

Exchange Student Module Choice Handbook

**Faculty of Business and
Law**

2020-21

Faculty of Business and Law Exchange Student Module Descriptions

2020-21

Incoming exchange student modules are offered in the following subject areas:

LLCert English Law

Business (full year students)

Business (single semester students)

Politics and Public Policy (full year students)

Politics and Public Policy (single semester students)

Module choice guidance

Incoming students for a full academic year would normally study 60 ECTS (120 DMU Credits). Students studying for a single semester would still elect modules with 60 ECTS (120 DMU Credits), but would be credited with half the value (30 ECTS (60 DMU Credits)), representing fifty percent of the weighting of the full year module.

When choosing modules, please check that your choice will provide the number of ECTS credits required in your Learning Agreement and are approved by your home institution. In some cases, a student can select fewer courses but they must be on a full-time programme of study whilst at DMU. Other key details to note include:

- Incoming exchange students should follow the same programme of study at DMU as they do at their home university.
- Level 5 means year 2 of undergraduate study, and Level 6 means year 3 of undergraduate study.
- The listed programmes are indicative and subject to availability
- Some DMU subjects require a portfolio of your work to be submitted as part of the application process (see below).
- All module choices are subject to the approval of the programme leader for the area of study, and will be confirmed in the Learning Agreement.
- All module choices are subject to Timetabling constraints.

Please note that the majority of DMU modules are for the full academic year (FY) (September to April), and students currently are only able to choose to study on exchange at DMU in Semester 1 (S1) or for a full year (FY).

Credit conversion

DMU module credits	Full year exchange (FY)	Term 1 exchange (S1) (Sept - Dec)
30	15 ECTS credits	8 ECTS credits
15	8 ECTS credits	4 ECTS credits

Term dates (teaching)

Term	Start	End
Term one	Monday 5 October 2020	Friday 18 December 2020
Term two	Monday 11 January 2021	Friday 26 March 2021
Term three (revision and exam period)	Monday 19 April 2021	Friday 2 July 2021

The DMU undergraduate academic calendar for 2020-21 can be found [here](#).

English language requirements

All modules are delivered in English. Applicants should be at 6.0 IELTS standard Arts, Design and Technology subjects and 6.5 for Business and Law, Social Sciences and Humanities subjects. We require a proof of any qualification demonstrating a minimum of level B2 according to the Common European Framework.

Faculty of Business and Law

Exchange Student: indicative list of module titles

LLCert English Law

LLCert English Law

Code	Module title	DMU Credit	Duration
LLBP1002	English and European Legal Contexts	30	YL
LLBP1003	Law of Contract	30	YL
LLBP1001	Constitutional and Administrative Law	30	YL
LLBP1015	Criminal Law	30	YL
LLBP2005	Police Powers and Public Order	15	YL
LLBP2013	Criminology	30	YL
LLBP2018	Basic European Union Public Law	15	YL
LLBP2019	Substantive Law of the European Union	15	YL
LLBP2023	Family Law	30	YL
LLBP2030	Law and Religion	15	YL
LLBP2045	Law of Tort	30	YL
LLBP2047	Private Law of Consumer Protection	15	YL
LLBP2048	Public Law of Consumer Protection	15	YL
LLBP2052	Business Entities	30	YL
LLBP2205	Land Law	30	YL
LLBP3002	Social Justice	30	YL
LLBP3004	Immigration and Refugee Law	30	YL
LLBP3007	Commercial Law	30	YL
LLBP3009	Company Law	30	YL
LLBP3021	Law of Evidence	30	YL
LLBP3024	International Child Law	30	YL
LLBP3025	Intellectual Property Law	30	YL
LLBP3027	Employment Law	30	YL
LLBP3029	Law and Medicine	30	YL
LLBP3031	Project	30	YL
LLBP3037	International Law	30	YL
LLBP3041	Contemporary Issues in Jurisprudence and Legal Theory	30	YL
LLBP3051	Electronic Commerce Law	30	YL

Business (full year students)

Business (full year students)

Code	Module title	DMU Credit	Duration
CORP2165	Contemporary Management (compulsory module)	30	YL
CORP2550	Business and Sustainability (compulsory module)	15	YL
ACFI2206	Business and Finance Essentials	15	YL
ACFI2208	Performance Measurement in Organisations	30	YL
CORP2181	Business Research Issues and Analysis	15	YL

CORP2516	Progressive Franchising	15	YL
CORP2549	European Business Issues	15	YL
CORP2551	Global Operations and Supply Chain Management	15	YL
ENTE2535	The Creative Art of Selling & Negotiation	15	YL
HRMG2201	Human Resource Management in the Workplace	30	YL
LAWG2002	Business Law	15	YL
MARK2312	International Marketing	15	YL
POPP2406	Government and Business	30	YL

Business (single semester students)

Business (single semester students)

Code	Module title	DMU Credit	Duration
BLEX2001	Performance Measurement in Organisations	15	S1
BLEX2002	European Business Issues	8	S1
BLEX2003	Progressive Franchising	8	S1
BLEX2004	Human Resource Management in the Workplace	15	S1
BLEX2005	Brand Management	15	S1
BLEX3001*	Global Strategic Management	15	S1
BLEX3002	Contemporary Business Issues	15	S1
BLEX3003*	Global Marketing Strategies	8	S1
BLEX3004	Managerial Development and Control	8	S1
BLEX3005	International Developments in Accounting	8	S1
BLEX3006	Creative Management and Marketing	8	S1
BLEX3007	Critical Human Resource Management	15	S1
BLEX3008	Marketing of Services	8	S1
BLEX3009	E Marketing	8	S1
BLEX3010	Crisis & Business Continuity Management	8	S1
BLEX3011	Customer Management	8	S1

*BLEX3001 and BLEX3003 cannot be taken together

Politics and Public Policy (full year students)

Politics and Public Policy (full year students)

Code	Module title	DMU Credit	Duration
POPP2001	Political Thought	30	YL
POPP2003	The Politics of the European Union	30	YL
POPP2004	Themes and Debates in International Relations Theory	30	YL
POPP2005	Unity and Diversity in Contemporary America	30	YL
POPP2010	Corruption and its Avoidance	30	YL
POPP2406	Government and Business	30	YL
POPP2409	The Making of a Global World	30	YL
POPP3046	American Presidency	30	YL
POPP3050	International Security in a Globalised World	30	YL
POPP3052	Politics of Nationalism	30	YL

POPP3053	Power, Politics and Morality	30	YL
POPP3404	Environmental Politics: Sustainable Alternatives in Action	30	YL
POPP3405	Globalisation and Democracy	30	YL

Politics and Public Policy (single semester students)

Politics and Public Policy (single semester students)

Code	Module title	DMU Credit	Duration
BLEX2006	Political Thought	15	S1
BLEX2007	The Politics of the European Union	15	S1
BLEX2008	Themes and Debates in International Relations Theory	15	S1
BLEX2009	Unity and Diversity in Contemporary America	15	S1
BLEX2010	Government and Business	15	S1
BLEX2011	The Making of a Global World	15	S1
BLEX3012	American Presidency	15	S1
BLEX3013	International Security in a Globalised World	15	S1
BLEX3014	Politics of Nationalism	15	S1
BLEX3015	Power, Politics and Morality	15	S1
BLEX3016	Environmental Politics: Sustainable Alternatives in Action	15	S1
BLEX3017	Globalisation and Democracy	15	S1

LLCert English Law

Module Title: English and European Legal Contexts

Module Code: LLBP1002

Semester: Yearlong

DMU Credits: 30

Module description: This is a challenging module in which we study not only the legal system of England and Wales but also that of the European Union (EU).

We look at their sources of law and at their institutions and personnel. We also study the civil and criminal justice systems in England and Wales, and introduce the European Convention on Human Rights, before studying the key aspects of EU law, including direct effect and judicial review.

As we enter a period of great change and uncertainty caused by 'Brexit', this module aims to guide you to the important concepts, principles, issues and debates that surround our legal systems.

Module Title: Law of Contract

Module Code: LLBP1003

Semester: Yearlong

DMU Credits: 30

Module description: This module is compulsory in year one for the purposes of securing a qualifying law degree. It is an interesting and relevant subject because we enter contracts on a regular basis. The most common example is a sales contract from buying goods on-line; in a shop or from a vending machine. Other common contracts are those for services like trains, taxis and even the use of car parks. Beyond the consumer perspective there are common commercial contracts.

This module focuses on the foundations of contract law. It starts with theories and concepts of contract law before turning to the formation of contracts which covers offer and acceptance; consideration and intention. The module then addresses contractual terms where the focus is on express statements and terms implied by the courts (implied terms from legislation like the Sale of Goods Act 1979 and the Consumer Rights 2015 are covered in Commercial Law and Private Consumer Law respectively). Other topics include how the fairness of terms is tested using legislation, some of which is based on giving effect to EU law. The issue of bringing a contract to an end is about breach, damages, misrepresentation, duress and undue influence and frustration.

