

# 2023-2024 Modules for Exchange and Study Abroad students

## INFORMATION ABOUT USING THIS GUIDE

- All credit values shown are UK credits. To convert these to ECTS credits divide by 2 i.e. a 15 credit University of Worcester module is worth 7.5 ECTS
- The first digit in the module code signifies the level of the module:

| Modules with a code starting 1 e.g. BIOL1005 | These are Level 4 / First Year modules- entry level modules                           |
|--|---|
| Modules with a code starting 2 e.g. BIOL2008 | These are Level 5 / Second Year modules- these will require some prior knowledge of   |
|  | the general subject area  |
| Modules with a code starting 3 e.g. BIOL3008 | These are Level 6 / Third Year modules -these modules will require prior knowledge of |
|  | the general subject area  |

- Where there is a specific requirement for pre-existing knowledge or skill for a module this is stated in the guide
- All information provided in the guide is correct at the time of its compilation, some modules may be cancelled due to insufficient numbers or moved to a different semester based on staff availability

## BIOLOGY

| Code     | Title                                     | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|---|---------------------------------------|----------|---------|
| BIOL1005 | Chemistry for the Life<br>Sciences        | Life is based on the interactions of many different biomolecules. The properties of these molecules conform to the basic laws of chemistry and physics. This module provides a thorough grounding in chemical concepts and technical skills that will allow an appreciation and understanding of life processes at the molecular level and will prove valuable for the study of subsequent biology-based modules.   |                                       | S1       | 15      |
| BIOL1007 | Introduction to Genetics<br>and Evolution | The module examines the theories surrounding the origin of life, the<br>chemistry of the early earth and the proposed 'RNA world'. The<br>module also explores the theory of evolution by natural selection and<br>the consequences at both the whole organism and molecular level by<br>examining Darwinism and phylogenetic studies using bioinformatic<br>resources. Bioinformatic analysis of proteins is introduced.<br>Additionally, the module discusses current ideas about evolution and<br>allele frequency in relation to genetics; topics include Mendel from<br>the point of view of the biochemist, selection on human genes,<br>genetic drift and founder effects, the genetics of pathogens, single<br>nucleotide polymorphisms and human disease |                                       | S1       | 15      |
| BIOL2008 | Plant Biology                             | <ul> <li>This is a very practical module. The histology and anatomy of a range of plants is studied in relation to function. This first section develops skills in sectioning, staining, microscopy etc. The major groups of terrestrial plants are examined, as well as the main evolutionary advances that occurred in each group. Plant strategies for survival are studied. Skills in the identification of flowering plants are also developed.</li> <li>Assessment is by a poster presentation and a practical test.</li> </ul>   |                                       | S1       | 15      |
| BIOL2010 | Animal Behaviour                          | This module examines behaviour in terms of evolutionary history, the<br>benefits it brings to animals and the underlying processes that<br>produce behaviour, thus providing a scientific basis for the<br>consideration of current topics in animal behaviour. It also examines<br>genetic and physiological bases for behaviour and animal<br>communication. This module is assessed by means of a scientific<br>report and an examination.   |                                       | S1       | 15      |

| Code     | Title                            | Module Description   | Pre-existing Knowledge<br>Requirement   | Semester | Credits |
|----------|----------------------------------|--|---|----------|---------|
| BIOL2013 | Medical Forensic Science         | This module is designed to give students and insight into how those in<br>the medical professions can be called on to aid criminal<br>investigations.  |   | S1       | 15      |
| BIOL3008 | Forensic DNA Analysis            | Since the 1980s DNA has become increasingly important in solving<br>criminal cases in the UK and worldwide. As methods have become<br>more sophisticated from minisatellites through to single locus probes<br>and then to STR analysis, it has become increasingly necessary for<br>forensic practitioners not just to have knowledge of DNA and genetics<br>but also for them to be conversant in the statistical probabilities of<br>certain matches. In addition the importance of DNA of animals and<br>plants in criminal investigations is also considered. | Students must be studying<br>towards a degree with<br>significant Forensic Science<br>content | S1       | 15      |
| BIOL3010 | Mammalian Reproduction           | This module is on reproduction in mammals, including humans. The<br>module will investigate the anatomy and physiology of mammalian<br>reproduction, hormonal regulation and feedback mechanisms,<br>patterns of reproduction and environmental influences on these,<br>reproductive problems, and how our understanding of mammalian<br>reproduction and its control allows the manipulation of mammalian<br>reproduction for a variety of purposes.  |   | S1       | 15      |
| BIOL1004 | Human Anatomy and<br>Physiology  | This module provides background knowledge of biological principles<br>in relation to human anatomy and physiology, thereby enabling<br>students who have not studied A-level biology to take level 5 modules<br>with a human biology focus. It provides the opportunity to learn<br>about the anatomy of the human body and its various physiological<br>systems.  |   | S2       | 15      |
| BIOL1006 | Comparative Animal<br>Physiology | This module focuses on the relationships between animals and their<br>environment at the level of the individual. It introduces the basic<br>principles and concepts of the functioning of animals and how<br>physiological systems vary in relation to taxa and to differing<br>environments. Practical work is an important component of this<br>module.   |   | 52       | 15      |
| BIOL2007 | Microbiology                     | This module examines the principal features of the main groups of<br>micro-organisms and their relationship both to the environment and<br>other organisms. The module examines the evolutionary relationships<br>of micro-organisms. The module also examines growth and<br>reproduction of micro-organisms. An introduction to microbiological<br>laboratory techniques forms a fundamental part of the module.  |   | S2       | 15      |

| Code     | Title                               | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|---|---------------------------------------|----------|---------|
| BIOL3005 | Plant Development and<br>Physiology | The module develops and expands knowledge gained in Introductory<br>Botany. It is designed so that the student can explore the influence of<br>environmental conditions on plants at the cellular and whole plant<br>levels. It also examines some of the more complex physiological and<br>developmental processes by examining selected current research<br>topics. Useful for students with an interest in plant biology, ecology<br>and environmental management. |                                       | S2       | 15      |
| BIOL3014 | Behavioural Ecology                 | This module looks at how an animal's behaviour affects its chances of<br>survival and reproduction. The emphasis is on behaviours which are<br>directly linked to the environment such as competing for and<br>exploiting resources (e.g. food, nesting sites), evading predators,<br>attracting a mate and maximising lifetime reproductive success. The<br>influence of natural selection on behavioural strategies is also<br>examined.                            |                                       | S2       | 15      |

| GEOGRAPHY |  |   | <b>a</b>                              |          |         |
|-----------|--|---|---------------------------------------|----------|---------|
| Code      | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
| GEOG2330E | Rural Urban Geographies                        | This module introduces students to core constituents of human<br>geography. It explores different geographical approaches to the study<br>of dynamism within rural and urban places and the reciprocal<br>relationships between them. The primary focus is on the changing<br>rural-urban geographies of the 'developed world' where humankind<br>in the country and the city alike face challenges and changes from the<br>interaction of global and local processes and policies.   |                                       | S1       | 15      |
| GEOG2520  | Mountain Geomorphology                         | The combination of steep gradients and moderate- to high-relief<br>means that mountains typically constitute high-energy, dynamic<br>geomorphological environments. This module explores some of the<br>physical processes associated with mountain landscapes, with a<br>particular emphasis on fluvial and cold-climate processes. Skills<br>practised and developed in this module include geomorphological<br>interpretation, mapping, and time series analysis.  |                                       | S1       | 15      |
| GEOG3322  | Environmental Geology                          | Geology plays an important role in the daily lives of people, providing<br>the earth resources which the very survival of society rests and<br>influencing the health and safety of communities at risk from<br>naturally and artificially induced geological hazards. Geologists have a<br>major role to play in reducing the impact of human activity upon the<br>surface environment. This module is concerned with the interaction<br>between development and the geological environment. Emphasis<br>shall be placed upon environmental management and the theoretical<br>and practical basis for incorporating geological considerations into<br>community planning and urban development.  |                                       | S1       | 15      |
| GEOG3324  | Quaternary Climate and<br>Environmental Change | Although Earth has experienced multiple 'ice ages' throughout its<br>history, the emphasis of this module is primarily on the current<br>geological period, the Quaternary, which spans the last ~2.6 million<br>years. This period has been characterised by frequent and often rapid<br>climate and environmental changes, including the growth and decay<br>of mid-latitude ice sheets on numerous occasions. Studying<br>Quaternary environmental change helps us better understand the<br>workings of the climate system, including the various feedback<br>mechanisms that can amplify or subdue an initial forcing (e.g. an<br>increase in atmospheric CO2). An appreciation of Quaternary<br>environmental change is also necessary to fully understand the |                                       | 51       | 15      |

|          |                         | geologically-recent evolution of the Earth's surface.                  |    |    |
|----------|-------------------------|--|----|----|
| GEOG2322 | River Monitoring and    | This module focuses on the theory and practical aspects of flow        | S2 | 15 |
|          | Assessment              | measurement, and water quality monitoring in streams and rivers.       |    |    |
|          |                         | The development of hydrometric networks and telemetry are also         |    |    |
|          |                         | evaluated. It includes fieldwork on the use of different flow          |    |    |
|          |                         | measuring devices, the use of the UW river monitoring sites and        |    |    |
|          |                         | laboratory analysis of water quality. A computer practical on how to   |    |    |
|          |                         | access secondary data on river flow and water quality will also be     |    |    |
|          |                         | covered. The module includes fieldwork to operate the river            |    |    |
|          |                         | monitoring sites and fieldwork involving a range of flow               |    |    |
|          |                         | measurement techniques is also included.                               |    |    |
| GEOG2323 | Natural Hazards         | There is an increasingly heightened public awareness of the nature     | S2 | 15 |
|          |                         | and importance of natural hazards and their potential effects on       |    |    |
|          |                         | humans and the environment. This module aims to provide an             |    |    |
|          |                         | understanding of the causes and effects of a range of geological,      |    |    |
|          |                         | atmospheric and hydrological natural hazards. It also examines the     |    |    |
|          |                         | response of both organisations and individuals to such events and      |    |    |
|          |                         | makes links to wider debates concerning population growth,             |    |    |
|          |                         | vulnerability and climate change. Particular emphasis is placed on     |    |    |
|          |                         | gaining a thorough practical understanding of the techniques           |    |    |
|          |                         | associated with hazard mapping and risk management.                    |    |    |
| GEOG2332 | Geographies of          | The module introduces students to the various debates concerning       | S2 | 15 |
|          | Development             | development in the developing world, from a geographical               |    |    |
|          |                         | perspective. It discusses the practical application of different       |    |    |
|          |                         | approaches to development with particular reference to rural and       |    |    |
|          |                         | urban contexts, natural resource management, and sustainable           |    |    |
|          |                         | development. Critically, the module seeks to engender a geographical   |    |    |
|          |                         | understanding of the inter-relationships between various               |    |    |
|          |                         | development issues, and the role of various stakeholders in the        |    |    |
|          |                         | development process.   |    |    |
| GEOG2337 | Climate Change: Science | The module introduces students to both the scientific and human        | S2 | 15 |
|          | and Policy              | dimensions of the climate change debate. Drawing on a wide range of    |    |    |
|          |                         | recently published research, it explores the following questions: What |    |    |
|          |                         | is the current scientific consensus on climate change? How and why is  |    |    |
|          |                         | the climate changing? What is being done and what more can be          |    |    |
|          |                         | done to stop climate change or reduce its effects? How influential are |    |    |
|          |                         | scientists, the media and politicians in shaping public understanding  |    |    |
|          |                         | and acceptance of climate change science, impacts and responses?       |    |    |

| What are the barriers and challenges to an integrated response at local, national and international scales?   |  |
|---|--|
| Combining theoretical and practical components, the module<br>encompasses a range of individual and group-based activities<br>employing varied teaching techniques and media. |  |

