This will enable students to address the changing business landscape of the future; legislation from more developed economies already impacts upon the wider supply chain both physically and digitally, this course of study prepares students to respond effectively to global changes in the forthcoming decades.

The teaching of the module will comprise of a combination of the following: lectures, engaging seminars, workshops, guest lectures, field trips guided and self-guided study.

Method of Assessment:

Coursework 1 - Group Presentation.

Coursework 2 - Report.

5014AFE Banking Risk Management - 10 ECTS

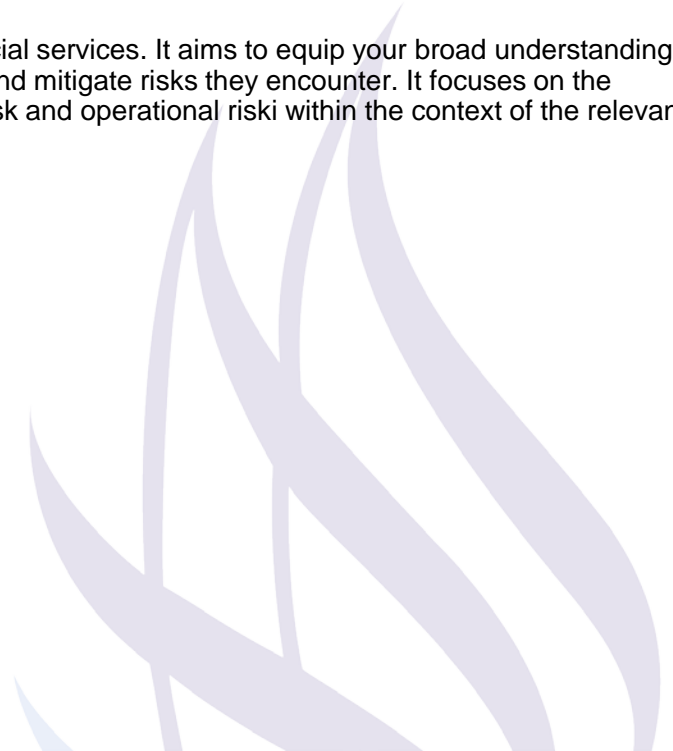
Aims and Summary:

This module, in conjunction with banking regulations, takes you through risks in financial services. It aims to equip your broad understanding on how banks are impacted by risk, and what measures banks can take to measure and mitigate risks they encounter. It focuses on the traditional spectrum of risk types including market risk, foreign exchange risk, credit risk and operational risk within the context of the relevant regulatory.

Method of Assessment:

Individual Poster and 5 minutes viva.

Individual Report.



5016MFH Integrated Marketing Communications - 10 ECTS

Aims and Summary:

Is traditional media dying? It is true to say that digital is a growing part of the media mix but traditional channels remain to be important to building brands on a mass scale. Elements taught in the digital landscape module will be further explored, for example one of the ultimate challenges for all marketers is how to influence the customer experience across all the different touchpoints. Marketing communications is a crucial component for any organisation operating in today's global world, with organisations and brands required to interact with their customers, partners and the public.

The fundamental components of a thriving promotional campaign are the audience, the message and the media. By the end of the module, you will be able to reach the right audience at the right time with the right message. For example, will you use, moment marketing, television, press, social media, radio, virtual reality or more uncommon ambient media such as pavements or hot air balloons? This module provides the opportunity to assess a varied assortment of real campaigns across different media and critically evaluate how effective they are. As an example traditional static billboard campaigns have evolved and perceptions of out-of-home (OOH) advertising has changed as brands discover new ways of using the medium. Rather than merely raising awareness, outdoor ads are used to educate and inform the public, or to submerge consumers in brand experiences. For example Sony marked the release of Ghostbusters with a takeover of London's Waterloo station, highlighted on a giant installation of the film's Stay Puff Marshmallow Man character rising from the ground. The objective of marketing communications is not necessarily to go viral on social, it is to build awareness, increase engagement and entice people to make a call of action.