Module Title: Constitutional and Administrative Law

Module Code: LLBP1001

Semester: Yearlong

DMU Credits: 30

Module description: This module is designed to help students understand how the UK's system of government works and to examine how the exercise of government power can be controlled. Initially it focuses on the fact that the UK's constitution, being unwritten, is very flexible and quite unlike any other. It then looks at the main sources of the constitution and examines the key principles upon which it is based. The central role of Parliament within this constitution is considered, along with the impact of EU membership, the theoretical and

practical powers enjoyed by the Monarch, and the roles of the judiciary and executive (or government).

Other key topics covered are: (a) the impact of the Human Rights Act 1998, which ensures that the rights enshrined in the European Convention on Human Rights are now enforceable in the courts of this country ; (b) the role of the police and how they can be held to account for the use of their wide ranging powers; and (c) executive accountability, the nature of the judicial review and the grounds upon which government decisions may be challenged.

Module Title: Criminal Law

Module Code: LLBP1015

Semester: Yearlong

DMU Credits: 30

Module description: This module enables students to gain an understanding of how criminal liability arises in relation to a range of specific offences and to understand how the criminal law operates to protect rights and impose liability.

The module will also consider the liability of parties for their actions prior to the completion of a criminal act in relation to a range of offences. It equips students for further study and gives an understanding of general procedural requirements. The assessment strategy is in place in order to enable students to gain academic understanding of the substantive law and how such law 'works in application'.

The module has links with professional accreditation bodies such as ILEX, The Law Society and the Bar Council. It provides a foundation to further vocational study with ILEX, LPC or BPTC. Students will gain employability skills and benefit from knowledge of the general workings of the criminal litigation process in contemporary legal society.

Module Title: Police Powers and Public Order

Module Code: LLBP2005

Semester: Yearlong

DMU Credits: 15

Module description: The powers which the police have both under statute and at common law authorise what would otherwise be clear invasions of the right to liberty, and property and privacy rights.

In this module attention will focus on some of the more important powers which the police have for dealing with suspected crime, such as the powers of stop and search and arrest. The powers of the police relating to public gatherings of people will also be studied.

Module Title: Criminology

Module Code: LLBP2013

Semester: Yearlong

DMU Credits: 30.00

Module description: Criminology involves the study of crime, criminals and criminality, it is a social science rather than a legal module. The module includes study of the extent of crime;

the effects of crime on victims and society; explanations of criminal behaviour; the role and functions of the criminal justice system; punishment and sentencing.

The material relies on studies and authors rather than "act and section" or case law. Research method, referencing and bibliography construction are featured prominently.

Module Title: Basic European Union Public Law

Module Code: LLBP2018

Semester: Yearlong

DMU Credits: 15

Module description: This module examines the way that the European Union is run. It looks at the institutions of the EU and their powers, concentrating on the powers of the Court of Justice. It also looks at the sources of EU law and the application of those laws.

Module Title: Substantive Law of the European Union

Module Code: LLBP2019

Semester/year-long: Yearlong

DMU Credits: 15

Module description: We are always told about EU law allowing for people to move and live in other Member States. Did you know that EU law gives you the right to live in another Member State but only if you have sufficient resources and health insurance so as not to be a burden on the welfare system of the host state?

EU law has always been important it is so relevant to so many areas of legal practice (business competition law and many others). That is why the study of substantive EU law was compulsory on law degrees for so many years. In EELCs you do not study the rights from EU law, you just look at the EU legal system (the administrative law). That is a very different subject. Now, following 'Brexit', EU law is generally significant, and not just significant for lawyers. The study of the subject will give you a clear understanding of everything that is being talked about, such as single market and access to it; the rights of EU citizens to move to other Member States. You will be able to discuss such issues from an informed position rather than what the papers mention. · Whatever deals the UK negotiates with the EU, you will have a much better understanding having studied this module. · Clients will still trade with businesses within the EU and when they do, EU law will apply. · The module will allow you to have knowledge of what will be another legal jurisdiction, a jurisdiction covering 27 countries!

The significance and operation of the single market along with how and why it results in uniform rules such as consumer law, environmental law and employment law. How it all creates wealth. · Free movement law: · We explore the rules allowing traders to sell move and sell their goods in different Member States - rules that are crucially important from a business law perspective. · We explore the rules on EU citizenship, in particular, the rules allowing EU citizens to move and live in other Member States. · We also address the basics of EU competition law, an area of law that is replicated by the national laws of Member States including the UK. The study of this subject is a great diversion from common law subjects. EU law is far more accessible than common law subjects. The case law and legislation is readily available from the EU website. The cases are easy to read, not as long as common law decisions and the EU judges collectively produce a single ruling in each case. Having no formal system of precedent means that the focus is on the principles, reasoning and policy.

Module Title: Family Law
Module Code: LLBP2023
Semester: Yearlong
DMU Credits: 30

Module description: Family Law affects us all. This module will equip you with an understanding of the legal rules, doctrines and principles which regulate and affect the modern family, especially the relationships of husband/wife, civil partners and parent/child.

Module Title: Law and Religion
Module Code: LLBP2030
Semester: Yearlong
DMU Credits: 15

Module description: Questions about the role and place of religion in modern society are increasingly the subject of debate, and alongside this there have been several legal developments in recent years which have directly concerned religion. These include protection for freedom of religion as a right under the Human Rights Act 1998, the inclusion of religion as a protected characteristic in equality legislation, and the criminalisation of incitement to religious hatred. Religion and religious matters also have a bearing on other areas of law, including education and family law. The aim of this module is to explore some of these areas.

Outline content: · The context: a state with an Established church and an increasingly secular and multi-cultural society. The meaning of 'religion' - legal and other perspectives. Religious freedom as a human right, with particular reference to Article 9 of the ECHR · Religious discrimination · Religion and education · Family law and religious group autonomy · Religious exemptions and conscientious objection · Religious offences.

Module Title: Law of Tort
Module Code: LLBP2045
Semester: Yearlong
DMU Credits: 30

Module description: If X causes harm to Y, can Y sue? The answer to this question is to be found in civil law and, very often, in the area known as Tort. This 30 credit module will help you to identify the characteristics of conduct which may be classified as tortious, and the interests that are protected by the law of Tort. Car accidents, medical accidents, deliberate touchings, harassment, invasions of privacy, trespass and nuisance - all of these events and many more may fall within the scope of Tort law. Through studying this module you should acquire a thorough understanding of negligence and a number of other specific torts, together with an overall awareness of the principles which underpin tortious liability in general.

The course will introduce and develop general principles of tortious liability which will be derived from a range of topics including the law relating to general characteristics of tortious liability:- Trespass to the person Negligence Pure Psychiatric harm Occupiers' Liability Vicarious liability Trespass to Land Nuisance and the principle in *Rylands v Fletcher* Tortious remedies

Module Title: Private Law of Consumer Protection
Module Code: LLBP2047
Semester: Yearlong
DMU Credits: 15

Module description: Consumer sales law of the UK based on EU consumer protection legislation. - Private law regulation: How and why - Sellers obligations to consumers - implied terms and rules on risk/delivery - Significance of producer public statements - Remedial regime for consumers following a breach of the sales contract

Module Title: Public Law of Consumer Protection
Module Code: LLBP2048
Semester: Yearlong
DMU Credits: 15

Module description: Public law of consumer protection of the UK based on EU legislation - Public law regulation: How and why - Unfair commercial practices by sellers - Aggressive practices - Misleading practices – Average consumer test - Enforcement -Defences -The law relating to product safety.

Module Title: Business Entities
Module Code: LLBP2052
Semester: Yearlong
DMU Credits: 30

Module description: This module will introduce students to the various ways in which it is possible to organise a business. It examines the advantages and disadvantages of a range of options including sole proprietorships, partnerships and companies.

There is considerable input from common law and statute in addition to fictional and real-life case studies. The module examines the full life cycle of a business from formation through management and financing to their dissolution. Issues of contemporary business theory such as corporate social responsibility and corporate governance are also discussed.

The module has a comparative and practical approach as it examines several common business legal themes: the nature of the internal management relationship; financing a business; terminating a business through insolvency. It involves a high level of integrated legal skills such as problem solving, legal research and practical commercial awareness via interactive sessions that include the use of internal and external expert guest speakers.

Module Title: Land Law
Module Code: LLBP2205
Semester: Yearlong
DMU Credits: 30

Module description: Land is a necessity for housing, production of food, industry, commerce and recreation. This module will make you aware of the different legal rights to land which can exist, when these rights can be binding on others, and how they can be protected by registration.

Module Title: Social Justice
Module Code: LLBP3002
Semester: YearLong
DMU Credits: 30

Module description: Students who intend to graduate with the LLB (Hons) degree in Law, Human Rights and Social Justice study LLBP3002 Social Justice as a final year 'core' module. This module is also available as a final year option for any LLB student.

This module complements students' previous study of human rights law with a focus on economic, social and cultural rights issues (in general) and an in-depth treatment of social housing law (in particular, to provide concrete examples in a substantial body of law and secondary literature).