#### **ENVIRONMENTAL MANAGEMENT & SUSTAINABILITY**

| Code                                    | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|---|--|--|---------------------------------------|----------|---------|
| ENMS1003 Global Environmental<br>Issues |  | This module will provide students with a detailed overview of key<br>influences of environmental change and the associated environmental<br>impacts. Sessions will explore direct and indirect drivers of change, and<br>how different strategies are being used to promote sustainable<br>development with direct reference to the UN's Sustainable<br>Development Goals (SDGs).  |                                       | S1       | 15      |
|   |  | This module focuses on Sustainable Development Goal (SDG) 1, No<br>poverty, 2, Zero hunger, 3, Good health and well-being, 6, Clean water<br>and sanitation, 7, Affordable and clean energy, 11, Sustainable cities<br>and communities, 12, Responsible consumption and production, 13,<br>Climate action, 14, Life below water, and 15, Life on land.   |                                       |          |         |
| ENMS2003                                | Biodiversity Conservation<br>for Sustainable Futures | Biodiversity provides the human population with basic ecosystem<br>goods and services. As a result, the conservation of biodiversity is<br>essential for a sustainable future. This module examines biodiversity,<br>the various mechanisms for its conservation and how these contribute<br>to sustainable futures.   |                                       | S1       | 15      |
|   |  | This module specifically examines Sustainable Development Goal (SDG)<br>15, Life on Land, but also examines biodiversity links to other SDGs,<br>e.g. SDG 3, Good health and well-being, SDG 6, Clean water and<br>sanitation and SDG 13, Climate action.  |                                       |          |         |
| ENMS1004                                | Surveying Species &<br>Habitats                      | Students will be taught taxonomic skills and trained in the application<br>of surveying techniques used in a variety of ecological investigations.<br>Focus will be on surveying species and habitats with an emphasis on<br>determining the ecological value of a site and interpreting<br>environmental impacts. Sessions will explore the concept of indicator<br>species and the relevance of different taxonomic groups, including<br>plants, invertebrates, birds, reptiles and mammals. |                                       | S2       | 15      |

## COMPUTING

| Code     | Title                   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------|---|---------------------------------------|----------|---------|
| COMP1482 | IT Systems Fundamentals | In the working world, we are now surrounded by information systems<br>with many differing uses, it is imperative that the modern computing<br>professional is conversant in these systems. Employers are<br>increasingly saying to universities that these skills are what they want<br>and need for graduate employees, so this module provides an<br>introduction to these types of information systems, why they are<br>used and how they are procured and developed. The module gives<br>hands-on experience of using some of these systems and addresses<br>the need to organise and manage systems to resolve user issues<br>within a context of fast-paced change. |                                       | S1       | 15      |
| COMP2403 | Robotics                | Robots are commonly used in many organisations including<br>manufacturing, space exploration, driverless cars, and health. This<br>module will focus on "autonomous robots" which can navigate,<br>explore and carry out functions without a direct human controller.<br>Students will learn the workings of robot sub-systems, (such as<br>sensors and motors), and also about software architectures which<br>control these sub-systems, to achieve goals such as obstacle<br>avoidance and various forms of navigation. The module includes a<br>"design-build-test" engineering project where students will develop a<br>robot to solve a given problem.              |                                       | S1       | 15      |
| COMP3471 | Cyber Security          | This module familiarizes students with security issues and<br>technologies involved in modern computer systems. Students will<br>gain an understanding of several domains of computer security<br>including risk management, access control, application security, legal<br>issues, and business continuity planning. Students will gain an<br>appreciation of the strategic and technical needs to develop strong<br>systems, and appropriate methods of designing and implementing<br>secure systems.   |                                       | S1       | 15      |

| Code     | Title                | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|----------------------|--|---------------------------------------|----------|---------|
| COMP3407 | Machine Learning     | Computers are just dumb machines that blindly follow instructions.     |                                       | S2       | 15      |
|          | -                    | Machine learning transforms computers into devices that can learn      |                                       |          |         |
|          |                      | and adapt to their environment. Machine learning is a foundational     |                                       |          |         |
|          |                      | technology for the future of the computing sector. It is so pervasive  |                                       |          |         |
|          |                      | that we are already using technologies that utilise a form of machine  |                                       |          |         |
|          |                      | learning every day such as virtual assistants (Alexa, Siri) and even   |                                       |          |         |
|          |                      | online shopping (personalised adverts, offers and recommendations).    |                                       |          |         |
|          |                      | In this module students will master contemporary machine learning      |                                       |          |         |
|          |                      | approaches through application to a variety of real-world problems to  |                                       |          |         |
|          |                      | create adaptive and intelligent systems.                               |                                       |          |         |
| COMP3457 | Managing Cyber Risks | Organisations are facing ever-increasing cyber security risks to their |                                       | S2       | 15      |
|          |                      | valuable information assets. To mitigate risks, firms need to          |                                       |          |         |
|          |                      | understand how to effectively manage strategic and managerial          |                                       |          |         |
|          |                      | aspects of information security, including Information Technology      |                                       |          |         |
|          |                      | governance, risk analysis and assessment. This module provides         |                                       |          |         |
|          |                      | students with the skills needed to plan the implementation of an       |                                       |          |         |
|          |                      | information security system to manage the cyber risks faced by firms   |                                       |          |         |
|          |                      | in the areas of human factors, e-commerce, social media, systems       |                                       |          |         |
|          |                      | development. You will learn how to conduct a risk assessment, review   |                                       |          |         |
|          |                      | requirement for mitigation.  |                                       |          |         |

# **BUSINESS**

| Code     | Title                | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|----------------------|---|---------------------------------------|----------|---------|
| BMGT1111 | Financial Management | This module explores key accounting and financial concepts that are<br>needed to ensure business viability. The differing nature of<br>accounting information from internal and external perspectives will<br>also be examined. In addition, the macro economy will be explored so<br>that students recognize and understand the impact that the<br>macroeconomic environment has in terms of influencing short and<br>long term business decisions. Strategies to manage the impact of the<br>external economic environment and decision making will be studied.   |                                       | S1       | 15      |
| BMGT2002 | Market Insight       | Individual consumers and organisations increasingly receive and rely<br>on market insight such as: price comparisons in TV adverts, top-10<br>companies for brand loyalty and worst organisations for customer<br>satisfaction. Understanding how to generate reliable insight is critical<br>to effective marketing. This module enhances market research skills<br>needed to generate critical insight for marketing success, and<br>identifies types of information required to meeting campaign<br>objectives. It uses quantitative and qualitative research methods,<br>while keeping digital data and internet search at its heart. Learners<br>develop commercial awareness and analytical skills using a variety of<br>data collection and software tools. A market insight research report is<br>produced. |                                       | S1       | 15      |
| BMGT2010 | Essential PR         | In our everyday lives we are bombarded by messages: 'Don't drink<br>and drive' or 'Register to vote.' To be successful, these messages<br>build on a range of communication theories. The module introduces<br>the general framework, concepts and outcomes of Public Relations. It<br>provides insight to importance of responsible, ethical and efficient<br>communications and to what makes successful PR campaigns and<br>programmes work. Social, technological, financial and ethical<br>challenges facing the PR practitioners are identified. Theoretical<br>concepts and practical sessions will develop the skills to create<br>strategically viable, efficient campaigns that build on key<br>communication theories.   |                                       | S1       | 15      |

| Code     | Title                                    | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| BMGT2210 | Creating a High<br>Performance Workplace | Good employee resourcing is vital for every organisation – ensuring<br>the right people are in the right roles at the right time. This module<br>introduces different HR functions with a particular emphasis on<br>exploring how these impact on employee resourcing and how in turn<br>it impacts on longer-term issues such as future skills development,<br>organisational performance and employer brand. In doing so it<br>enables the learner to reflect on their own contribution as a future<br>HR professional.   |                                       | S1       | 15      |
| BMGT2300 | Digital Content Systems<br>and E comm    | This module explores the role of technology innovation in enabling<br>firms to achieve and maintain a competitive advantage, by studying<br>the theories and practice of digital commerce solutions. The<br>advantages and disadvantages firms face in analysing, implementing<br>and utilising a content management system and methods to enhance<br>user experience will be considered. Various online CMS solutions,<br>functions, ease-of-use, price, security and technical aspects are<br>compared. An online CMS package solution based on a business<br>scenario will be designed and built. The module reflects on<br>innovation, technology and business strategy and provides students<br>with an opportunity to understand the online customer journey and<br>experience. |                                       | S1       | 15      |
| BMGT3001 | Brand Management                         | This module provides a comprehensive understanding of how brands<br>operate at a product/ service/ and/or organisational level. The<br>module allows students to identity, evaluate, propose, implement<br>and evaluate brand management strategies for its development.<br>Through the course, the main streams of thought in brand<br>management are assessed and applied to contemporary brand issues;<br>as well as critically evaluating the function of brands in contemporary<br>culture and the nature of brand consumption.<br>Students will have the opportunity to practically apply theoretical<br>models and concepts to existing brands. Students are required to take<br>a critical strategic perspective on branding in society.                                      |                                       | S1       | 15      |