Key drivers from the principles of marketing module will be further explored in assessing how marketing communications can offer the opportunity for savvy brands, various stakeholders and retailers to survive and thrive in a challenging landscape. It is a fundamental and multifaceted part of an organisation's marketing efforts to communicate messages with the market.

This module introduces and evaluates a varied assortment of promotional tools: advertising, public relations, sales promotion, personal selling, sponsorship, direct marketing and more. The module considers communications theory, the complexity of accomplishing marketing goals in a fast-paced digital age.

Method of Assessment:

Individual integrated marketing communications plan.

5017MFH Marketing Operations and Logistics - 10 ECTS

Aims and Summary:

In your previous studies you will have examined, as part of the marketing mix, place or placement. This will have provided you with the basic knowledge of distribution and channel management. In this module we extend that knowledge and understanding by exploring how different elements of marketing are collated and organisational units collaborate to deliver through supply chains and logistics value to the customer and profitability for the organisation.

This module will explore marketing operations and logistics not only in terms of organisations that have a physical global presence (such as Nestlé) but smaller companies who – through technology – can also have an international reach. To accomplish this different types of case studies will be examined throughout the module.

Students who seek a career in marketing must have a competent knowledge, understanding and associated skills sets in marketing operations. The knowledge, understanding and skills sets gained in Marketing Operations and Logistics will be further developed in Marketing Analytics, Metrics and Decision Making in Term 2 of level 6.

Method of Assessment:

Coursework 1 - Group video presentations.

Coursework 2 - Individual report.

5018MFH Strategic Brand Management - 10 ECTS

Aims and Summary:

Building customer loyalty is not a task for faint-hearted, yet brands such as Apple, Google, Lamborghini, Harley Davidson make this look really easy. How do these brands command such consumer loyalty and can you replicate these in your future role as a marketing manager? If you want consumers (both B2B and B2C) to be passionate about your brand, you need to first understand the intricate details of brand and brand management. This module enables you to do just that. It offers you a comprehensive insight into the evolving world of brand and brand management. In today's fiercely competitive global marketplace, one of the most valuable assets for any organisation is their brand and hence organisations need to create meaningful branding strategies in order to attain and sustain their unique value proposition.

This module explores how brands develop, communicate and create value. Moreover, you gain an understanding of different strategic brand management models and methodologies to create and assess the success of different branding campaigns. The module also enables you to appraise how brands transform customer experience via developing brand equity from the perspective of consumers.

In this module, you apply your basic marketing knowledge gained from the Principles of Marketing module to gain in-depth understanding of the Brand and Brand Management. The content of the module blends latest theoretical concepts of brand management with contemporary issues that organisations experience. The module incorporates an applied teaching approach to assist you into thinking like future global marketing managers.

Method of Assessment:

Individual critical analysis.

5020MFH Digital Communication and Marketing in Fashion - 10 ECTS

Aims and Summary:

Generation Y students are native social media users as they have grown up with digital devices and have the habit of communicating with peers and the world using social media. Most fashion brands now use these channels to raise brand awareness and to market their products to consumer groups other than their own such as Gen X, Baby Boomers and Gen Z. Key aims are that students develop the ability to differentiate between consumer and business communications as well as create innovative marketing ideas using a project to utilise their advantage as natural digital users.

Marketing and communication are crucial to successful fashion businesses; with the help of social media, entrepreneurs and fashion brands are now able to launch their shops with effective but budget conscious marketing strategies. The contemporary fashion industry relies heavily on social media channels for its sales, communication and promotion before launching a product to digitally engage with existing and new audiences both local and abroad. Besides marketing, project management and communication also play important roles in realising a truly integrated online and off line launch.

This module is designed to guide students to learn and practice marketing and communication online, it enables students to become familiar with networking, digital campaign launches as well as online marketing strategies which are commonly used by fashion brands. The aims are to provide an opportunity for students to research, develop creative thinking on contemporary promotion, become familiar with tools for digital communication, learn to use social media channels effectively and professionally for promotional purposes.