Module Title: Immigration and Refugee Law
Module Code: LLBP3004
Semester: Yearlong
DMU Credits: 30

Module description: When large numbers of people escape serious harm in countries such as Syria, South Sudan and Myanmar, this illustrates the importance of refugee protection. Like other crises, these situations raises questions about who we care for and where we draw the line between those we help and those we don't assist. We will investigate how far border controls can (and should) operate and the extent to which people who apply for asylum are allowed to access benefits, employment and housing. We will investigate

How principles of refugee law created in the mid-20th century apply to issues today such as claims for refugee status by people escaping harm due to climate change, or harm targeted at individuals because of their gender or sexuality. We will explore immigration detention and the implications for vulnerable people such as survivors of torture. We will explore how the law responds when the UK authorities want to deport people who are believed to be criminals including terrorists. If you would like to explore what studying the module would involve, we recommend the following:

- Gina Clayton "Textbook on Immigration and Asylum Law" (2016)
- Fauziya Kassindja "Do they hear you when you cry?" (1988)
- Khaled Hosseini "The Kite Runner" (2004)
- "A Thousand Splendid Suns" (2008)

Module Title: Commercial Law
Module Code: LLBP3007
Semester: Yearlong
DMU Credits: 30

Module description: Commercial law directly affects all businesses in their contractual dealings with other businesses and indirectly affects everyone by regulating business activities which impinge on trade and national economies. This module examines a range of areas of Commercial Law taken from the commercial supply of goods: the law of agency; the law of international sales including the Vienna Convention; the law relating to commercial finance of international trade including documentary credits; insurance law and international carriage of goods.

These areas form the backbone of modern commercial law and their study will help to facilitate an understanding of the relationships which exist between the parties to modern commercial relationships.

Module Title: Company Law

Module Code: LLBP3009

Semester: Yearlong

DMU Credits: 30

Module description: This module aims to introduce students to the law and policy governing the structure and the operation of companies. The module is underpinned by knowledge gained from previous modules studied and there is considerable input from common law and statute.

The emphasis is very much on the most common form of incorporation - the private company limited by shares although reference to public companies is included where appropriate.

Module Title: Law of Evidence

Module Code: LLBP3021

Semester: Yearlong

DMU Credits: 30

Module description: The Law of Evidence builds upon your knowledge of Criminal Law and provides an opportunity to study the criminal trial as a practice-based subject with a high level of academic content and interest.

Predominantly case-law based, the subject examines what evidence can be adduced in a criminal court, and for what purpose. It places the rules of evidence in context with the substantive law. It is strongly advised that you choose this subject if you have successfully studied and enjoyed Criminal Law and if you want to practice as an advocate in the criminal courts

Module Title: International Child Law

Module Code: LLBP3024

Semester: Yearlong

DMU Credits: 30

Module description: The law relating to children is fast becoming a subject of international and regional concern rather than exclusively a domestic issue for individual Nation States. The reasons for this development include the increasing patterns of migration and globalisation. At the international level, the United Nations Convention on the Rights of the Child (CRC) 1989 has provided a set of important legal standards that have permeated some municipal law systems. Indeed, the two Optional Protocols to the CRC focussed in particular on the involvement of children in armed conflict and sexual exploitation.

In 2012, a third Optional Protocol providing an international complaint mechanism was established. The Convention has been of great interest for international lawyers because of its near-universal ratification. The movement of families and the proliferation of family forms have also raised practical challenges for legal regimes dealing with intercountry adoption and international child abduction.

The labour markets of both developed and developing nations continue to raise issues about how children can be protected from exploitative practices. This module seeks to introduce students to the field of international child law and policy.

Module Title: Intellectual Property Law

Module Code: LLBP3025

Semester: Yearlong

DMU Credits: 30

Module description: Intellectual property is concerned with all aspects of the produce of the mind and the intellect. More important it is concerned with the manner in which the law should permit the exploitation of such produce. We will look not only at the 'great' statutory types of IP such as Patents, Designs, Copyright and Trade Marks but also at more general concepts such as remedies for infringement.

There is no doubt that within the 'Information Age' such issues are assuming an ever increasing importance and we will aim to consider the proper balance to be achieved between the interests of the innovator, the entrepreneur and the consumer.

Module Title: Employment Law

Module Code: LLBP3027

Semester: Yearlong

DMU Credits: 30

Module description: Employment Law will affect almost everyone, because at some time most people are likely to be in a form of employment. In recent years the world of work has changed and we now have a more flexible labour market, with many different ways of working. This flexibility has had an impact on employment law rights.

The module begins by exploring how the law determines whether a person is an employee or an independent contractor and why this is an important distinction.

The focus then moves on to the contract of employment. We consider the sources and content of the different terms of the employment contract and consider how the contract may be varied. The protection the law offers against discrimination - both contractual and non-contractual - on the grounds of sex, marital status, race, religion, sexual orientation, age or disability within the employment field is explored in some detail.

The legislation on equal pay and the gender pay gap is also considered. Finally, the module ends with an examination of the protection from both the common law and legislation against dismissal.

Module Title: Law and Medicine
Module Code: LLBP3029
Semester: Yearlong
DMU Credits: 30

Module description: This module seeks to critically evaluate the relationship between law and medicine by concentrating on a number of important medicolegal topics. In particular, it focuses on issues such as consent to treatment, medical negligence, infertility procedures, abortion, meaning of death, withholding and withdrawing life-prolonging treatment, assisted suicide, euthanasia and organ transplantation.

Module Title: Project
Module Code: LLBP3031
Semester: Yearlong
DMU Credits: 30

Module description: This module allows you to explore an area of law selected by you for detailed critical analysis. It allows you to work closely with a tutor-supervisor who will be able to advise and guide you through the relevant area. The module will not usually involve empirical research and is usually text based, library driven research. Because the area for study is self selected it will appeal to self-motivated enquiring minds.

Projects involving any form of interview, survey, questionnaire, or observation of human behaviour must comply with Faculty Policy on Human Research Ethics (see below). Any student proposing to undertake such research must sign a form which will be provided by the project supervisor, by which s/he will undertake to follow appropriate procedures to ensure that - every respondent is aware that their co-operation is voluntary, that anonymity will be preserved, and of the purpose for which information is being collected; and - always carry with her/him and show to respondents his/her student identification card.

Module Title: International Law
Module Code: LLBP3037
Semester: Yearlong
DMU Credits: 30

Module description: This module encourages students to view international law as a dynamic system of law organising the world. The module will cover current issues in international law, drawing from the research expertise of the School of Law. Students will study the structural foundations of international law, such as the sources of international law, subjects of international law and the way in which states interact with each other in the international sphere.

In addition, they will critically examine substantive areas of international law, such as international trade and development law, international human rights law, international environmental law, international sports law, and the legality of the use of force.

Module Title: Contemporary Issues in Jurisprudence and Legal Theory**Module Code:** LLBP3041**Semester:** Yearlong**DMU Credits:** 30

Module description: Jurisprudence can be described as an exploration into the nature, philosophy and theories of law. This module aims to develop an understanding of some of the major themes within philosophy and the social theory of law. It will address issues arising from within the legal community (relating to, for example, the nature of law, legal reasoning and interpretation) and from the wider 'literature of law'; all of which present a variety of competing perspectives and distinct conceptions of the function and operation of law towards realising or impeding social justice.

A wide variety of theories and topics will be subjected to critical analysis from distinct jurisprudential traditions, including those of mainstream classical legal positivism and natural law, also from a critical legal studies viewpoint, in an attempt to conceptualise the relationship between "law in theory" and "law in practice".

The relationship between law and morality, law and literature, the changing demands of rights and justice in an increasingly diverse society will also be investigated. Much of the module will be spent on systematically questioning attitudes, beliefs and presuppositions about law which would normally be taken for granted. In the process of inquiry, it is hoped to achieve a heightened understanding of the nature of law and its Limits.

Module Title: Electronic Commerce Law**Module Code:** LLBP3051**Semester:** Yearlong**DMU Credits:** 30

Module description: The following provides an indicative content of the module. We will cover most of these topics -

- Contract formation and jurisdiction.
- Offer, acceptance and consideration on-line.
- Jurisdiction and the conflict of laws.
- The lack of a clear, single European point for contract formation.
- Payment.
- Consumer rules on fraudulent card use and non-delivery.
- Information & cooling off rights for consumers.
- Information and cooling-off rights owed to consumers under the Consumer Rights Directive.
- Statutory implied terms for the sale of goods. (Consumer and business)
- General rules on rights and obligations relating to description, quality and fitness under the Consumer Rights Act 2015.
- Consumer and business remedies for breach of the implied terms.
- Sales in the course of a business?
- Specific issues arising from on-line marketplaces (including sale in the course of a business and the quality obligation).
- The passing of property and risk.
- The rules on the passage of property and risk - and how they apply to online sales.
- Data protection; spam and targeted advertising.
- What a business can and cannot do with the data it collects, including behavioural advertising.

- Contract enforcement.
- The problems of cross border enforcement.
- The European Small Claims Procedure and the draft European ODR/ADR Directive/Regulations.