| Code     | Title                               | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|---|---------------------------------------|----------|---------|
| BMGT3003 | Customer Relationship<br>Management | This module examines ways organisations establish and maintain<br>customer relationships. Relationship management has been a central<br>topics in business management and marketing over the last two<br>decades. The module addresses questions such as 'What is customer<br>loyalty?', 'How can customer loyalty be increased?' and 'How can<br>technology track loyalty?' A selection of other important relationships<br>which can influence customer satisfaction is examined. For example,<br>the customer-to-customer relationship, in its many forms, is explored<br>in depth. Ways in which some customers try to take advantage of<br>relationships with firms is investigated. Concepts, frameworks and<br>theories relevant to relationship management are introduced and<br>critically appraised, including B2B aspects of relationship<br>management. |                                       | S1       | 15      |
| BMGT3300 | Digital Business                    | <ul> <li>Today, flagship digital business such as eBay, Amazon and Google are leading brands, yet success has occurred rapidly. In this competitive environment, the survivors will use digital technology to support strategic decisions.</li> <li>This module explores theoretical knowledge and develops practical skills to help navigate an organisation towards digital business. It develops the ability to identify and review key strategic management decisions required by organisations moving to digital business and consider the process by which these decisions can be taken.</li> <li>Participants design and deploy a functioning digital business system.</li> </ul>  |                                       | S1       | 15      |
| BMGT1001 | Data Driven Decisions               | In today's digital society, data is one of the most valuable marketing<br>assets for a firm. This module introduces the value of data, and the<br>techniques used to analyse it to inform decision making using a<br>variety of sources.<br>Spreadsheet models will be used to develop simple decision-support<br>tools to convert raw data into useful information for better business<br>decisions. Concepts such as 'big data' are explored, supported by<br>practical hands-on uses of Business Intelligence (BI) / tools to create<br>visualisations.  |                                       | 52       | 15      |

| Code     | Title                           | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------|--|---------------------------------------|----------|---------|
| BMGT2001 | Life Style Marketing            | Have you ever wondered why we buy the things we buy? Who, or<br>what, influences our purchase decisions and behaviour? Why do we<br>shop in different situations? The module begins by introducing<br>students to customer behaviour and decision-making theories. Then,<br>the module focuses on demographic and social influences over our<br>decision making. Finally, the module looks at the ways different<br>industries affect our consumer lifestyles, and consumer behaviour<br>trends of this generation (e.g. green behaviour, ethical behaviour).<br>This module invites students to engage in academic literature,<br>industry reports, and to reflect on their own behaviours and<br>consumption decisions. This module focuses on consumers and how             |                                       | S2       | 15      |
| BMGT2011 | PR and Campaigning              | <ul> <li>they behave in different sectors</li> <li>This module applies the knowledge and foundations of PR and develops the knowledge to manage strategic planning for PR. The module takes a problem-solving and decision making approach to designing a PR programme employing PR models and theories with the aim to contribute to organisational effectiveness. This module provides an overview of PR and communication techniques, for example: write news releases, organise events and photo shoots and design newsletters. A combination of theory and practical sessions and variety of analytical methods and decision making models will be used to develop skills in integrating and evaluating relevant information to develop a planned PR proposal.</li> </ul> |                                       | S2       | 15      |
| BMGT2200 | Managing Successful<br>Projects | <ul> <li>Project management (PM) skills are becoming sought after in today's job market. Fierce competition is driving companies towards more innovative products and services, and successful (PM) is key for survival and growth. This module examines professional (PM) theory, tools and techniques. This practical, hands-on module includes topics such as optimising resource allocation, project planning, risk management and project execution and control. Teamwork skills will be enhanced by delivering a project plan that aims to achieve specific objected based on a given client scenario. The content of this module has been developed with reference to professional bodies in order to reflect current and best (PM) practices.</li> </ul>               |                                       | 52       | 15      |

| Code     | Title                   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------|---|---------------------------------------|----------|---------|
| BMGT2221 | Developing Employee     | In this module students will engage with cutting-edge learning and      |                                       | S2       | 15      |
|          | Talent                  | development strategies, critically evaluating different policies and    |                                       |          |         |
|          |                         | practices and their contribution to the development of talent in        |                                       |          |         |
|          |                         | organisations. They will draw on the latest research to recommend       |                                       |          |         |
|          |                         | appropriate strategies for talent development, and to reflect on and    |                                       |          |         |
|          |                         | plan their own development.   |                                       |          |         |
| BMGT2301 | Social Commerce         | This module introduces the digital business field which utilises social |                                       | S2       | 15      |
|          |                         | networking tools to conduct e-commerce, e-marketing and e-              |                                       |          |         |
|          |                         | business activities. It investigates how social commerce can provide    |                                       |          |         |
|          |                         | competitive advantage to firms and enhance strategic value. Social      |                                       |          |         |
|          |                         | networks can be used to communicate with customers and build            |                                       |          |         |
|          |                         | customer and brand loyalty, and the module compares various             |                                       |          |         |
|          |                         | platforms and technologies. Major models of social shopping and         |                                       |          |         |
|          |                         | methods to measure social media and return on investment are            |                                       |          |         |
|          |                         | explored. Theoretical concepts will be applied by designing and         |                                       |          |         |
|          |                         | implementing a social commerce web tool solutions (such as              |                                       |          |         |
|          |                         | Facebook), and assessing the implementation and deployment issues       |                                       |          |         |
|          |                         | involved in social commerce.  |                                       |          |         |
| BMGT3002 | International Marketing | Marketing increasingly takes place in an international context. World   |                                       | S2       | 15      |
|          |                         | trade has grown rapidly in recent years and now exceeds US\$15          |                                       |          |         |
|          |                         | trillion. Therefore, marketing professionals need to be able to engage  |                                       |          |         |
|          |                         | with marketing, markets and consumers in an international context       |                                       |          |         |
|          |                         | rather than a purely domestic one. This module aims to provide a        |                                       |          |         |
|          |                         | sound understanding of the international marketing process and of       |                                       |          |         |
|          |                         | how to deal with international marketing situations. The module has     |                                       |          |         |
|          |                         | a strong emphasis on looking at the issues that firms have faced when   |                                       |          |         |
|          |                         | entering new markets. Real-world company case studies and               |                                       |          |         |
|          |                         | examples are used to explore the roots of both successful and less      |                                       |          |         |
|          |                         | successful international expansion.                                     |                                       |          |         |

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| BMGT3115 | Managementperspectives underlying the practice of strategy. It provides and<br>understanding of how businesses develop and implement strategy<br>and the ethical considerations which may arise. It uses a combination<br>of theory, practice and cases to apply principles of strategies to<br> | approval   | S2                                    | 15       |         |
|          |  | This module examines how strategy is currently practiced in a wide<br>variety of contexts; commercial, entrepreneurial and not-for-profit<br>organisations. A number of case studies will be used to present the<br>material in a variety of perspectives on appropriate strategy models.  |                                       |          |         |
| BMGT3310 | The Next Big Thing   | We are living in a world of continuous disruption, this module enables<br>you to understand the sources of change in the twenty first century<br>and to anticipate the future direction of new innovations. Many of<br>these innovations are currently visible such as the Internet-of-Things<br>(IOT), artificial intelligence (AI) and driverless cars. Their full impact<br>has yet to be felt.                           |                                       | S2       | 15      |
|          |  | This module also explores other types of inventions and innovations<br>that are emerging. The process of innovation and how to apply<br>models for forecasting the trajectories of new technologies are<br>explored. Analysis of how the world's most successful companies<br>disrupt and innovate using platform ecosystems instead of<br>conventional organisational structures and business models is also<br>considered. |                                       |          |         |

## ANIMATION

| Code       | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------|--|--|---------------------------------------|----------|---------|
| ANIM2004E1 | Animation Production:<br>Narrative Workflows | This module provides students with the opportunity to develop skills<br>in the production of an animated film. It explores current trends and<br>techniques in film and television. It also embraces the creative,<br>structural and technical issues related to creation of animation i.e.<br>character development, story boarding and the use of appropriate<br>software tools. |                                       | S1       | 15      |
| ANIM2003   | Stop-motion Animation                        | The module is designed to give students the creative, analytical and<br>practical skills to create and animate models, using appropriate<br>materials and construction techniques. In addition, participants will<br>gain an understanding of context and lighting for their models,<br>together with the effective use of camera position, angles and<br>movement.                |                                       | S2       | 15      |

# **CREATIVE DIGITAL MEDIA**

| Code     | Title                   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------|---|---------------------------------------|----------|---------|
| DMED2004 | Motion Graphics         | This module will combine skills and knowledge acquired at Level 4, to<br>explore and create effective and complex motion graphics sequences.<br>The module will explore the history, context, function and importance<br>of opening sequence as an overture to a television or film production,<br>and for promotion on the web. Students will be taught the elements<br>of animating typography and keyframes, using appropriate software,<br>such as Adobe After Effects and PhotoShop instilling digital imaging<br>skills which will underpin all work on the module. |                                       | S1       | 15      |
| DMED3005 | Design and Media Awards | This module encompasses a variety of external competitions, including<br>the D&AD New Blood Awards and the Sony Photography Awards.<br>Exciting and stimulating briefs will provide you with the opportunity to<br>gain National recognition, within your specialist fields, either<br>individually or within a team.   |                                       | S1       | 15      |
|          |                         | You will develop work for your interview and exhibition portfolio.<br>You will be required to research, develop and produce work of a<br>creative and professional standard and work to tight deadlines to<br>produce highly creative and innovative design solutions.<br>The module enhances your awareness of the industry and the level of<br>skills required to succeed.  |                                       |          |         |