The assignments are designed to evaluate their practices and to assess their knowledge and creativity in marketing and communication. They will be required to research marketing strategies, target audience, to develop launch proposals, campaigns in presentations. The final report forms part of a portfolio to showcase their capability and creativity to possible future employers/ postgraduate institutions.

Method of Assessment:

Coursework 1 - Group Presentation – Event campaign (50%) and Individual Reflective Report (50%).

Coursework 2 - Final Project Report.

5021AFE Accounting and Finance for Business - 10 ECTS

Aims and Summary:

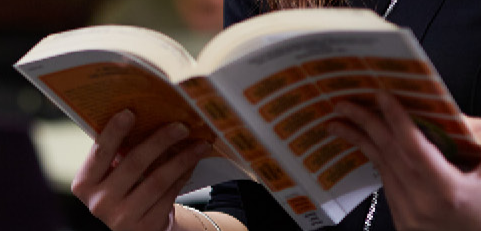
This model introduces business students to financial decision-making concepts and tools that are commonly used in business management. It will foster students' ability to apply basic principles, concepts, and techniques of accounting and finance in business management. The concept of decision-making using cost information in assessing business performance would be considered.

Students will also be introduced to planning and performance analysis tools used in decision making. The tools include break-even analysis, budgets and budgetary control, standard costing system and investment appraisal techniques. Using these they will be expected to understand their use in the performance reporting and evaluation of the firm. Overall, the module enables students to apply numeracy skills and qualitative judgement to aid financial decision making, make use of accounting appropriate accounting finance techniques in business decision making.

Method of Assessment:

Coursework 1 - Individual Management Report.

Coursework 2 - Individual Management Report.



Module Information – Level 6

6005MFH Entrepreneurship for Hospitality and Wellness Tourism – 10 ECTS

Aims and Summary:

Entrepreneurship and innovation are important drivers for success in any industry. This is particularly so in the dynamic and rapidly evolving hospitality and wellness tourism industries worldwide. There is a need for an entrepreneurial approach to management in both the development of new businesses and in existing businesses. Such an approach is appropriate for both large and small businesses whether they be in the private or public sector of economies.

The aims of this module are to develop a critical understanding of the nature of enterprise, entrepreneurship and innovation within the hospitality and wellness tourism industries together; with actual entrepreneurial competence/skills. The module will consider entrepreneurship in a range of hospitality and wellness tourism business contexts – large and small businesses, private and public sector businesses, regional, national and international businesses. Also, this module will examine the nature and implications of the considerable body of entrepreneurship theory and to encourage greater awareness of entrepreneurship and innovation amongst students and to develop entrepreneurial competencies. Particular emphasis is placed on generating new innovative strategies, initiatives and ideas, against a critical understanding of risk, finance and sustainability.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

End of Module Assessment (4000 words).

6009MFH Sustainable Tourism – 10 ECTS

Aims and Summary:

Sustainable tourism has been integral to tourism, policy and management for some time now and the concept of sustainable development itself has a long-history. This module will give you the opportunity to examine historic and contemporary works into the evolution of sustainable tourism. This will require you to study tourist types, their impact on the environment, economy and society and the emergence of other forms of niche sustainable tourism.

In order for you to understand the concept of sustainable development in relation to tourism, the interrelationships between the environment, society and economy must be analysed. In addition to this, the specific aims of this module are to investigate the current need for sustainable approaches to tourism, the demand for sustainable tourism products from a consumer's perspective and the supply of these products from an operator's perspective. Furthermore, you can expect to build your knowledge about the alternative types of niche tourism products and ethical practices being adopted by industry operators, as an alternative to traditional high-volume, low-value mass tourism.

A career in this area would allow passionate individuals to combine two areas of interest (tourism and environmental protection), whilst working towards the ambitious goal of an eco-friendly tourism industry for future generations to enjoy and benefit from. Therefore, this module is equipping you with the essential skills and knowledge that a modern graduate will need to succeed in the contemporary tourism industry.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Individual analysis report (4000 words).