Business (full year students)

Module Title: Contemporary Management (compulsory module)

Module Code: CORP2165

Semester: Yearlong

DMU Credits: 30

Module description: This is the introductory course in management and operations. The course is designed to provide students with an overview of the management function and its role in organisations and society. The module will introduce the latest management ideas, theories and practice in an interesting and relevant manner, whilst still retaining the best of traditional management thinking.. It will also focus on the operations function, which is at the heart of all enterprises, whether manufacturing or service based. Unless this core function is carried out effectively, there is little hope that the rest of the organization as a whole will be effective.

Module Title: Business and Sustainability (compulsory module)

Module Code: CORP2550

Semester: Yearlong

DMU Credits: 15

Module description: TBC

Module Title: Business and Finance Essentials

Module Code: ACFI2206

Semester:

DMU Credits: 15

Module description: To develop an awareness of the major underlying finance concepts that facilitate the business world and the markets they operate in. An evaluation of the relevance of financial theory to contemporary finance issues within the framework of differing forms of market efficiencies. An increasing ability to qualitatively evaluate numerical data will be a prevailing theme throughout the module.

Module Title: Performance Measurement in Organisations

Module Code: ACFI2208

Semester: Yearlong

DMU Credits: 30

Module description: This module examines the measurement of organisations in the commercial, public and not for profit sectors. It examines financial and non-financial measures

looking at social accounting and ethics as well as traditional accounting frameworks.

It develops the critical and analytical skills in recognising the inter relationship between accounting and non-financial performance and operations of organisations.

The module also examines the mechanisms for internal performance measurement and the assessment of managerial performance when making decisions.

Module Title: Business Research Issues and Analysis

Module Code: CORP2181

Semester: Yearlong

DMU Credits: 15

Module description: This module provides an overview of the research process in business. It equips students with the necessary tools and techniques to prepare a business research proposal, execute this proposal, and analyse and interpret the data. It prepares students to analyse business problems and opportunities in general via a rigorous research process.

After completing this module, students should have developed a critical mind and the research skills necessary for evaluation, synthesis and analysis. The module encourages students to become better independent learners.

Module Title: Progressive Franchising

Module Code: CORP2516

Semester: Yearlong

DMU Credits: 15

Module description: Growth in the franchised sector of business has developed phenomenally over the past few years and offers individuals of all lifestyles the opportunity of owning and running their own business. Moreover, the opportunities for post-graduate ownership of franchises have never been greater. The purpose of this module is to give students the skills set to be able to own a franchised business and maximise the potential thereof. The module will explore the issues related to the purchase of business-format franchising such as- understanding the legalities of the franchise agreement; promotion in franchised businesses; micro and macro environmental assessment in franchising; staff recruitment/management in franchisee businesses; systematisation and procedural adherence, risk/reward management, growth management, expansion and building ongoing security for the business; and funding expansion.

Ancillary to the main purpose, students will gain an insight into how franchises are developed from a franchisors point of view, including- why businesses franchise their operations; the pilot process; how the franchise package is developed; marketing the franchise; the financial logistics of franchising; developing the company image; and whether to/how to franchise internationally. Most importantly, students will gain a thorough understanding of the value of ethical franchising by examining both the European Code of Ethics for Franchising and the BFA's Code of Ethical Conduct.

Students will briefly consider how this applies internationally.

Essentially, this module offers an in-depth appreciation of franchising and highlights the importance of dynamic management practices to give and maintain competitive advantage to the franchised enterprise. The module draws together the multi-disciplinary skills needed to

be successful in this business sector. Approval of the content of this module will be sought from the British Franchise Association to ensure that it meets the strict code of ethical conduct promoted by the recognised trade body.

Module Title: European Business Issues

Module Code: CORP2549

Semester: Yearlong

DMU Credits: 15

Module description: Firms seek control over their markets. This module focuses upon the growth strategies firms employ to obtain control over their domestic and international contexts, the institutional context within which they operate, and the regulatory frameworks, which act to restrain their excesses, and yet which may at the same time jeopardise their wider growth opportunities. Growth strategies examined will include horizontal expansion, vertical integration, and diversification. Growth vehicles on the continuum between the polar extremes of full integration to market transactions will be considered.

These will include mergers, acquisitions, joint ventures and other forms of strategic alliances. Discussion of the relative merits of collaboration versus competition will take place as this material unfolds. The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy and the impact on business of EU Budget spend. The theoretical models and ideas that have underpinned the development of these frameworks will be evaluated, such as SCP, Austrian economics and the concepts of contestable markets, market failure and information asymmetry.

The institutional context, which influences the type of decisions and actions that firms can take will be examined. In particular, European institutions will be examined, which promote integration and intra-EU bloc activity at the possible expense of globalisation opportunities. Ongoing discussion of the role and place of the nation state will occur as the regulatory and institutional material is presented.

Module Title: Global Operations and Supply Chain Management

Module Code: CORP2551

Semester: Yearlong

DMU Credits: 15

Module description: Background: Nowadays, Global Operations and Supply Chain Management (GOSCM) plays a vital role in improving productivity and competitive positioning of a wide variety of businesses around the globe. The appreciation of operations and supply chain processes is of the essence to create a competitive advantage through operations in the marketplace. A data- driven and analytics perspectives are vital to success for supply chain analysts in top performing firms.

Above all, successful managers often take advantage of analytics approach to apprehend and select the proper strategies through the decision- making process. This module provides students with high-level managerial and analytical topics, leading to an understanding of what these topics are, why they are crucial to organisations, and how organisations are successfully implementing and integrating them. We aim to introduce the most important concepts and techniques facing operation and supply chain managers as well as to analyse real world applications in both the manufacturing and service organisations.

Content: GOSCM can be generally defined as all the techniques and tools to effectively produce and distribute the goods and services provided by an organisation. The module is organised into five main sections with the aim of underlining the importance of data analysis in making operations and supply chain management decisions.

Section 1 will be covered by four lectures; Introduction to supply chain management (SCM), Design of products and services and Strategic capacity management.

Section 2 with five different lectures comes to nuts and bolts of GOSCM. The topics are Facility Layout, Process design and analysis, and TQM and Six Sigma quality.

Section 3 with three lectures focuses on processes that source raw materials for manufacturing and internal functions as well as distributing products to the retail shops or customers. The topics of this section consist of Lean supply chain, Logistics and transportation, and Sourcing and Procurement. Section 3 presents a series of techniques to show the significance of planning in GOSCM. The five chapters include Enterprise resource planning systems, Inventory Management, and Material requirement planning.

This module aims to specialise students for entry-level jobs in managing the production and distribution of goods and services. The GOSCM jobs such as plant manager, department store manager, supply chain manager, logistics manager, business process improvement analyst.

Module Title: The Creative Art of Selling & Negotiation

Module Code: ENTE2535

Semester: Yearlong

DMU Credits: 15

Module description: This module is for everyone- Business Students, Entrepreneurs, Business Owners, Employers, and Employees - whether you are an entrepreneur thinking of setting up your own business, or as an entrepreneur happy to work for others in a larger team... lawyers, accountants, managers, engineers, painters, designers, consultants, manufacturers etc.... In fact, anyone who needs to obtain something from someone at some time with an outcome which is favourable to all parties. This 'outcome' could be enabled through trading in the Virtual World of the internet, or in the more traditional face to face methods.

Either will involve the exchange of money or barter; something everyone is involved with at some stage in their lives! The Module works with two essential skills: namely Selling, and Negotiation, and clarifies the subtle and important difference between them. It offers a different approach to the old-fashioned 'hard sell' ethos, but sits comfortably with the general fact that in the world today we all need businesses (large, medium, or small, profit or not-for-profit) to be successful and make money in order that we can be employees, or indeed employers, and enjoy a sustainable lifestyle within a healthy economy.

The Module challenges students to think creatively and sensitively culminating in the writing of a formal bid proposal for and role playing a meeting with a potential prospect In this module among other things you will learn many skills which will be invaluable to you in whatever you do from networking, listening, handling meetings, negotiating, and reading buying signals, to dealing with rejections, influencing people and time management. This module prepares you and gives you another vital tool in your armoury of life both during and after university.

Module Title: Human Resource Management in the Workplace**Module Code:** HRMG2201**Semester:** Yearlong**DMU Credits:** 30

Module description: The module will focus on the analysis of the application of HRM practices within contemporary organisations. The module enables students to start to look critically at Human Resource Management as a body of theory and practice. Drawing on theoretical, empirical and case study material, students will explore key areas of HRM including how it is applied in the workplace and how workers, line managers and, indeed, HR professionals themselves are affected by and respond to HRM initiatives.

The module will consider how a range of issues impact upon HRM including the legal framework and ethical issues. The module will consider how HRM is applied in different contexts including MNCs and SMEs.

Module Title: Business Law**Module Code:** LAWG2002**Semester:** Yearlong**DMU Credits:** 15

Module description: This module is intended to provide a crystallised and functional knowledge relating to the rights and liabilities of a modern business practice. There are a number of issues that will affect all businesses at one time or another. The potential liability (or wish to claim) under negligence is one such issue.