## FILM PRODUCTION

| Code     | Title                                      | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| DFPR1212 | Truth, Reality and the<br>Documentary Film | This module looks at the history and theory surrounding the<br>documentary film. It builds on first semester modules in film form<br>and film history and provides a basis for subsequent modules such<br>as FLMS2001 British Cinema and DFPR3104 Factual Film Production.<br>As well as looking at the major historical movements and shifts in<br>the cinematic documentary (the British Documentary Movement,<br>propaganda, Gonzo filmmaking etc.) this module also discusses and<br>interrogates concepts such as truth, the construction of reality and<br>filmic narrative structure.   |                                       | S1       | 15      |
| DFPR2103 | Experimental Film<br>Production            | Building on an existing knowledge of film theory and production<br>this module will examine the role of the experimental filmmaker in<br>the subversion of media conventions. Students will engage with an<br>advanced investigation and analysis of forms and concepts within<br>experimental works. The module will allow students to break free<br>of the conventions and preconceptions of traditional approaches to<br>film production and encourage sophisticated, theoretically<br>supported experimentation with the form. This will inform the<br>formation and articulation of a personal process, linking theory and<br>practice to create an experimental moving image work. |                                       | S1       | 15      |
| DFPR3106 | Extension Module                           | This module offers students the opportunity to develop an area of<br>interest from a previously taught module. To be eligible for this<br>module a student will normally have achieved at least a B- in the<br>previous module but the module leader also has the power to<br>exercise discretion. The outcomes will be negotiated and agreed<br>with the supervisor who will then operate as a consultant for the<br>agreed project. Whilst students are expected to evidence skills of<br>independence throughout this module, the content and direction<br>must be agreed before the work begins.   |                                       | S1       | 15      |

| Code                                       | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|--|---|--|---------------------------------------|----------|---------|
| DFPR1103 Introduction to Experimental film | An introduction to experimental film, providing an historical<br>overview with examples of key movements and artists. The module<br>will explore a range of works, ideas and practices providing<br>students with an opportunity to broaden their horizons and engage<br>with unfamiliar forms including experimental filmmakers such as<br>Carl Dreyer, Maya Deren, and Andy Warhol, movements such as<br>Surrealism, and contemporary gallery work. |  | S2                                    | 15       |         |
|  |   | Students will be given the opportunity to experience experimentation with different forms and processes leading to the production of their own experimental work.  |                                       |          |         |
|  | Directing Performance for the Screen  | This is a practical module in which students will examine the<br>working practices of a range of directors and actors considering the<br>links between the films, the techniques and the philosophies of the<br>directors. They will have an opportunity to research a specific<br>director or group of directors of their own choice. |                                       | 52       | 15      |
|  |   | Students will explore the concepts and techniques employed by<br>different directors with a focus on script, movement and<br>performance. They will explore these concepts in practice through<br>workshops in acting and directing and the production of a series of<br>short practical exercises.                                    |                                       |          |         |
|  |   | The module will include an introduction to significant theories of acting and performance accompanied by Acting /Directing workshops and exercises in which students experience and explore a range of techniques and approaches to performance.   |                                       |          |         |
|  |   | This will be supported by screenings and lectures with research into<br>supporting texts, focussing on the work of specific actors and<br>directors, exploring their directorial and performance styles,<br>techniques, working relationships and their<br>political/cultural/philosophical affiliations as appropriate.               |                                       |          |         |

| Code                  | Title                  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|-----------------------|------------------------|---|---------------------------------------|----------|---------|
| DFPR2104 Factual Film | Factual Film           | An exploration of factual film from a producer's perspective. The<br>module examines significant movements in the history of the<br>medium to explore concepts, ideological debates, and approaches<br>to production.   |                                       | S2       | 15      |
|                       |                        | Students experiment with production skills, techniques and conceptual approaches, producing audio-visual exercises and examples.  |                                       |          |         |
|                       |                        | Students propose and research an idea for a short factual film. They produce a treatment and proposal according to industry practice and work in small groups to produce some of the proposed films. The ability to identify an appropriate subject and to conduct the necessary research is essential, students have the opportunity to evaluate the practicalities of numerous productions. |                                       |          |         |
| DFPR2105              | Music Video Production | Students will engage in an exploration of the history, form and<br>production techniques of music video. This will lead to students<br>making their own music video through a live brief with a<br>professional client.   |                                       | S2       | 15      |
|                       |                        | <ul> <li>This could include:</li> <li>Generating Creative Responses to Briefs</li> <li>Writing a Music Video Pitch</li> <li>Scheduling &amp; Budgeting</li> <li>Live Performance Cinematography</li> <li>Constructing Music Video Narratives</li> <li>Editing as illustration of music</li> <li>Post-Production for Music Video</li> </ul>  |                                       |          |         |

# **ENGLISH LITERATURE**

| Code     | Title                               | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|---|---------------------------------------|----------|---------|
| ENGL1103 | Ways of reading, Ways<br>of writing | 'Ways of Reading, Ways of Writing' is an introduction to the<br>creative, provocative and evolving discipline of English Literary<br>studies at undergraduate level. Supporting students through the<br>transition to undergraduate study, the module develops the<br>portfolio of academic and transferable skills which underpin our<br>work as literary critics and members of a scholarly community,<br>including close textual analysis and academic writing skills.<br>Delivered through a combination of lecture and workshop-based<br>teaching, the module is assessed through a group task and an essay<br>assignment.   |                                       | S1       | 15      |
| ENGL1105 | Bodies and Beings                   | Writing and reading are physical activities. 'Bodies and Beings' will<br>challenge assumptions that literature exists only in 'the life of the<br>mind', enabling students to relate their literary knowledge and<br>interests to the physical world and to embodied experience. The<br>module will introduce students to the various ways in which literary<br>texts represent and reflect the human body. Students will study<br>core texts from a range of historical periods and contexts, and<br>encounter different theories of the body and embodiment. The<br>module will include concepts such as: religious discourse and<br>doctrines of the soul; psychological and linguistic conceptions of self<br>and other; the impact of modern medical science; the cultural<br>construction of race and gender; speculative fiction and the<br>posthuman. Students will develop their analytic and critical skills in<br>relation to texts of various genres, studied in the light of contextual<br>and theoretical lectures. |                                       | S1       | 15      |

| Code     | Title                               | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|---|---------------------------------------|----------|---------|
| ENGL2003 | Shakespeare: Stage,<br>Page, Screen | Shakespeare wrote plays for the Elizabethan stage which were<br>subsequently published. Since then, they have co-existed in multiple<br>formats, from different editions for the page to adaptations for the<br>stage and screen.   |                                       | S1       | 15      |
|          |                                     | This module offers students the opportunity to study a selection of<br>Shakespeare's play as texts and subsequent adaptations. Students<br>will explore key themes, such as fate, power, identity, hierarchy,<br>love, marriage, family relations, war/conflict, exile, death, both in<br>their early modern context and in subsequent adaptations.<br>Particular attention will be paid to Shakespeare's use and<br>subversion of genre conventions and their negotiation in<br>subsequent adaptations from the early modern stage to recent<br>theatre and film productions. Through critical and theoretical<br>readings, students will learn about the history of the selected plays<br>in adaptation and develop their own model for writing about<br>Shakespeare plays that is aware of their intrinsic performative<br>nature. |                                       |          |         |
| ENGL2011 | Children's Literature               | An overview of the development of English children's literature<br>from the nineteenth century to contemporary times within literary<br>and historical contexts. Key works written for children in the<br>nineteenth, twentieth and twenty-first centuries will be studied.<br>Thematic elements will be highlighted and discussed in each of the<br>texts in conjunction with wider literary, social and historical<br>considerations e.g. construction of childhood, war, gender,<br>environment, health and disability. Predominant critical thinking<br>surrounding children's literature will be included. Weekly<br>contextualising lectures plus seminars focussing focus on the text<br>will be employed to encourage student discussion and develop<br>critical skills. Assessment: one essay.                               |                                       | S1       | 15      |

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| ENGL2203 | Gothic and Romantic<br>Literature                    | This module is concerned with the emergence and literary historical development of Gothic Literature. It will extend students' conceptual understanding of this diverse and resilient genre by considering the Gothic as a literature of "excess and transgression" (Botting). Students will encounter both the changing stock of characters and locations through which the Gothic is expressed and the historical, social and cultural contexts by which it has been shaped. To help students situate their study of this genre in relation to the subject as a whole, emphasis will be placed on the Gothic as a source and site of 'counter-narratives': to rationality and morality; to gender norms; to the mastery of humans over the rest of nature. The module will also introduce and apply a range of critical approaches appropriate to the study of the Gothic, extending competence in this area and complementing the work done on ENGL2201 Literary Criticism: Theory and Practice. |                                       | S1       | 15      |
| ENGL3004 | Justice & Revenge:<br>From Tragedy to the<br>Western | The module investigates the anxieties apparent within C16th and<br>early C17th literature about a range of legal, moral and social<br>questions and behavioural patterns focused on the concepts of<br>justice and revenge. The nature of revenge and its fascination for<br>audiences and playwrights is investigated by detailed study of a<br>selection from the dramatic sub-genre, "revenge tragedy". The<br>tensions between the state and its subjects in the areas of judicial,<br>social and personal conflict will be explored through the<br>examination of contemporary responses to concepts of law, social<br>order and justice, once again in relation to particular Elizabethan<br>and Jacobean play-texts.   |                                       | S1       | 15      |

| Code     | Title                        | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|------------------------------|---|---------------------------------------|----------|---------|
|          | Writing the<br>Environment   | This module focuses on the different ways in which the<br>environment is defined and represented in both literary and non-<br>literary texts. It addresses key contexts (such as the Industrial<br>Revolution and Climate Change), and also considers the 'politics and<br>ethics of form', as these relate to the representation of human as<br>well as more-than-human environments.  |                                       | S1       | 15      |
|          |                              | This module builds on students' understanding of the<br>representation of places and spaces, by extending their experience<br>of the varied set of practices which comprise 'ecocriticism'. Texts<br>studied will include prose and poetry, and will come from both<br>literary and non-literary modes. Western traditions of writing<br>('British' and 'American') will be compared, both with each other<br>and with examples of writing from non-Western traditions (e.g.<br>Native American, Asian).  |                                       |          |         |
| ENGL3308 | Queer Bodies, Queer<br>Texts | Queer Theory emerged in the 1990s as one of the most vital areas<br>of intellectual inquiry in the humanities, and this module offers<br>students the opportunity to study this area of critical thought in<br>depth. The module aims to familiarise students with a range of<br>literature by LGBTQ+ writers and theorists from the Anglophone<br>world. Through critical and theoretical readings, students will learn<br>about the history of queer representation in the 20th and 21st<br>centuries. The module examines queer sexuality and gender issues<br>and places them in their historical and cultural contexts. In<br>particular, it asks how the authors studied have experimented with<br>both content and form in their exploration of the changing issues<br>faced by queer writers over the last century. |                                       | 51       | 15      |