6011MFH Experiential Branding and Fashion Heritage – 10 ECTS

Aims and Summary:

Experiential branding is recognised as the key driver to engaging audiences and driving sales in the fast paced digital fashion world. The aim of this module is to equip students with the research methods appropriate for the fashion industry, to analyse the brand heritage in order to professionally plan an experiential branding event such as book launch, exhibition, pop-up's, collaborations, virtual interaction, and so on. They will learn that, the combination of a correct analysis of a brand's DNA and which aspects will appeal to the current target audience, are essential skills for a successful PR. To achieve the module aim, the students will be involved in different interactive activities like workshops on research skills, self-reflection, referencing and citation, project management, archive research, and poster design.

The module will enable the students to have the appropriate knowledge and skills to research, initiate, plan, implement, and evaluate an event. Therefore they will not only have demonstrated a good understanding of events management in theory and demonstrated skills inter-related businesses, they will also have practiced these skills in planning a relevant event for the brand that is connected to its DNA and heritage. In fact, during the module, the students will be able to develop their theoretical and applied knowledge of project management and evaluation techniques, including customer and competitor analysis, performance measurement tools, understanding the links between society, brand values and the dynamic fashion framework. This practical application will enhance their understanding of real work environments improving their business acumen.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

End of Course Assessment (100%): Personal portfolio.

6012MFH Marketing and Digital Strategy – 10 ECTS

Aims and Summary:

The aim of this module is to enable you to develop the skills needed in the new digital landscape to implement engaging marketing strategies.

The digital era changed the way the businesses do marketing. The need to understand the new business strategies, the latest developments in marketing technology and the way to plan around these became more important than ever.

This module critically examines how data is collected, managed and interpreted with the intent of providing decision makers with reliable information to take their next marketing decision.

In this module you will examine the role of digital marketing metrics within an organisation and apply a range of measurement techniques, which can enable organisations to achieve marketing insights and strategic decision making. You will also have the opportunity to critically appraise how measurement techniques, aligned with business objectives, can establish and determine the effectiveness of marketing activities.

By the end of this module, you will know how data is collected and from where, how data can be managed, and how data can be analysed to the companies' and its stakeholders' benefit.

This module helps students obtain the skills needed for real marketing strategies and decisions based on analytics.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

End of Course Assessment (100%): Individual portfolio

6017MFH Marketing Simulation – 10 ECTS

Aims and Summary:

The marketing simulation will enable students to learn about new methods, processes and technologies relevant to the marketing industry and prepare them for their future role as marketing professionals. Students undertaking the simulation have an opportunity to acquire new skills in a safe learning environment. The simulation uses a variety of feedback to enhance the learning. Working both independently and in a team helps students develop new skills in marketing. All these skills could be a significant part of the 'real business experience' for students who are studying at Coventry University London and will be beneficial for their future career in marketing.

The Marketing simulation helps students to combine the challenges and practices found in a modern marketing environment. Students will work in a team to identify and understand the current marketing issues and make appropriate decisions. They will receive feedback on the analysis and the results of the decision taken, in the format of company feedback and business performance data.

Students in this module will manage a company in the simulation. Teams are expected to structure and organise themselves, in relation to specified duties for the decision-making process. Students will need to undertake a thorough understanding of the various markets, create SMART objectives, plan their strategy, execute the tactics, monitor and control as dictated by these decisions. The simulation is formed using a number of rounds enabling the students to apply their feedback and analysis from previous decisions to future rounds. Students will be required to address a wide range of marketing management decisions that affect the activities of marketing practitioners in a series of real-life, real-time marketing situations.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Assignment 1: Group Presentation

Assignment 2: Individual End of Semester Report

6018AFE Audit and Assurance – 10 ECTS

Aims and Summary:

The module aims to develop knowledge and understanding of the principles and practices of external and internal auditing and assurance in the context of both the UK and the international regulatory framework and provides students with an understanding of the legal and ethical framework surrounding auditing. Its aim, for different business entities operating in an international environment, is to develop understanding and critical evaluation of:

- the social importance, nature and objectives of the audit and assurance function,
- Internal control risks and organisational responses, and
- Audit processes and their application in the context of the external regulatory framework.