The major area of law is explained as it stands from a business setting. Similarly, understanding the formation and nature of a contract in law is an absolute must for anyone wishing to enter business. This includes areas such as the statutory implied terms, and what to do in the event of a breach of contract.

Module Title: International Marketing**Module Code:** MARK2312**Semester:** Yearlong**DMU Credits:** 15

Module description: "Whether a student is from the UK or overseas, the module provides the background, topical issues, and techniques for marketing globally. All the concepts used are accompanied by contextual examples, giving students the ability to understand how the principles are applied. The module equips students with an introductory view of the complexities of marketing, applying previously learned Marketing tools. On completion of this module, you should understand the complexity of international marketing, the operation in different geographical environments, and the key terms and concepts associated with the international marketing literature.

The assessment will test the student's understanding of the International environment, their ability to analyse marketing opportunities in International Markets, their ability to develop marketing strategies, and to appreciate issues associated with managing the global marketing process. The phase test will encourage students to carry out further reading on the module to familiarise themselves with the key terms and concepts. Once this initial understanding is gained, more in depth application of concepts and techniques will be achieved through the second assessment. The rationale is for students to develop a good grounding in the key

terms, concepts and theories, and then to develop their ability to apply the skills learnt".

Module Title: Government and Business

Module Code: POPP2406

Semester/year-long: Yearlong

DMU Credits: 30

Module description: This module examines the nature of the relationship and the interactions between government and business in Britain within a wider European and Global context.

Business (single semester students)

Module Title: Performance Measurement in Organisations

Module Code: BLEX2001

Semester: S1

DMU Credits: 30

Module description: This module examines the measurement of organisations in the commercial, public and not for profit sectors.

It examines financial and non-financial measures looking at social accounting and ethics as well as traditional accounting frameworks. It develops the critical and analytical skills in recognising the inter relationship between accounting and non-financial performance and operations of organisations.

The module also examines the mechanisms for internal performance measurement and the assessment of managerial performance when making decisions.

Module Title: Managerial Development and Control

Module Code: BLEX3004

Semester: S1

DMU Credits: 15

Module description: This module will examine the area of strategic management and evaluate the role of the management accountant in dealing with managers and planning. Some overview of management theory will be needed especially in relation to the development of senior managerial staff.

Module Title: International Developments in Accounting

Module Code: BLEX3005

Semester: S1

DMU Credits: 15

Module description: This module will look at international developments in accounting. It will look at and compare different approaches to developing accounting rules and regulations on the international stage. It will look at current issues such as convergence/harmonisation of International Financial Reporting Standards (IFRS) and the problems associated with implementation.

This module will also look at the international practices of specific countries. We will consider the impact of specific accounting problems such as goodwill, foreign currency and inflation and compare international practices. Another important aspect of the module is looking at international accounting from the viewpoint of management. We will look at control of global operations and performance evaluation in the context of globalisation. UDL = all lecture slides will be available 48 hours before the lecture on blackboard. Also all seminar details and academic papers will be provided at least the week before the tutorial on blackboard. The lecture material will be made available via Panopto.

Module Title: Progressive Franchising

Module Code: BLEX2003

Semester: S1

DMU Credits: 15

Module description: Growth in the franchised sector of business has developed phenomenally over the past few years and offers individuals of all lifestyles the opportunity of owning and running their own business. Moreover, the opportunities for post-graduate ownership of franchises have never been greater.

The purpose of this module is to give students the skills set to be able to own a franchised business and maximise the potential thereof. The module will explore the issues related to the purchase of business-format franchising such as- understanding the legalities of the franchise agreement; promotion in franchised businesses; micro and macro environmental assessment in franchising; staff recruitment/management in franchisee businesses; systematisation and procedural adherence, risk/reward management, growth management, expansion and building ongoing security for the business; and funding expansion.

Ancillary to the main purpose, students will gain an insight into how franchises are developed from a franchisors point of view, including- why businesses franchise their operations; the pilot process; how the franchise package is developed; marketing the franchise; the financial logistics of franchising; developing the company image; and whether to/how to franchise internationally.

Most importantly, students will gain a thorough understanding of the value of ethical franchising by examining both the European Code of Ethics for Franchising and the BFA's Code of Ethical Conduct. Students will briefly consider how this applies internationally.

Essentially, this module offers an in-depth appreciation of franchising and highlights the importance of dynamic management practices to give and maintain competitive advantage to the franchised enterprise. The module draws together the multi-disciplinary skills needed to be successful in this business sector. Approval of the content of this module will be sought

from the British Franchise Association to ensure that it meets the strict code of ethical conduct promoted by the recognised trade body.

Module Title: European Business Issues

Module Code: BLEX2002

Semester: S1

DMU Credits: 15

Module description: This is a 30 credit second year module intended to develop a more philosophical approach to the study of education than the first year modules. A focus on the contribution of significant philosophical texts (from the classical, medieval, enlightenment and romantic periods, as well as from the last 150 years) will inform enquiry in contemporary educational fields.

Module Title: Teaching Diversity: Inclusive Education Internationally

Module Code: EDUC2224

Semester: S1

DMU Credits: 30

Module description: Firms seek control over their markets. This module focuses upon the growth strategies firms employ to obtain control over their domestic and international contexts, the institutional context within which they operate, and the regulatory frameworks, which act to restrain their excesses, and yet which may at the same time jeopardise their wider growth opportunities. Growth strategies examined will include horizontal expansion, vertical integration, and diversification. Growth vehicles on the continuum between the polar extremes of full integration to market transactions will be considered. These will include mergers, acquisitions, joint ventures and other forms of strategic alliances.

Discussion of the relative merits of collaboration versus competition will take place as this material unfolds. The regulatory frameworks of the UK, the EU and of selected European countries will be examined, with particular emphasis upon competition, trade and monetary policy and the impact on business of EU Budget spend. The theoretical models and ideas that have underpinned the development of these frameworks will be evaluated, such as SCP, Austrian economics and the concepts of contestable markets, market failure and information asymmetry. The institutional context, which influences the type of decisions and actions that firms can take will be examined.

In particular, European institutions will be examined, which promote integration and intra-EU bloc activity at the possible expense of globalisation opportunities. Ongoing discussion of the role and place of the nation state will occur as the regulatory and institutional material is presented.

Module Title: Crisis & Business Continuity Management

Module Code: BLEX3010

Semester: S1

DMU Credits: 15

Module description: The module challenges participants to take a counter-intuitive but important step in their business education - to consider how organisations are exposed to, and deal with, crises and business interruptions. The module synthesises two essential components, each of which have underlying theory and practice - crisis management and

business continuity management.

Through the duration of the module, students will immerse themselves in crisis and business continuity management theory and practice, having an opportunity to demonstrate their fomentation of knowledge and skills in critical, applied and real-time manners.

Module Title: Global Strategic Management

Module Code: BLEX3001

Semester: S1

DMU Credits: 30

Module description: This module aims primarily to ensure that students understand the nature and meaning of corporate strategy and are able to assess the strategic position of corporations operating in complex global markets. In the early stages, the module emphasises concepts and tools necessary for critical strategic analysis.

It then focuses on specific strategic issues and challenges that affect contemporary business operations, including for example, mergers and acquisitions, strategic alliances, knowledge management.

A strong focus will be placed on the management of change, organisational learning and strategy implementation. Overall, this module focuses strongly on both formative and summative learning. Students are given the opportunity to reflect on their experience to foster their critical appreciation of the discipline and evaluate the evolution in their own understanding of the topic.

Their critical appreciation of strategic management will be questioned throughout the lecturing programme but also within assessed components, including the exam.

Module Title: Contemporary Business Issues

Module Code: BLEX3002

Semester: S1

DMU Credits: 30

Module description: This module is designed to critically evaluate how current issues in BUSINESS DECISIONS are influenced by both Economics and Politics. There is a strong emphasis upon analysing the causes of major world events and examining how business managers confront the various events and scenarios that these might produce. The emphasis in this module is on financial matters and business decisions on value reflecting the cohort's programmes.

Topical areas to be covered will be: Influence of economy and politics in 4 influential global economies, USA, China EU/UK and developing economics. . The Role of Government in Business, e.g. Regulations, Monetary and Fiscal Policies . The Fate of the Euro and the European Debt Crisis and pros and cons UK of European Union membership. The economic effects of commodity/stock markets. The Growth and Decline of Economies and the Cyclical Nature of Recession. Financial Institutions: The Influence of the Banking Sector on the Economy The module utilises the above to set the scene for more 'general' global management issues by examining: The advantages & disadvantages of Globalisation and Trans- National Corporations.

Managing Diversity in Business. The role of the State in Managing the Economy. Public/Private Partnerships. Economic Regulation. Corporate Social Responsibility. Business Ethics and Reputation Management. Greening Business.

Module Title: Creative Management and Marketing

Module Code: BLEX3006

Semester: S1

DMU Credits: 15

Module description: This module's aim is to introduce Level 6 students of business to 'new ways of seeing' their external and internal business environments. The emphasis is on experiential learning, for example cross – cultural negotiations. Participants will practice techniques for - Exploring their external business environments - such as their industry networks - in novel ways that maximise value to customers in global markets.