| Code     | Title             | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------|--|---------------------------------------|----------|---------|
| ENGL1106 | Places and Spaces | <ul> <li>This module introduces students to the significance of Literature as one of the primary vehicles through which humans have shaped, measured and understood their relationships to places and spaces. As societies and cultures around the world negotiate their relationship to local, regional, (trans)national, global and even cosmic identities, this function is as important as ever in the early twenty-first century.</li> <li>The module is organised around two key themes: Identity and Responsibility. A broad chronological sampling of literary texts (poetry and prose) will demonstrate the range of ways in which the representation of places and spaces is linked to identity formation, with a particular focus on literary modes such as: Pastoral (and its cognates), Gothic, (Sur)Realism, and Science Fiction.</li> <li>The focus on Responsibility reflects the growing sensitivity in English studies to the ways in which texts of all kinds may encourage or shirk ethical relationships with places and spaces understood as 'environments', 'habitats' and 'ecologies'. This theme will be relevant throughout the module but will be explored with special reference to texts derived from Nature and New Nature Writing, and from a range of spiritual traditions (e.g. Christian, Buddhist, Native American).</li> <li>Students will also have the opportunity to examine the character and formation of their own relationship to places and spaces.</li> </ul> |                                       | 52       | 15      |

| Title  | Module Description  | Pre-existing Knowledge<br>Requirement  | Semester  | Credits   |
|--|---|--|---|---|
| Writing Worcester:<br>Past and Present                     | This module offers student the opportunity to engage with the<br>literary, historical and cultural heritage of Worcester, the locale of<br>their undergraduate pursuit. It proposes an exploration of<br>Worcester's past and present through interaction with local<br>artefacts, organisations and institutions.  |  | S2  | 15  |
|  | In the first part of the module, students will explore artefacts from a range of historical periods and contexts, from the earliest maps of the city and royals linked to the place, to its latest literary/cultural footprints, to develop their awareness of the composite construction of Worcester through time. In doing so, students will develop their analytic and critical skills in relation to site-specific texts, co-texts and contexts.   |  |   |   |
|  | The second part of the module offers students the opportunity to<br>transfer and test skills and knowledge acquired through<br>volunteering with local institutions and organisations, such as the<br>Hive, the Worcester Cathedral, the Commandery, the Tudor House,<br>local Museum, Guild Hall Information Point, Swan Theatre, etc.   |  |   |   |
| Politics, Sex and<br>Identity in the Early<br>Modern World | This module will introduce students to a variety of poetry, drama<br>and prose fiction of the early modern period. Students will explore<br>the specific contexts of this period and will examine the ways in<br>which the literary texts responded to, negotiated, or occluded these<br>historical contexts. Topics may include: the emergence of the idea<br>of the autonomous nation state, the Civil War, and the development<br>of the first political parties; the breakdown of traditional religious<br>authority, British imperialism, growing consumer culture,<br>institutionalisation of modern science; and the emergence of<br>purpose-built theatre and the professionalization of authors. The<br>literature studied will reflect the cultural, philosophical and political<br>developments from the period and the dominant modes and genres<br>used by a range of writers, both canonical and marginalised. In the<br>process, students will explore how literary form reflected and |  | S2  | 15  |
|  | Writing Worcester:         Past and Present         Past and Present         Politics, Sex and         Identity in the Early  | Writing Worcester:<br>Past and PresentThis module offers student the opportunity to engage with the<br>literary, historical and cultural heritage of Worcester, the locale of<br>their undergraduate pursuit. It proposes an exploration of<br>Worcester's past and present through interaction with local<br>artefacts, organisations and institutions.In the first part of the module, students will explore artefacts from a<br>range of historical periods and contexts, from the earliest maps of<br>the city and royals linked to the place, to its latest literary/cultural<br>footprints, to develop their awareness of the composite<br>construction of Worcester through time. In doing so, students will<br>develop their analytic and critical skills in relation to site-specific<br>texts, co-texts and contexts.Politics, Sex and<br>Identity in the Early<br>Modern WorldThe second part of the module offers students the opportunity to<br>transfer and test skills and knowledge acquired through<br>volunteering with local institutions and organisations, such as the<br>Hive, the Worcester Cathedral, the Commandery, the Tudor House,<br>local Museum, Guild Hall Information Point, Swan Theatre, etc.Politics, Sex and<br>Identity in the Early<br>Modern WorldThis module will introduce students to a variety of poetry, drama<br>and prose fiction of the early modern period. Students will explore<br>the specific contexts of this period and will examine the ways in<br>which the literary texts responded to, negotiated, or occluded these<br>historical contexts. Topics may include: the emergence of the idea<br>of the first political parties; the breakdown of traditional religious<br>authority, British imperialism, growing consumer culture,<br>institutionalisation of modern science; and the emergence of<br>purpose-built theatre and the professionalization of authors. The<br>literature studied will reflect the cultural, philosophical | Writing Worcester:<br>Past and Present         This module offers student the opportunity to engage with the<br>literary, historical and cultural heritage of Worcester, the locale of<br>their undergraduate pursuit. It proposes an exploration of<br>Worcester's past and present through interaction with local<br>artefacts, organisations and institutions.         In the first part of the module, students will explore artefacts from a<br>range of historical periods and contexts, from the earliest maps of<br>the city and royals linked to the place, to its latest literary/cultural<br>footprints, to develop their awareness of the composite<br>construction of Worcester through time. In doing so, students will<br>develop their analytic and critical skills in relation to site-specific<br>texts, co-texts and contexts.           The second part of the module offers students the opportunity to<br>transfer and test skills and knowledge acquired through<br>volunteering with local institutions and organisations, such as the<br>Hive, the Worcester Cathedral, the Commandery, the Tudor House,<br>local Museum, Guild Hall Information Point, Swan Theatre, etc.           Politics, Sex and<br>Identity in the Early<br>Modern World         This module will introduce students to a variety of poetry, drama<br>and prose fiction of the early modern period. Students will explore<br>the specific contexts. Topics may include: the emergence of the idea<br>of the autonomous nation state, the Civil War, and the development<br>of the first political parties; the breakdown of traditional religious<br>authority, British imperialism, growing consumer culture,<br>institutionalisation of modern science; and the emergence of<br>purpose-built theatre and the professionalization of authors. The<br>literature studied will reflect the cultural, philosophical and political<br>developments from the period and the dominant modes and genres<br>used by a range of writers, both canonical and marginalised. In the<br>process, students will explore | Writing Worcester:     This module offers student the opportunity to engage with the<br>literary, historical and cultural heritage of Worcester, the locale of<br>their undergraduate pursuit. It proposes an exploration of<br>Worcester's past and present through interaction with local<br>artefacts, organisations and institutions.     S2       In the first part of the module, students will explore artefacts from a<br>range of historical periods and contexts, from the earliest maps of<br>the city and royals linked to the place, to its latest literary/cultural<br>footprints, to develop their awareness of the composite<br>construction of Worcester through time. In doing so, students will<br>develop their analytic and critical skills in relation to site-specific<br>texts, co-texts and contexts.     The second part of the module offers students the opportunity to<br>transfer and test skills and knowledge acquired through<br>volunteering with local institutions and organisations, such as the<br>Hive, the Worcester Cathedral, the Commandery, the Tudor House,<br>local Museum, Guild Hall Information Point, Swan Theatre, etc.     S2       Politics, Sex and<br>Identity in the Early<br>Modern World     This module will introduce students to a variety of poetry, drama<br>and prose fiction of the early modern period. Students will explore<br>the specific contexts of this period and will examine the ways in<br>which the literary texts responded to, negotiated, or occlude these<br>historical contexts. Topics may include: the emergence of the idea<br>of the autonomous nation state, the Early<br>Modern World     S2 |

| Code     | Title                                 | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------------|---|---------------------------------------|----------|---------|
| ENGL3020 | Postcolonial Literature<br>Encounters | This module studies engaging and unique work by new writers to<br>emerge from the English language literary field after the break-up of<br>Britain's former Empire in the 1960s up to the present. In so doing,<br>it raises critical questions about both how and why writers and<br>critical practitioners remain interested in the troubled and troubling<br>legacy of colonial knowledge and discourse on formerly colonised<br>societies. Texts studied typically include drama and poetry as well as<br>fiction and non-fictional prose, and students have opportunity to<br>work on a their own choice of topic for assessment.  |                                       | S2       | 15      |
| ENGL3304 | War and Conflict                      | This module offers students the opportunity to encounter the shock<br>of war - its historical, cultural and psychological impact, as it was<br>expressed by writers who experienced it or lived through its<br>aftermath. Students will also explore and critically analyse the<br>continuing significance of war and conflict and its cultural resonance<br>to literary history. Students will study a variety of literary genres<br>from early modern literature to the 21st century. Alongside British<br>writers, the module examines American writing and some European<br>works in translation. The literature of war also often engages with<br>remembering and memorialising past conflict. The module will help<br>to foster a broader understanding of the effects of conflict across<br>both historical and geographical boundaries. |                                       | S2       | 15      |
| ENGL3305 | Gendering Voices                      | At a moment when discourses around gender radically exceed<br>binaries of male and female, and the stakes of particular gendered<br>existences are born out in a wealth of political, legal, and social<br>realities, this module offers an opportunity to examine how<br>gendered being has been voiced in literature from the early<br>modern period to the present day. The module places feminist<br>thinking alongside evolving understandings of masculinity and<br>femininity in order to explore the ways in which bodies and voices<br>become caught up in processes of (mis)gendering.  |                                       | S2       | 15      |

# **ENGLISH LANGUAGE**

| Code     | Title                                  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| ELAN2200 | Sociolinguistic Theory<br>and Practice | This module examines what sociolinguistics is, how it is studied,<br>and how language is used in society. Students will investigate<br>linguistic variation and change in English. Topics covered include<br>project identification, rapid anonymous surveys of language use,<br>writing literature reviews, recording an informal conversation;<br>sampling and approaching an unknown speech community, ethics in<br>research; data transcription; written presentation of results of<br>analysis, identifying links between methodology and theory in<br>sociolinguistics.<br>This module is recommended for students who wish to undertake a<br>third-year independent study based on practical research of a<br>language topic. |                                       | S1       | 15      |
| ELAN3004 | World Englishes                        | This module examines regional and social variations in British<br>English, and then expands to include varieties of English around the<br>world such as American English, AAVE, and Pidgin and Creole<br>varieties. We discuss the key debates on World English (-es) and<br>New/new Englishes.<br>Students will critically analyse the characteristics of pidgins and<br>creoles with a view to understanding why and how new forms of<br>English arise and develop. In addition, it examines the impact of<br>prescriptive attitudes to grammar on the reception of non-standard   |                                       | S1       | 15      |
| ELAN3010 | Language Style and<br>Identity         | English usage as well as issues of identity.<br>This module explores the ways we combine different features to<br>construct our linguistic and socio-cultural styles. The study of style is<br>discussed through the various approaches (attention to speech,<br>audience design, construction of persona, stylisation). The module<br>covers the three waves of research on sociolinguistic variation and<br>examines how speakers perform their identities through their<br>stylistic practices. The theoretical discussion is inter-disciplinary in<br>nature and incorporates elements from cultural studies, sociology,<br>linguistic ethnography and psychology.   |                                       | S1       | 15      |

| Code     | Title                              | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|------------------------------------|---|---------------------------------------|----------|---------|
| ELAN2002 | Language and Power                 | This module develops approaches to English Language Studies that<br>were introduced in level 4. Its concern is with the development of<br>language study and with its methods of critique. It will introduce<br>theoretical models with which to interrogate the social divisions, for<br>example in class, gender, and race, that are perpetuated by<br>language. Through the analysis of a variety of written and oral texts,<br>students will further develop and practise the theoretical<br>approaches and analytical skills necessary to support their further<br>study throughout the degree path. |                                       | S2       | 15      |
| ELAN3009 | History of the English<br>Language | This module introduces students to the ways in which English was<br>formed and has been changing. The content examines the various<br>stages in the development of the English Language, from Old English<br>to Modern English, while examining the languages which influenced<br>its vocabulary and grammar. A central part of the discussion consists<br>of the social and linguistic factors which have influenced its<br>development to this day.   |                                       | S2       | 15      |