The module provides a critical analysis of auditing practices and their role in organisational governance and risk management. Auditing is demanded by, and provides assurance to, a variety of internal and external stakeholders, including corporate shareholders and regulators. As societal demands for accountability have increased, auditing and assurance has become both more important and more regulated itself. Auditing also remains controversial and this module will address contemporary debates. The module looks at the theoretical basis of auditing, its role as a risk management function, its practical methodologies and its legal, professional and social environment. Current developments in the organisation of the profession, regulatory demands and the future evolution of the auditing will also be considered.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Assignment 1 : Mid-semester audit report (2000 words).

Assignment 2 : End of semester 3-hour closed book exam.

6021AFE Corporate Reporting and Analysis – 10 ECTS

Aims and Summary:

This module aims to develop student's critical understanding of the international framework regarding in the context of corporate reporting and its role in the communication process between reporting entities and user groups.

The module applies a range of analytical techniques to resolve issues arising from financial services.

These entail preparing and evaluating corporate reports, professional judgement to determine alternative solutions to corporate reporting issues, considering client and stakeholder needs and considering commercial impact and ethical issues arising from recommendations on compliance and business issues.

This module builds on content covered on the earlier Financial Reporting module. Its focus is international corporate reporting and its detailed aims are to ensure students:

- Understand and are able to apply the main provisions of international accounting standards
- Are able to prepare financial statements for various business combinations

Method of Assessment:

The intended learning outcomes will be assessed as follows:

End of semester 3-hour closed book examination.

6021MFH Professional PR Experience – 10 ECTS

Aims and Summary:

In the fashion industry, a brand's image is everything, it is the role and responsibility of the PR and communication teams to create and transmit the appropriate aspirational brand image and messaging to its audiences. By studying this module, the students will acquire specialist knowledge and expertise in the fashion sector of PR and communications. They will have the opportunity to work on a 'live project' brief in a consulting capacity for a real industry client. Three core aspects of creating fashion PR and communications strategies will be addressed including branding, target media and management planning.

The aim is to provide a holistic, 360o overview in developing luxury fashion solutions to critical business scenarios through developing transferable skills and analytical research attributes. Students will learn to critically research and evaluate brand image and messaging, and will then consider the broad range of platforms associated with designing, analysing and implementing a brand PR and communications strategy across all platforms, digital and offline. A PR plan will be created that realises the brand image, unique selling points and values, in response to the client's company objectives, target position and audience.

In this module, students will prepare and pitch a Fashion PR and Communication strategy for a specific client allowing them to put their learning into practice. It facilitates student's knowledge and understanding of all aspects of PR and communication in the competitive, global fashion sector. In addition, students will be provided with the opportunity to hone their critical analysis of the efficacy of continuously evolving world of digital communications and social media. The students will understand PR and communication are keys to growing brand awareness and traffic and sales, and gain valuable feedback to prepare them to become career ready fashion professionals. This is an on-campus module with a guest client from the fashion industry, UK or International.

Students are supported throughout their module with a series of formative assessments to assist in developing their skills, knowledge and aptitude for the fashion industry. A series of activities and formative assessments include informal tutor and peer feedback sessions, presentations, practical workshop activities, creative or visual outputs, and individual or group critique tutorials. As a result, students would be made aware of, and hands on practicing a set of critical skills for an industry that demands effective leadership, communication, team working, and strategic thinking in order to stretch, develop and innovate within existing, new and niche fashion marketplaces.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Assignment 1 - Portfolio: Group presentation and a pitch document.

Assignment 2 - Portfolio: Individual report.