Developing creative organisational climates that will encourage the implementation of new internal processes and the learning of new skills.

Understanding networks and relationship marketing techniques that provide sources for new ideas - both downstream and upstream.

Demonstrating both entrepreneurial (growth in small firms) and entrepreneurial (renewal/transformation in large organisations) behaviour.

Module Title: Human Resource Management in the Workplace

Module Code: BLEX2004

Semester: S1

DMU Credits: 30

Module description: The module will focus on the analysis of the application of HRM practices within contemporary organisations. The module enables students to start to look critically at Human Resource Management as a body of theory and practice. Drawing on theoretical, empirical and case study material, students will explore key areas of HRM including how it is applied in the workplace and how workers, line managers and, indeed, HR professionals themselves are affected by and respond to HRM initiatives.

The module will consider how a range of issues impact upon HRM including the legal framework and ethical issues. The module will consider how HRM is applied in different contexts including MNCs and SMEs.

Module Title: Critical Human Resource Management

Module Code: BLEX3007

Semester: S1

DMU Credits: 30

Module description: The aim of this module is to develop a critical, creative and applied understanding of HRM's place in organising to appreciate HRM's capacity to improve organisational performance and effectiveness including strategic HRM, Organisational Development and Leadership. Students are encouraged to read and discuss theory, critically reflect on their own experience of work and apply this to organisational cases and examples of their choosing. Students are provided with an opportunity to explore and develop their own interests in a supportive yet rigorous theoretically applied HRM module.

Within this module anticipatory adjustments are made to enable access for all students

including uploading of original slides and other materials on to the VLE platform, permission for individual students to record the sessions as appropriate, and provision of handbooks in both electronic and hard copy to allow students to alter the font as necessary. The module meets the CELT thresholds for the use of technologies with an easy to navigate site and user friendly style. Assessment, both formative and summative, is undertaken using a variety for tools/mechanisms including self-made videos, portfolios, essays, group work, and traditional examinations. The formative assignments encourage collaborative styles and peer review enabling students develop their understanding in their own way and at their own speed.

This module contributes to the overall programme aim of encouraging engagement with international issues and globalisation more broadly. Students are encouraged to undertake #DMUGlobal opportunities within the ambit of the topics covered on this module and more widely. The module links with international themes embedded across the programme to open opportunities for students to experience and consider various international debates, international cultures and global involvement on both an individual and a group level. Lessons from these experiences are included as optional questions within both the formative and summative assessment regimes.

The programme supports involvement in overseas learning experiences beyond #DMUGlobal to include Erasmus plus and therefore this module feeds into the general aims of an integrated programme offering. The programme is linked to professional membership if the Chartered Institute of Personnel and Development (CIPD) and as such meets the learning and skills outcomes required by the professional body. This enhances employability by including with the modules opportunities for students to meet and network with current HR practitioners across a wide range of settings.

The module leader invites such professionals to undertake sessions linked to both the general development of HR skills and elements of formative assessment. The module includes a 'focus on practical skills' which are built upon a solid foundation of knowledge and understanding and so enable the students to enhance their CV in an employer focussed manner.

Module Title: Brand Management

Module Code: BLEX2005

Semester: S1

DMU Credits: 30

Module description: Deliberately planned brand management, strategies and new product innovation are core to the success of most companies in the 21st century. These areas are also among the most interesting aspects of business operations; both large and small. The Brand Management module provides students with an in-depth appreciation of contemporary theory and practical application of planning and implementation issues associated with brand and product development and maintenance.

Because of the importance of effective brand and product management to companies, the successful completion of this stimulating module will provide a boost to the career prospects of students, whether in the more specific areas of brand or product management, or the broader areas of marketing and marketing management.

Module Title: Marketing of Services

Module Code: BLEX3008

Semester: S1

DMU Credits: 15

Module description: The nature of economies the world over is changing. In the UK the Service sector accounts for over 79% of GDP, and ONS Census data indicates the proportion of the population employed in service sector roles has risen to 80% in 2011. Although the UK, in common with USA, France, and Canada is very reliant on its service sector, other global economies, such as China and India, are also taking a particular interest in growing the service sector from a historically low base percentage of GDP.

This module will acclimatise students to the special approaches needed to market services through formal lectures and applied case studies to develop their theoretical knowledge to practical scenarios. Students will be assessed individually, but teamwork will be used formatively for initial research, analysis and dissemination of information. As this module is a specialised marketing subject students will be expected to have a broad based knowledge of marketing and may have additionally specialised in other areas of marketing.

Module Title: E Marketing

Module Code: BLEX3009

Semester: S1

DMU Credits: 15

Module description: The module will critically evaluate the impact of emerging technologies such as the Internet and mobile phones on marketing theory and practice, the development of theoretical concepts and frameworks in the field and their application in real life situations. The Internet has become an essential part of almost every company's marketing strategy, whether viewed as a market or a distribution channel.

E-marketing should be grounded in the Marketing concept and has a clear impact upon a firm's Marketing Mix. It provides new and exciting ways to communicate with target audiences. It opens up new markets by doing away with the need for intermediaries and expensive shop fronts. The Internet has also affected global pricing and opened up new pricing opportunities (for example dynamic pricing), while various e-products/services have emerged e.g. online music, social networking sites, magazine sites, text messaging services etc. One of the most important applications of E-marketing involves customer relationships management. Firms are utilizing new technologies to discover and meet the needs of demanding customers, to build relationships in order to gain a competitive advantage.

This module will familiarise students with the way the Internet, and other digital media, are used today - and with their potential. There will be an emphasis on good practice, illustrated through examples of both good and bad. The course will be a blend of practical and academic, placing e-marketing within the traditional marketing framework and also looking at effective use of today's e-tools.

Module Title: Global Marketing Strategies

Module Code: BLEX3003

Semester: S1

DMU Credits: 15

Module description: The Global Marketing Strategies module uses and builds upon the primary concepts studied previously in International Marketing at Level 2 and provides a more focussed look at the incentives and drives for firms to operate globally, as well as reviewing global strategies for firms.

The principal objective of this course is to help students develop a critical appreciation of both the opportunities and challenges of marketing in the increasingly complex and turbulent global marketplace. The module will focus on examining and evaluating global marketing opportunities and developing marketing strategies to capitalize on these opportunities. It is envisioned that this module will assist students in developing the skills necessary for them to tackle practical situations inherent to global marketing operations.

On completion of this module you should thoroughly understand the complexity of international and global marketing including:

Drives for globalisation-global logics Developing a global framework-incorporating global mind-sets. Developing global strategies- incorporates chessboard theory and lead markets

Module Title: Customer Management

Module Code: MARK3114

Semester: Yearlong

DMU Credits: 30

Module description: Revenue comes from customers. Good customer management is essential and it is now being recognised that there is a very strong link between customer management performance and overall business performance. Doing this means understanding which customers are profitable and which are not and then acquiring, retaining and developing the right customers in the most efficient way.

Customer management involves a comprehensive understanding of customer needs as either individual customers or segments of customers. Propositions need to be developed that will match the needs of these customers and will be attractive to new customers. Customer Management Activity (CMA) is about implementing the plans to deliver the proposition across the Customer Lifecycle from initial targeting, handling enquiries through to winning back lost customers. Customers may have a good or bad experience at each life cycle stage and make comparisons between their suppliers.

CEOs should demonstrate leadership in customer management and be responsible for looking after customers as this is too important to be delegated to the marketing department. Everyone in the organisation should be customer focused when interacting with both external and internal customers.

Having the right people, processes, customer information and technology helps enable good customer management. Leaving customer management to functional departments results in silo customer management, implying inefficiencies and a dysfunctional (and unfulfilling) customer experience.

Politics and Public Policy (full year students)

Module Title: Political Thought

Module Code: POPP2001

Semester: Yearlong

DMU Credits: 30

Module description: The main themes to be explored in the module are ideas of political knowledge, authority and legitimacy, liberty and autonomy, and rights, as reflected in the works of key thinkers in the western tradition of political writing.

Students are introduced to the conceptual study of politics through an engagement with the central problems raised by these thinkers. The module focuses on the ideas of following thinkers: Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Kant, Hegel, Marx, and Nietzsche.

Module Title: The Politics of the European Union

Module Code: POPP2003

Semester: Yearlong

DMU Credits: 30

Module description: This module is designed to provide students with an introduction to the European Union and the role that the EU plays in the wider world. This module introduces students to the history, institutional development and policy-making environment that is characteristic of the EU, and highlights the challenges that confront the EU in the globalised economy. Attention will be paid to the tension that exists between the continuing presence of national positions of member states and the emergence of common EU positions.

Students will consider a wide variety of case studies to examine the role that the EU plays in the international community as well as the pressures that are exerted upon the EU. Students will participate in a simulation exercise and will have the opportunity to take part in a field trip to EU institutions in Brussels as part of #DMU Global.

Module Title: Themes and Debates in International Relations Theory

Module Code: POPP2004

Semester: Yearlong

DMU Credits: 30

Module description: The module begins by locating the value and nature of theory. It explores the role of key individual thinkers in establishing and challenging the development of 'paradigms' or broad perspectives in International Relations.