# **CREATIVE WRITING**

| Code     | Title                | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|----------------------|---|---------------------------------------|----------|---------|
| CRWT1004 | Writing Fiction      | This module aims to introduce students to writing fiction by<br>focusing on the short form, and analysis of one set text in longer<br>form. Students will read, analyse and discuss set short story texts<br>and incorporate the technical and artistic methods into their own<br>short story writing. Students will submit work in advance on set<br>narrative techniques and themes, which will be discussed by the<br>rest of the group. These workshops will be supplemented by<br>independent reading of set texts, seminar discussion of these texts<br>and practical exercises (group and individual). Themes and texts will<br>be chosen to illustrate the topic of that week's seminar.                                    |                                       | S1       | 15      |
| CRWT2002 | Writing for Children | This module begins with an examination of the history, origins and<br>purposes of children's literature including fiction and poetry.<br>Students will critically analyse the relationship between the market,<br>the text, culture and audience and this exploration will be enhanced<br>through connection with the Worcestershire Children's Literature<br>Festival. Students will produce a range of fiction or a portfolio of<br>poetry for children which will be informed by the critical<br>examination of a range of examples of canonical children's<br>literature.   |                                       | S1       | 15      |
| CRWT3005 | New Nature Writing   | This module enables students to engage with and practice one of<br>the most vibrant forms of contemporary creative writing. By reading<br>and debating a range of different examples, they will become<br>familiar with the diversity and formal hybridity of New Nature<br>Writing, which draws on the material and methods of Life Writing,<br>Science, Poetry and other disciplines. Through research, practical<br>writing tasks and formative assessment, they will develop their<br>individual focus and approach to environmental issues, culminating<br>in one single piece of summative assessment. Students will also be<br>expected to articulate critical reflections on the development of<br>their creative practice. |                                       | S1       | 15      |

| Code     | Title               | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------|--|---------------------------------------|----------|---------|
| CRWT1002 | Writing Poetry      | This module focuses on the writing of poetry through analysis of<br>modern and traditional models and examples and through discovery<br>and experimentation. In a supportive atmosphere, you will develop<br>a growing knowledge and understanding of contemporary craft and<br>practice as well as the wider traditions of poetry. You will develop<br>your skills in written and spoken word and undertake exploration of<br>the nature of poetry as well as changing attitudes to the form. There<br>will be an emphasis on the making of poems and by the end of the<br>module you are expected to have produced a portfolio of your own<br>work.  |                                       | S2       | 15      |
| CRWT2004 | Genre Fiction       | The module examines different approaches to novel writing by<br>focusing on the opening chapters of texts in different genres. There<br>will be set texts in five different genres and students will study these<br>to learn the technical and artistic methods utilised by the authors.<br>There will also be comparison and examples from other texts to<br>widen their understanding of fictional writing, which can then be<br>implemented within their own creative writing to learn through<br>their own writing practice. Students will submit two pieces of<br>creative writing (two novel openings, in two different genres of their<br>own choice) and a piece of critical commentary comparing their<br>creative piece to the set text, or other texts in the same genre. They<br>will highlight and discuss the technical and artistic methods used. |                                       | S2       | 15      |
| CRWT3006 | Contemporary Poetry | This module will focus on poetry written post-1946 up to the present day. The poets studied will be drawn principally from an Anglo-American tradition. Through research, practical writing tasks and formative assessment, students will develop their individual focus and approach to contemporary poetry, culminating in one portfolio of twenty poems. Students will also be expected to articulate critical reflections on the development of their creative practice.   |                                       | S2       | 15      |

# FILM STUDIES

| Code     | Title         | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------|--|---------------------------------------|----------|---------|
| FLMS2250 | Film Cultures | This module explores the often invisible contexts of cinema – the<br>festivals, the markets, the exhibitors & distributors. By looking at the<br>context of contemporary cinema, students will learn how to study<br>the context as text; reading the often ephemeral, taken for granted<br>and everyday aspects of film-going. The differences between various<br>viewing 'platforms' and media will also be addressed. This module<br>will also have a focus on film festivals in general and work experience<br>opportunities with the Worcestershire Film Festival in particular.<br>Some outside speakers may also be included, based on their<br>availability. |                                       | S1       | 15      |

# **GRAPHIC DESIGN**

| Code     | Title                          | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--------------------------------|---|---------------------------------------|----------|---------|
| GDES1001 | Multimedia in Context          | This module is intended to provide both an introduction to interactive<br>multimedia and to the techniques for its successful design and<br>production. It examines the effect of interactive media (such as CD-<br>ROMs and the Internet multimedia) on society and the position of<br>designers within this rapidly developing field.   |                                       | S1       | 15      |
| GDES1012 | Creative Digital Imaging       | The ability to manipulate imagery has phenomenal impact on the way<br>we work, our knowledge base, our society and our cultural horizons.<br>This module seeks to introduce the technology behind digital imaging<br>in the form of industry-standard software and hardware; drawing on<br>heritage and context and the wider effects on contemporary practice<br>and society.  |                                       | S1       | 15      |
| GDES2011 | Graphic Design:<br>Publication | This module builds upon the foundations of level 4 graphic design<br>modules, and develops the students' knowledge of publication<br>design, practically, historically and theoretically. Students, through a<br>case study approach, will critically engage with and evaluate the<br>social, cultural and contextual issues surrounding publication design,<br>whilst critically evaluating the effectiveness of the media used to<br>communicate. Running in tandem with this will be a deepening<br>understanding and development of practical skills through<br>workshops, project briefs and self-directed study.  |                                       | S1       | 15      |
| GDES2014 | Children's Book Design         | This module builds on existing graphic design or children's book<br>design experiences. It aims to introduce graphic design (or students<br>with an editorial team interest) to hands-on children's book design<br>and construction issues. In doing so students will learn about<br>considerations and techniques used within the children's publishing<br>industry as well as considering the importance of illustration, creative<br>writing and typography to this genre. Children's book design is a<br>specialist area within publishing and this module aims to help pave<br>the way for aspiring children's book designers or editorial team<br>members who wish to fine tune their existing skillsets. |                                       | S1       | 15      |

| Code                  | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|-----------------------|--|--|---------------------------------------|----------|---------|
| GDES3003 Green Design | Designers with a broad awareness of sustainable production<br>considerations are going to be called on increasingly within a quickly<br>changing industry and broader-thinking client base. Many large<br>organisations now require designers working for them to integrate<br>sustainability into every stage of their production processes from the<br>start of a job onwards. |  | S1                                    | 15       |         |
|                       |  | This module builds on issues relating to Graphic Design and the<br>acquisition of materials as discussed in the Publication Design and<br>Graphic Information Design modules. It also introduces the student to<br>a range of sustainable design strategies to try and best support this<br>growing need for the incorporation of sustainability in a designer's<br>practice from larger clients. Architecture and product design have for<br>many years put a large emphasis on incorporating sustainable<br>considerations into their planning, design and construction phases<br>and now graphic design is swiftly taking these on too. |                                       |          |         |
|                       |  | The skills and enhanced understanding of materials sourcing<br>discussed on this module will eventually become standard<br>requirements. Especially so in both print, packaging design,<br>wayfinding signage design and environmentally sensitive materials<br>sourcing for these areas.  |                                       |          |         |
| GDES3013              | Live Brief   | This module provides the opportunity to undertake a negotiated<br>independent study. It is envisaged that the outcome will be a body of<br>practical work but a period of work placement may also be taken as<br>part of this module. The assigned tutor for student's subject will<br>agree assessable outcomes based on student's written proposal.  |                                       | S1       | 15      |
| GDES1013              | Creative Typography  | A sound appreciation of typography and its application on its own and<br>with imagery is an essential quality in any designer. This module seeks<br>to introduce typography throughout design applications, utilising<br>industry-standard software and hardware; drawing on heritage and<br>context and the wider effects on contemporary practice and society.   |                                       | S2       | 15      |
| Code     | Title                                 | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------------|---|---------------------------------------|----------|---------|
| GDES1014 | Concept Visualisation                 | The focus of this module will be on developing a broad-based<br>understanding of the variety of media, styles and critical contexts that<br>can inspire concepts and creative ideas. Through the exploration of<br>different media, workshops and tutorials students will develop their<br>understanding of the breadth of creative practice  |                                       | S2       | 15      |
| GDES2012 | Graphic Design:<br>Information Design | The Graphic Information Design module builds upon the student's<br>existing knowledge and skills in the field of graphic design. This<br>module will act as a partner module to the Publication Design module<br>- extending further the student's understanding of the many ways in<br>which graphic design is used commercially in everyday life. This<br>module is intended to provide both an overview and introduction to<br>Graphic Information Design considerations and working techniques as<br>well as analysing the visual language of graphic representations. It<br>also examines how Graphic Information Design has been successfully<br>used in many arenas from past to present day and looks into the<br>techniques used by successful commercial Information Designers. |                                       | S2       | 15      |
| GDES3014 | Industry Collaboration                | This module will provide students with an opportunity to undertake a negotiated project with an explicit link to the working environment of the students' area of study and/or to undertake a further period of work experience or professional practice. Students will be required to clearly define the nature of the project and or/placement they wish to undertake and agreeing the specific learning outcomes as they relate to the project/placement and the outcomes to be presented for assessment.  |                                       | 52       | 15      |