6022MFH Contemporary Issues in Global Marketing Strategy – 10 ECTS

Aims and Summary:

All organisations, to a greater or lesser extent, engage in developing a form of marketing strategy. Organisations normally seek to align their marketing strategy with their overall objectives, for instance, implementing a revenue growth strategy. This may translate in a marketing strategy to increasing revenue generation of a specific product by 10% over the next three years within specifically identified markets.

In order to achieve this overall objective the marketing department will have to devise a realistic and viable strategic plan supported by a set of operational tactics. To reach the point of an implementable plan, the marketing team will have had to collect and critically analyse a range of quantifiable data. However, devising a strategic direction and a plan is only one part of the strategy. It needs to be operationalised and this has resource and performance measurement implications. Moreover, both internal and external factors will, most likely, impact during the lifetime of the plan. To both predict and effectively counter such 'impacts' requires both the marketing team and the organisation to be agile and flexible.

This module supports you in enhancing and consolidating your knowledge and understanding of key marketing fundamentals. Moreover there are clear links between this module and the others that you study at Level 6.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Individual marketing audit report (5,000 words).

6023AFE Strategy and International Business Simulation – 10 ECTS

Aims and Summary:

The overall aim of the module is to explore and expose students to key issues in the formulation and implementation of corporate strategy. This module is concerned with understanding in depth and applying in practice some models and concepts for building a firm's competitive strategy. To survive and prosper, firms must be able to create and sustain competitive advantage over a significant period of time. Understanding the internal and external environment is addressed in the context of the role of company and industry research in evaluating new opportunities and also in the context of new product development.

The module replicates the dynamic nature of strategic management, using a business simulation to blend theory with practice. Students are tasked with directing and expanding a business, from research and development to the introduction of new and improved products and the search for new markets.

In seeking to expand the business, students are required to improve productivity, manage human resources and take responsibility for finance and accounting issues.

Through the simulation, students will appreciate the contribution of different functions in creating value for the customer and the advantage over competitors.

Further, students will experience the realism of making business decisions and develop their skills in strategy formulation and implementation.

Method of Assessment:

The intended learning outcomes will be assessed as follows:

Assignment 1: Mid-semester group project presentation.

Assignment 2: End of semester individual project report.



Semester Dates

January 2023 Semester Dates

- Enrolment: Week commencing Monday 16th January 2023
- Teaching begins: Week commencing Monday 23th January 2023
- Teaching ends: Thursday 6th April 2023
- Exam week: Week commencing Monday 11th April 2023

Date (Mon)	Semester 2 (Spring)
16/01/2023	Enrolment Week 0
23/01/2023	Teaching, Learning & Assessment Week 1
30/01/2023	Teaching, Learning & Assessment Week 2
06/02/2023	Teaching, Learning & Assessment Week 3
13/02/2023	Teaching, Learning & Assessment Week 4
20/02/2023	Teaching, Learning & Assessment Week 5
27/02/2023	Teaching, Learning & Assessment Week 6
06/03/2023	Teaching, Learning & Assessment Week 7
13/03/2023	Teaching, Learning & Assessment Week 8
20/03/2023	Teaching, Learning & Assessment Week 9
27/03/2023	Teaching, Learning & Assessment Week 10
03/04/2023	Teaching, Learning & Assessment Week 11
11/04/2023	Assessment & Exam Week 12
17/04/2023	Assessment & Exam Week 13