In such a way, the influences of social sciences and humanities subjects are also identified in the growth of the subject called International Relations. The module then addresses the historical evolution of International Relations theory. It offers an examination of the origins of International Relations as a specific academic subject after World War One.

The legalistic and normative character of the early phase of the discipline will be contrasted with the self-styled 'realism' of International Relations scholars after World War Two. The subsequent diversity of theories will be analysed incorporating inter alia the remaining inputs from normative/idealist perspectives; liberal multilateralism and neorealism.

The radical challenge to these positions suggested by structuralist/world economy writings is examined before the module turns to approaches that are difficult to locate within the

established paradigms of international theory. These approaches will include nationalism, globalisation, feminism and postmodernism.

Module Title: Unity and Diversity in Contemporary America

Module Code: POPP2005

Semester: Yearlong

DMU Credits: 30

Module description: The learning objectives of this module are:

- To appreciate how the US has evolved from its revolutionary birth to the world's only superpower
- To understand how the major institutions of US government function § To appreciate the political and social issues in contemporary America § To gain some understanding of America's role within the wider world. The module will begin with an examination of the institutions of US government and politics. The birth of the nation, including the Constitutional framework and the resulting separation of powers arrangement will be dealt with.

The first semester will cover the different branches of government - Congress, the Presidency, presidential selection and the Judiciary.

The remaining first term lectures will focus on political parties and the party system, interest groups and federalism. The second term will cover elections, voting behaviour, a brief look at foreign policy and will then focus on domestic issues for the remaining weeks. Topics such as race, ethnicity, gender, civil rights, gun control and abortion will be examined.

Content for the second term will have an emphasis on domestic issues. It will begin by covering elections and voting behaviour, with a couple of lectures on foreign policy and the War on Terror. This will be followed by topics such as civil rights and liberties, the role of the media, religion and social policy. The final two lectures will focus on revision of subjects covered in the two terms.

Module Title: Corruption and its Avoidance

Module Code: POPP2010

Semester: Yearlong

DMU Credits: 30

Module description: The moment baby Velankanni was born at a Bangalore public hospital he had a price on his head - \$12. This was the customary bribe in that particular hospital to be allowed to see your own newborn children. His mother was not allowed to see him until the bribe was paid. Unfortunately, \$12 was more than ten times her husband's daily income. Only when the baby's grandmother offered to pawn her gold earrings were mother and baby united.

Each individual case of corruption may be a tragedy, but they are not uncommon. The global extent of bribery may stretch to the trillions of dollars, and that is only the direct financial cost. Corruption affects different countries and different sectors differently, but always has the overarching effect of subverting justice for the private gain of the few. Senate seats up for sale, entry to medical school, boarder controls bypassed, public sector kickbacks - corrupt money talks, and it invariably talks louder than ordinary citizens do. You do not have an equal say. The practical effects stretch far and wide. Corruption (or citizens' perceptions thereof) damages social trust, reduces the ability of governments to deliver infrastructure, undermines citizens' health, and undermines the rational basis for tax paying. Given such severe

consequences, it is perhaps unsurprising that reducing corruption has become an important objective for governments, international institutions, third-sector agencies, and civil society more generally.

But what is corruption? How can we measure it? And perhaps more importantly, how can we stop it? Can the law ever halt the tide of bribery and corruption? Or will change only come from an internal choice to reject corruption? Might anti-corruption laws themselves pose a threat to tackling corruption?

This module investigates corruption and its role in the world. It looks at how we understand corruption; how corruption is measured, and how comparable those measures are; the causes of corruption; the consequences of corruption; and ultimately what can be done to tackle corruption. During day-long workshops we will run simulations and play competitive games to understand how corruption occurs, and why it can be so difficult to prevent. The module connects to the DMU Global programme and includes a trip to Hong Kong to learn about the work of the Independent Commission Against Corruption in significantly reducing corruption in Hong Kong.

This module will: 1. Outline the main debates about the concept and measurement of corruption; 2. Critically evaluate the supposed causes of corruption; 3. Examine the effects of corruption in international contexts; 4. Discuss new approaches to the study of corruption

Module Title: Government and Business

Module Code: POPP2406

Semester: Yearlong

DMU Credits: 30

Module description: This module examines the nature of the relationship and the interactions between government and business in Britain within a wider European and Global context.

Module Title: The Making of a Global World

Module Code: POPP2409

Semester: Yearlong

DMU Credits: 30

Module description: This module provides an introduction to the history, composition and political economy of globalisation.

Module Title: American Presidency

Module Code: POPP3046

Semester: Yearlong

DMU Credits: 30

Module description: It will be assumed that student taking this module will have also studied Level 2 US Politics. The module will begin with Richard E. Neustadt's theory that effective presidential leadership relies more on the political and leadership skills of US Presidents than on the formal powers of the presidency. The presidential election process, including nomination process, campaign finance and strategy will be examined and students will be exposed to the process of existing campaigns and elections.

The next phase of the module will examine presidential role and reputation and the prestige that comes with this. Issues of leadership and character will be analysed, looking at what expectations of the presidency and presidents themselves exist. Congressional Quarterly's 'presidential success ratings' will be used, along with public opinion polls to illustrate how greatness is measured and perceived. The president as Chief Executive, Chief Legislator, Commander-in-Chief, Chief Diplomat, Manager of Prosperity and Party Leader will be explored.

Following on from this will be a focus on the modern presidents themselves. Spring term lectures will assess how each president brought his own leadership style and qualities to the job. There will be an analysis of the strengths and weaknesses of each president's approach to the challenges of the presidency. The course will outline the trajectory from the imperial presidency of Franklin Delano Roosevelt to the post imperial years of Gerald Ford and others. It will conclude with an examination of the resurgent presidency of George W Bush and the challenges facing the current Obama administration. The module will expand accordingly as new administrations take office. Criteria for analysing individuals will include personality traits, significant achievements and failures, relationship with the media and other actors, and relative historical greatness.

Module Title: International Security in a Globalised World

Module Code: POPP3050

Semester: Yearlong

DMU Credits: 30

Module description: The course opens with a theoretical exploration of security. This establishes the philosophy of the whole module: that security is a relative, relational and psychological concept. The position of realist writers is assessed and compared to analysts from other traditions in international relations. Security is addressed as a multi-dimensional concept, requiring a loosening of the traditionally exclusive hold of military concerns. Security is considered as a human need operating at varying levels of analysis - global, international, regional, national, societal and individual - with each having a set of specific concerns.

The module identifies and examines the relative underdevelopment of academic thinking about security in comparison to the related concepts of power, order and peace. The early section also demonstrates the interdependency between academic analysis and the perspectives of policymakers. It is contended that full academic rigour can be sustained whilst providing forms of knowledge that are policy-relevant.

The module considers selected aspects of the contemporary security agenda. It examines inter alia arms control; rogue states; proliferation of weapons of mass destruction (WMD); terrorism; conflict resolution; security institutions. It moves with a section on non-military threats to international security before the simulation exercise.

Module Title: Politics of Nationalism

Module Code: POPP3052

Semester: Yearlong

DMU Credits: 30

Module description: The module addresses the following themes: Theories of nationalism Nationalism as a function of material circumstance Nationalism and mythology Democracy and ethnic diversity Centralisation, autonomy, and independence Migration and community

relations Ethnicity and the civic society (citizenship) Social Darwinism Eugenics Ethnic Cleansing and genocide Eco-Fascism Anti-Modernism Nationalism and culture (sport) Nationalism and the media.

Module Title: Power, Politics and Morality

Module Code: POPP3053

Semester: Yearlong

DMU Credits: 30

Module description: The module will initially investigate the nature of human rights, how rights inform political practice, the universality of rights, and to what extent rights inform the boundaries of the political.

The module will subsequently investigate the significance of power in contemporary politics, examining how political practice is informed by power and power relations, and how judgement can be brought to bear on political practices. The main authors whose works will be addressed include Rawls, Habermas, Weber, Schmitt, and Arendt

Module Title: Environmental Politics: Sustainable Alternatives in Action

Module Code: POPP3404

Semester: Yearlong

DMU Credits: 30

Module description: This module explores the most urgent challenge facing humanity: the transformation of our economic, political and social systems to ensure long-term sustainability. It focuses on how we understand the politics of such transformations, how environmental problems are managed (or not) through the political system and the ways in which alternative perspectives are articulated, advocated and accommodated.

It begins by critically examining the distinctive characteristics of environmental policy problems before considering how transitions to a sustainable society are contested by policy makers, activists and the public. In particular, it addresses how we build political coalitions for change as part of a transition to a sustainable society: how different actors view issues of sustainability, climate justice and the protection of the global commons; why current political solutions fall short; and how alternatives are promoted by local activists and environmental NGOs.

By engaging in current debates on contemporary environmental issues such as sustainable transport, air pollution, energy futures and consumption, students will be encouraged to critically reflect on the extent to which these alternatives move the sustainability agenda forward.