## HISTORY

| Code       | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------|--|---|---------------------------------------|----------|---------|
| HIST2103E1 | Twentieth Century<br>USA, 1917 - 2001                            | This chronological course will foster historical and historiographical<br>understanding of the main eras of American history between 1917 and<br>2001. The intention is to survey the development of the United States,<br>both foreign and domestic, from entry into the First World War to the<br>end of the Clinton Presidency.  |                                       | S1       | 15      |
| HIST2108E1 | Conflict, Stability and<br>Change: Twentieth-<br>Century Britain | This module examines the changing role of the state in Britain, and<br>the effect this had on society, politics, government, welfare, and<br>overseas policy, from the start of the twentieth century to Thatcher's<br>government. The module explores the possibilities and approaches<br>that best explain the history of this period. Was it the case that events<br>of this period were in effect 'one thing after another', or the result of<br>extraordinary talents and the influence of a relatively small number of<br>individuals, such as Lloyd George, Baldwin, Keynes, Churchill and<br>Bevan? Or, were they the result of influential factors, such as war or<br>social and cultural change? The module aims to re-think the period<br>and its events.  |                                       | S1       | 15      |
| HIST2111   | The German Empire,<br>1862-1918                                  | This module examines the history of the German Empire from its<br>foundation by Bismarck to its collapse amidst defeat in World War<br>One. We explore the nature of German unification and its<br>implications for the future development of German political culture.<br>The consequences of the emergence of Germany as Europe's leading<br>industrial power are explored. The treatment of minorities in Imperial<br>Germany are addressed including an assessment of the extent of<br>antisemitism in German society. Germany's bid for world power (the<br>policy of Weltpolitik) and the continuing debate about Germany's<br>responsibility for the outbreak of the Great War are then examined.<br>The module then examines the impact of the First World War on<br>German politics and society and concludes with an analysis of the<br>German collapse in 1918 and the problematical nature of the<br>revolution of 1918-19. |                                       | 51       | 15      |
| HIST3104   | The Atlantic Slave<br>Trade                                      | This module examines the scale, nature and organisation of the<br>Atlantic slave trade, and its effects on the lives of millions of African<br>men, women and children forcibly transported to the Americas in the<br>eighteenth and early nineteenth century.  |                                       | S1       | 15      |

| Code       | Title                                 | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------|---------------------------------------|--|---------------------------------------|----------|---------|
| HIST2103E2 | Twentieth Century<br>USA, 1917 - 2001 | This chronological course will foster historical and historiographical<br>understanding of the main eras of American history between 1917<br>and 2001. The intention is to survey the development of the United<br>States, both foreign and domestic, from entry into the First World<br>War to the end of the Clinton Presidency.   |                                       | S2       | 15      |
| HIST2117   | Japan's World, 1854-<br>1951          | The intention of this module is to survey the history of modern Japan.<br>This is an exciting opportunity to study a country with a fascinating<br>history that is not often offered in history curricula. The course begins<br>with discussion of the "founding myth" and its abiding influence<br>through creation of the notion of the Yamato race and ends with<br>discussion of the post-Second World War military occupation of Japan<br>by the United States.   |                                       | S2       | 15      |
| HIST3109   | Nazi Germany                          | In this module, you will examine the history of the Nazi state and its<br>place in modern German history. Topics will include the origins of the<br>National Socialist movement, its growth and rise to power in the<br>unstable environment of the Weimar Republic and the National<br>Socialists' utopian ideology. The still controversial issue of the<br>relationship between the regime and the ordinary German population<br>forms the unifying theme of the module. You will consider the nature<br>of everyday life in the Third Reich, Nazi racial policy and its impact on<br>Jews and others. The role of denunciation and the terror apparatus<br>(Gestapo and concentration camp system) is explored. The module<br>analyses the horrific culmination of the regime's ideological goals in<br>the genocidal policies pursued during the Second World War, in<br>particular the Holocaust, and concludes with an examination of the<br>continuing relevance of the Nazi period for Germany today. |                                       | S2       | 15      |

# ILLUSTRATION

| Code     | Title                             | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-----------------------------------|--|---------------------------------------|----------|---------|
| ILTN1004 | Image Making                      | This module provides students with an opportunity to explore a wide range of image making techniques as well as developing problem-solving skills. These skills will underpin subsequent illustration briefs and allow the student to develop their visual language and further understanding of graphic image applications. Students should be aware that this module does not include workshops involving computer software.   |                                       | S1       | 15      |
| ILTN2026 | Location Drawing and<br>Reportage | The Location drawing & Reportage illustration-module gives<br>students the opportunity to engage with a drawing project based<br>on working in given settings in the city of Worcester or other<br>settings near the university. As students' progress in their studies,<br>it is important that they continue to develop their visual language<br>and realize the objectives already achieved within the level 4<br>drawing modules and, at the same time, become increasingly<br>aware of the nature of illustration as an applied art. Working in<br>given locations will help them develop an awareness of mood,<br>texture, atmosphere and human activity and characterisation<br>within different settings. By dealing with the objectives of both<br>disciplines, this module will act as an ideal means of integrating<br>them with each other in a practical as well as theoretical manner. |                                       | S1       | 15      |

| Code     | Title                           | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------|---|---------------------------------------|----------|---------|
| ILTN3011 | Authorial Practice              | Following on from the Visual Statement (ILTN2001) and<br>complimenting Contemporary Practice (ILTN3010), the Authorial<br>Project provides the student an opportunity to self-direct, and<br>develop projects that reflect their unique creative identity.<br>Whereas ILTN3010 engages the student to respond to live projects<br>and briefs set by competitions or industry, the Authorial Project<br>investigates the role of the illustrator as author-responsible to self-<br>initiate and establish opportunities of personal origination. |                                       | S1       | 15      |
|          |                                 | Themes of narrative, self-publishing, the graphic novel, gallery<br>work and collaborative practice will be discussed and used as<br>platforms from which to build identifiably personal outputs.   |                                       |          |         |
|          |                                 | Students are asked to take a much more assertive, entrepreneurial role in identifying possible outlets and opportunities for their work.  |                                       |          |         |
|          |                                 | The sketchbook and a portfolio of work will be the mode of<br>delivery. Students will be expected to use an integrated approach<br>to practice and theory. Additionally, they will be required to give<br>presentations of their work at critical seminars to their peer group-<br>led by the module leader.  |                                       |          |         |
| ILTN3014 | Negotiated Project 1            | The Illustration Negotiated Project module gives students the<br>opportunity to pursue an additional area of personal interest to<br>that undertaken in their Final Research Project, and to review the<br>experience of their studies to date by manifesting this knowledge<br>in a sustained project. Students are required to identify their own<br>learning objectives and develop a clearly defined project.   |                                       | S1       | 15      |
| ILTN1010 | Illustration and<br>Printmaking | This module encourages students to draw from imagination, direct<br>observation and secondary references. Students will explore such<br>areas as sound, literature, classic texts and contemporary myth as<br>inspiration for sequential images. The module will introduce<br>students to a wide variety of printmaking processes, including<br>collagraph, digital, monotype and etching. All project work can be<br>either print-based or screen-based. Coursework will include   |                                       | 52       | 15      |

| Code     | Title                                 | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------------|--|---------------------------------------|----------|---------|
| ILTN2015 | Book Arts and<br>Creative Publishing  | This module will introduce Level 5 students to the subjects of Book<br>Arts, Publishing and Entrepreneurial practice. Students will<br>research a range creative practitioners in order to understand the<br>role of an Illustrator within the publishing sector. The process of<br>commissioned and self-published projects will be investigated and<br>in doing so the students will gain an understanding of how they<br>can apply existing practical skills, with industry knowledge to<br>create a market for their work. Delivery will be in the form of<br>practical workshops, seminars and lectures. ILTN2015 will develop<br>student's awareness and understanding of contemporary,<br>professional practice and form a platform from which to extend<br>their knowledge and portfolio in modules ILTN3009 Professional<br>Practice, ILTN3011 Authorial Practice, and ILTN3010 Contemporary<br>Practice. |                                       | S2       | 15      |
| ILTN3009 | Illustration<br>Professional Practice | This module provides all students in the subject of Illustration with<br>the opportunity to reflect on their personal achievements, and to<br>begin to relate their interests and expertise to the next stage of<br>their career, whether it is employment, self-employment or further<br>academic studies. Students will carry out directed research into<br>their future career paths. Transferable skills will be identified and<br>evaluated alongside subject specific skills. Advice on current<br>initiatives will be available in areas such as self-employment, work<br>placements and how to find other funding sources for professional<br>practice.  |                                       | S2       | 15      |
| ILTN3014 | Negotiated Project 1                  | The Illustration Negotiated Project module gives students the<br>opportunity to pursue an additional area of personal interest to<br>that undertaken in their Final Research Project, and to review the<br>experience of their studies to date by manifesting this knowledge<br>in a sustained project. Students are required to identify their own<br>learning objectives and develop a clearly defined project.  |                                       | S2       | 15      |

## JOURNALISM

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| JOUR1006 | Introduction to Digital<br>Techniques        | Through critical engagement with current practices, students will<br>develop an understanding of the issues, concepts and contexts for<br>Journalists working with digital media techniques. It includes the<br>use of social media and mobile journalism using smart phones and<br>ipads.  |                                       | S1       | 15      |
| JOUR2014 | Entertainment<br>Journalism                  | To explore the practice and mechanics of entertainment writing for<br>newspapers, magazines, broadcast and online. The module will<br>involve an exploration of how entertainment events are covered by<br>the media and an opportunity to develop different writing styles<br>appropriate to entertainment journalism.   |                                       | S1       | 15      |
| JOUR2005 | Sports Journalism                            | To explore the practice and mechanics of sports writing for<br>newspapers, magazines, broadcast and online. It will involve an<br>exploration of how sports events are covered by the media and an<br>opportunity to develop different writing styles appropriate to sports<br>journalism.  |                                       | S2       | 15      |
| JOUR3018 | Campaigning &<br>Environmental<br>Journalism | With climate change and other environmental factors having a<br>major impact on the world, journalists require a comprehensive<br>grasp of the scientific, legal and moral dilemmas faced by society.<br>Reporters need to understand the pressures on resources in both<br>'developed' and 'developing' nations, threats to governments and<br>global companies and the impact on communities, both in the short<br>and long term. Concepts like 'impartiality' within journalism when<br>scientific evidence is available and 'media manipulation' need<br>exploring. Reporters should be able to use the correct terminology<br>to make informed statements of fact and to appreciate the risks<br>faced by media investigations and campaigns over environmental<br>issues. |                                       | S2       | 15      |