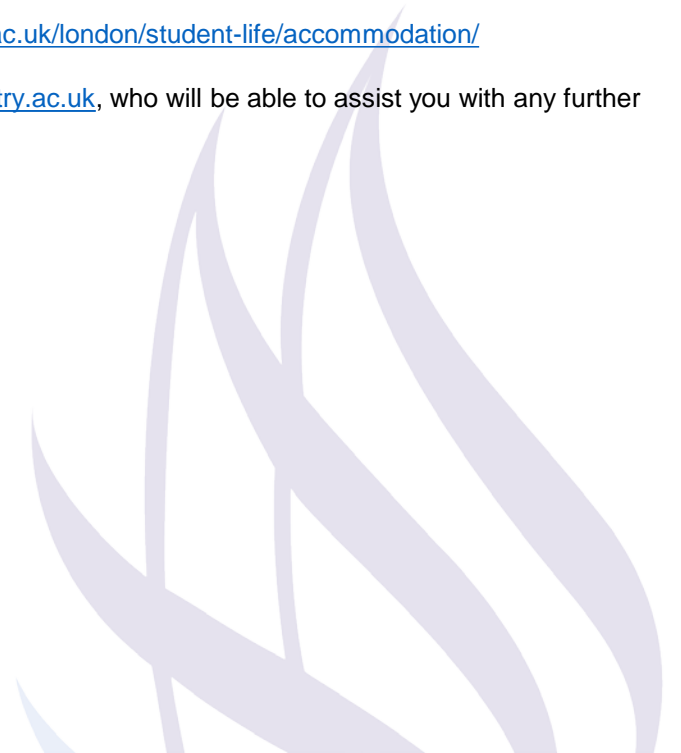
Accommodation

Student Halls of Residence

We have partnered with two accommodation providers close to campus that provide an excellent range of accommodation that is affordable and safe. All properties are located in close proximity to the campus, local shops and amenities.

Information about finding accommodation in London can be found on <http://www.coventry.ac.uk/london/student-life/accommodation/>

Alternatively you can contact our Accommodation Team on CULCaccommodation@coventry.ac.uk, who will be able to assist you with any further queries regarding accommodation services.



How to find us

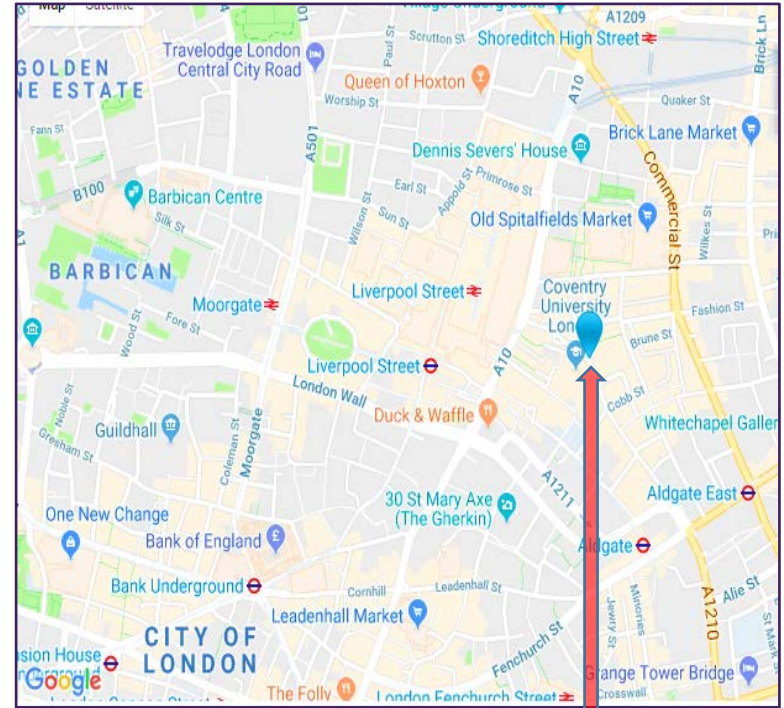
How to find us

We are within 5 minutes walking distance from London Liverpool Street station, which has excellent transport facilities to destinations across the east of England, London, Essex and Hertfordshire. Other transport links such as the C2C line and other Overground services are also nearby.

As a campus situated in the heart of the city, we are never far from the action. To find out more information on activities and restaurants around Liverpool street and London, please follow the link below:

<http://www.travelstay.com/new/places-to-see-in-london/Liverpool-Street-Attractions.htm>

For further information or to contact us please visit <http://www.coventry.ac.uk/london>



**Coventry University London, University House,
109 -117 Middlesex Street, London, E1 7JF**