Module Title: Globalisation and Democracy

Module Code: POPP3405

Semester: Yearlong

DMU Credits: 30

Module description: This module is about the ways in which understandings of democracy are associated with the globalisation process by following approaches on politics, development and international political economy.

It examines the different understandings that are given to these two concepts through the analysis of policy instruments and mechanisms in which state and non-state actors interrelate, with a particular focus on the Latin American and African contexts. It also considers the role of practitioner knowledge and expertise in building the linkages between democracy and globalisation.

Politics and Public Policy (single semester students)

Module Title: Political Thought

Module Code: BLEX2005

Semester: S1

DMU Credits: 30

Module description: The main themes to be explored in the module are ideas of political knowledge, authority and legitimacy, liberty and autonomy, and rights, as reflected in the works of key thinkers in the western tradition of political writing.

Students are introduced to the conceptual study of politics through an engagement with the central problems raised by these thinkers. The module focuses on the ideas of following thinkers: Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Kant, Hegel, Marx, and Nietzsche.

Module Title: The Politics of the European Union

Module Code: BLEX3007

Semester: S1

DMU Credits: 30

Module description: This module is designed to provide students with an introduction to the European Union and the role that the EU plays in the wider world. This module introduces students to the history, institutional development and policy-making environment that is characteristic of the EU, and highlights the challenges that confront the EU in the globalised economy. Attention will be paid to the tension that exists between the continuing presence of national positions of member states and the emergence of common EU positions.

Students will consider a wide variety of case studies to examine the role that the EU plays in the international community as well as the pressures that are exerted upon the EU. Students will participate in a simulation exercise and will have the opportunity to take part in a field trip to EU institutions in Brussels as part of #DMU Global.

Module Title: Themes and Debates in International Relations Theory

Module Code: BLEX2008

Semester: S1

DMU Credits: 30

Module description: The module begins by locating the value and nature of theory. It explores the role of key individual thinkers in establishing and challenging the development of 'paradigms' or broad perspectives in International Relations.

In such a way, the influences of social sciences and humanities subjects are also identified in the growth of the subject called International Relations. The module then addresses the

historical evolution of International Relations theory. It offers an examination of the origins of International Relations as a specific academic subject after World War One.

The legalistic and normative character of the early phase of the discipline will be contrasted with the self-styled 'realism' of International Relations scholars after World War Two. The subsequent diversity of theories will be analysed incorporating inter alia the remaining inputs from normative/idealist perspectives; liberal multilateralism and neorealism.

The radical challenge to these positions suggested by structuralist/world economy writings is examined before the module turns to approaches that are difficult to locate within the established paradigms of international theory. These approaches will include nationalism, globalisation, feminism and postmodernism.

Module Title: Unity and Diversity in Contemporary America

Module Code: BLEX2009

Semester: S1

DMU Credits: 30

Module description: The learning objectives of this module are:

- To appreciate how the US has evolved from its revolutionary birth to the world's only superpower
- To understand how the major institutions of US government function § To appreciate the political and social issues in contemporary America § To gain some understanding of America's role within the wider world. The module will begin with an examination of the institutions of US government and politics. The birth of the nation, including the Constitutional framework and the resulting separation of powers arrangement will be dealt with.

The first semester will cover the different branches of government - Congress, the Presidency, presidential selection and the Judiciary.

The remaining first term lectures will focus on political parties and the party system, interest groups and federalism. The second term will cover elections, voting behaviour, a brief look at foreign policy and will then focus on domestic issues for the remaining weeks. Topics such as race, ethnicity, gender, civil rights, gun control and abortion will be examined.

Content for the second term will have an emphasis on domestic issues. It will begin by covering elections and voting behaviour, with a couple of lectures on foreign policy and the War on Terror. This will be followed by topics such as civil rights and liberties, the role of the media, religion and social policy. The final two lectures will focus on revision of subjects covered in the two terms.

Module Title: Government and Business

Module Code: BLEX2010

Semester: S1

DMU Credits: 30

Module description: This module examines the nature of the relationship and the interactions between government and business in Britain within a wider European and Global context.

Module Title: The Making of a Global World
Module Code: BLEX2011
Semester: S1
DMU Credits: 30

Module description: This module provides an introduction to the history, composition and political economy of globalisation.

Module Title: American Presidency
Module Code: BLEX3012
Semester: S1
DMU Credits: 30

Module description: It will be assumed that student taking this module will have also studied Level 2 US Politics. The module will begin with Richard E. Neustadt's theory that effective presidential leadership relies more on the political and leadership skills of US Presidents than on the formal powers of the presidency. The presidential election process, including nomination process, campaign finance and strategy will be examined and students will be exposed to the process of existing campaigns and elections.

The next phase of the module will examine presidential role and reputation and the prestige that comes with this. Issues of leadership and character will be analysed, looking at what expectations of the presidency and presidents themselves exist. Congressional Quarterly's 'presidential success ratings' will be used, along with public opinion polls to illustrate how greatness is measured and perceived. The president as Chief Executive, Chief Legislator, Commander-in-Chief, Chief Diplomat, Manager of Prosperity and Party Leader will be explored.

Following on from this will be a focus on the modern presidents themselves. Spring term lectures will assess how each president brought his own leadership style and qualities to the job. There will be an analysis of the strengths and weaknesses of each president's approach to the challenges of the presidency. The course will outline the trajectory from the imperial presidency of Franklin Delano Roosevelt to the post imperial years of Gerald Ford and others. It will conclude with an examination of the resurgent presidency of George W Bush and the challenges facing the current Obama administration. The module will expand accordingly as new administrations take office. Criteria for analysing individuals will include personality traits, significant achievements and failures, relationship with the media and other actors, and relative historical greatness.

Module Title: International Security in a Globalised World
Module Code: BLEX3013
Semester: S1
DMU Credits: 30

Module description: The course opens with a theoretical exploration of security. This establishes the philosophy of the whole module: that security is a relative, relational and psychological concept. The position of realist writers is assessed and compared to analysts from other traditions in international relations. Security is addressed as a multi-dimensional concept, requiring a loosening of the traditionally exclusive hold of military concerns. Security is considered as a human need operating at varying levels of analysis - global, international, regional, national, societal and individual - with each having a set of specific concerns.

The module identifies and examines the relative underdevelopment of academic thinking about security in comparison to the related concepts of power, order and peace. The early section also demonstrates the interdependency between academic analysis and the perspectives of policymakers. It is contended that full academic rigour can be sustained whilst providing forms of knowledge that are policy-relevant.

The module considers selected aspects of the contemporary security agenda. It examines inter alia arms control; rogue states; proliferation of weapons of mass destruction (WMD); terrorism; conflict resolution; security institutions. It moves with a section on non-military threats to international security before the simulation exercise.

Module Title: Politics of Nationalism

Module Code: BLEX3014

Semester: S1

DMU Credits: 30

Module description: The module addresses the following themes: Theories of nationalism Nationalism as a function of material circumstance Nationalism and mythology Democracy and ethnic diversity Centralisation, autonomy, and independence Migration and community relations Ethnicity and the civic society (citizenship) Social Darwinism Eugenics Ethnic Cleansing and genocide Eco-Fascism Anti-Modernism Nationalism and culture (sport) Nationalism and the media.

Module Title: Power, Politics and Morality

Module Code: BLEX3015

Semester: S1

DMU Credits: 30

Module description: The module will initially investigate the nature of human rights, how rights inform political practice, the universality of rights, and to what extent rights inform the boundaries of the political.

The module will subsequently investigate the significance of power in contemporary politics, examining how political practice is informed by power and power relations, and how judgement can be brought to bear on political practices. The main authors whose works will be addressed include Rawls, Habermas, Weber, Schmitt, and Arendt

Module Title: Environmental Politics: Sustainable Alternatives in Action

Module Code: BLEX3016

Semester: S1

DMU Credits: 30

Module description: This module explores the most urgent challenge facing humanity: the transformation of our economic, political and social systems to ensure long-term sustainability. It focuses on how we understand the politics of such transformations, how environmental problems are managed (or not) through the political system and the ways in which alternative perspectives are articulated, advocated and accommodated.

It begins by critically examining the distinctive characteristics of environmental policy problems before considering how transitions to a sustainable society are contested by policy makers, activists and the public. In particular, it addresses how we build political coalitions for change as part of a transition to a sustainable society: how different actors view issues of

sustainability, climate justice and the protection of the global commons; why current political solutions fall short; and how alternatives are promoted by local activists and environmental NGOs.

By engaging in current debates on contemporary environmental issues such as sustainable transport, air pollution, energy futures and consumption, students will be encouraged to critically reflect on the extent to which these alternatives move the sustainability agenda forward.

Module Title: Globalisation and Democracy

Module Code: BLEX3017

Semester: S1

DMU Credits: 30

Module description: This module is about the ways in which understandings of democracy are associated with the globalisation process by following approaches on politics, development and international political economy.

It examines the different understandings that are given to these two concepts through the analysis of policy instruments and mechanisms in which state and non-state actors interrelate, with a particular focus on the Latin American and African contexts. It also considers the role of practitioner knowledge and expertise in building the linkages between democracy and globalisation.