## **PROFESSIONAL POLICING**

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| COPS1002 | The Blue Line and the<br>Law; Powers,<br>Procedure and<br>Professionalism | The module is designed to meet the needs of first year Professional<br>Policing students, considering the pending various demands of their<br>degree programme and their potential future professions as police<br>officers. Students will be engaged with and assessed against the<br>module learning outcomes which incorporate the required learning<br>outcomes and minimum content as prescribed by the College of<br>Policing (CoP) PEQF National Curriculum (Feb 2021) for this CoP<br>licenced degree programme (Appendix i). All content is as prescribed<br>by the CoP with additional content provided through the use of<br>essential policing resources, Blackstone's Handbook for Policing<br>Students and the College of Policing APP.<br>The module examines the legislative framework underpinning<br>policing in England and Wales and the law and procedure concerned<br>with the professional execution of policing powers and<br>responsibilities. This module will provide the basic knowledge of the<br>criminal law required for modern response policing in England and |                                       | S1       | 15      |
|          |   | Wales with the essence of the most relevant law and evidence-<br>based interpretation (both academic and from case law or<br>precedent) accompanying analysis and understanding of these<br>criminal offences. This module also introduces students to criminal<br>justice procedure, trial preparation and the rules of evidence as part<br>of their development in terms of understanding the Criminal Justice<br>System and the roles and responsibilities of a police officer within<br>England and Wales.   |                                       |          |         |

| Code     | Title                               | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|---|---------------------------------------|----------|---------|
| COPS1003 | Problem-Solving in the<br>Community | The module is designed to meet the needs of first year Professional Policing students, considering the pending various demands of their degree programme studies facing them and their potential future professions as police officers. Students will be engaged with and assessed against the module learning outcomes which incorporate the required learning outcomes and minimum content as prescribed by the College of Policing (CoP) PEQF National Curriculum (Feb 2021) for this CoP licenced degree programme (Appendix i). All content is as prescribed by the CoP with additional content provided through the use of essential policing resources; Blackstone's Handbook for Policing Students and the College of Policing APP. |                                       | S2       | 15      |

# SOCIOLOGY

| Code       | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------|--|--|---------------------------------------|----------|---------|
| SOCG1117   | Family, Community<br>and Locality                          | Module currently awaiting approval, description information to follow.   |                                       | S1       | 15      |
| SOCG1113   | Sociology in Practice                                      | Module currently awaiting approval, description information to follow.   |                                       | S1       | 15      |
| SOCG2100E1 | Pathways in Sociology                                      | The module begins to provide an understanding of the main<br>theoretical traditions in sociology and acts as a springboard for<br>students taking other Sociology modules at level five and six.   |                                       | S1       | 15      |
| SOCG2109   | 'Race' and Ethnicity in<br>Contemporary British<br>Society | In this module we will be looking at the way in which 'race' and<br>ethnicity appears within social, cultural and institutional settings<br>such as sport, popular culture, the mass media, health, the<br>education system and the criminal justice system. We will also be<br>considering how 'race' and ethnicity are socially constructed in<br>contemporary British society. Additionally we will be examining the<br>popular "common sense" ideologies relating to 'race', ethnicity and<br>nationalism, together with an analysis of the theoretical frameworks<br>that have been constructed to explain them.  |                                       | S1       | 15      |
| SOCG2113   | People, Environment,<br>and Social Change                  | This module is about people's lifestyles in a world where resource<br>constraints are ever more pressing. You can focus your assignment<br>on any one of the issues raised in the module, for example: eco-<br>feminism and environmental activism; the food chain and the<br>vegetarian option; climate change and environmental risk; health,<br>illness and consumer lifestyles; housing and urban design, local<br>community development; migration, world poverty and inequality;<br>multinational corporations and environmental crime; media<br>representations of the environmental crisis; environmental<br>education; the limits of international decision-making. Sociology<br>(and political science) have much to offer to these debates, raising<br>long-standing questions about inequality, culture and power, and<br>agency and structure. The module also develops useful career skills<br>such as analysing problems, communicating ideas, and proposing<br>and implementing solutions. [No previous knowledge required. Your<br>report may, if you wish, include some images or video material.] |                                       | S1       | 15      |

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| SOCG2114 | Sociological Research:<br>the Research Proposal  | This module is designed especially for Joint Sociology students who<br>may wish in the following year to do a JOIN3002 dissertation which<br>includes Sociology, or a SOCG3002 entirely in Sociology. In this<br>module you will develop your understanding of the relationship<br>between theory, methodology and methods. You will also further<br>develop your understanding of how to design social research and the<br>ethical implications via the development of a research proposal. You<br>will be given the opportunity to develop an independent approach<br>to study which will help prepare you for the dissertation that you<br>will undertake in your third year. |                                       | S1       | 15      |
| SOCG3106 | History of Sexuality                             | This module is about the sociology of sex and sexuality, although it<br>draws extensively on historical research, as well as social theory. It<br>provides background to the contemporary issues around gender,<br>sexuality and representation considered in SOCG3105. The title<br>'History of Sexuality' reflects the module's approach, which is to<br>treat sexuality as a construction of specific social and historical<br>contexts. In particular sexuality is viewed as a means of expressing<br>and representing gender in ways that vary from one period to<br>another.   |                                       | S1       | 15      |
| SOCG3111 | Education and the<br>Sociological<br>Imagination | In this module we will review classic and current perspectives and<br>theories on education, apply these perspectives and theories to<br>contemporary issues in compulsory and post-compulsory education<br>and develop an understanding of the relationship between<br>education and other dimensions of society in England. We will build<br>upon themes raised in SOCG1101. Examples of the kinds of issues we<br>will be considering in the module include: 'What is education?', 'Who<br>is education for?', 'Boys' underachievement: reality or myth?',<br>'Widening participation in Higher Education', and 'Falling standards:<br>whose standards?'                      |                                       | S1       | 15      |
| SOCG1115 | Visual Sociology                                 | Module currently awaiting approval, description information to follow.   |                                       | S2       | 15      |
| SOCG1114 | Sociology of Health                              | Module currently awaiting approval, description information to follow.   |                                       | S2       | 15      |

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| SOCG2103 | Constructions of<br>Crime: Media<br>Representations and<br>Policy Debates | There is no one 'objective' view of what crime is, or of its causes:<br>these notions are 'socially constructed'. The module therefore<br>begins by examining the range of perspectives on crime and<br>deviance, and the impact of these on crime's representation in the<br>media. The various explanations become ideological positions within<br>political debate about government policy on offenders, which is the<br>focus of the second half of the module. Class, 'race', age, and<br>gender, and beliefs about them, influence the various explanations<br>in different ways, and these variables are therefore considered<br>throughout the module.   |                                       | S2       | 15      |
| SOCG2112 | Digital Society   | The world in which we live is being transformed by digital technology. It is easy to see the benefits of that, such as information readily accessible when we need it, contact with others via social media, the ability to monitor our health and fitness, and assistive technologies for people who have disabilities. However, there are also major concerns, including the circulation of fake news and online abuse, growing inequalities between those who are digitally connected and those who are not, and (perhaps above all) surveillance: government monitoring of citizens, and firms monitoring employees and consumers. Even people's ability to monitor themselves may have disadvantages, such as increasing levels of anxiety and pressures to measure up to other people. The module allows you to explore the implications of all this in an area of social life of greatest interest to you: health and illness, disability, social welfare, crime and criminal justice, education, work and the workplace, political activism, personal and domestic life, sport and leisure, or the life of the consumer. No previous knowledge required. |                                       | S2       | 15      |

| Code     | Title   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|---|---------------------------------------|----------|---------|
| SOCG3105 | Pornography and<br>Modern Culture                             | This module is concerned with the construction of gender and<br>sexuality in a representational context. It can be taken in<br>combination with SOCG3106 or as a freestanding module within<br>both Sociology and Media and Cultural Studies subject areas. The<br>module develops the themes of changing gender relations and<br>identities in modern society and the methodological issues that arise<br>concerning the various ways in which sexual representation can be<br>studied. The module will draw primarily on the common example of<br>mass-market heterosexual pornography, although other erotic<br>genres may also be considered for comparative purposes.  |                                       | S2       | 15      |
| SOCG3113 | Constructing<br>Emotions:<br>Social/Political<br>Perspectives | Emotions affect not only personal well-being, but also areas as<br>diverse as TV reality shows, pressure group campaigns, and the<br>treatment of criminals. But emotions, and the way they are<br>expressed, are to a large extent socially/culturally constructed, and<br>often 'managed' or manipulated by powerful organisations and<br>vested interests such as corporations, governments, media outlets.<br>Moreover, the claim that certain emotions are typical of some<br>groups (e.g. women) can be used to belittle or marginalise them.<br>However, ordinary citizens may be empowered by emotions which<br>generate resistance, such as social movements. This tension,<br>between emotions as oppressive or liberatory, helps with the classic<br>sociological and political question: are people prisoners of structures<br>over which they have little control, or can they exercise human<br>agency to overcome such constraints and thus determine their own<br>lives? Explore these ideas in an assignment in which you focus on an<br>area of interest to you, e.g. personal life, work, politics, crime,<br>religion, education, media, etc. |                                       | S2       | 15      |

| Code     | Title                           | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---------------------------------|---|---------------------------------------|----------|---------|
| SOCG3114 | Capitalism and<br>Globalisation | In SOCG3114's assignment you explore the impact of capitalism and<br>globalisation on one or more aspects of everyday life of your choice,<br>e.g. crime and criminal justice, work, mental health and stress,<br>gender, leisure and sport, media and social media, religion,<br>relationships, refugees and migration, world poverty, politics, etc.<br>(or you can choose others not on this list). We also discuss how in<br>their day-to-day lives people might resist the adverse effects of<br>global capitalism e.g. by not complying with its demands, adopting<br>different beliefs, buying fair trade products, or joining a movement<br>etc., and how Sociology (or political science) ideas can help us<br>navigate our way through life in such societies. The module assumes<br>no previous knowledge: rather, it presents new ideas through<br>illustrated lectures and simulating discussions, video material and<br>case studies. Above all it reveals how global consumer capitalism is<br>now rapidly changing: spawning and swallowing up developments<br>such as digital technology, short-term thinking, and crises of all kinds<br>that threaten the future of the planet itself. |                                       | S2       | 15      |

#### MEDIA AND CULTURAL STUDIES

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| MECS2032 | Philosophies of<br>gender and<br>Sexuality                            | The module focuses on philosophies of gender and sexuality,<br>acknowledging contemporary developments in the field of identity<br>politics and LGBTQIA+ studies. It will examine and critically analyse<br>the representation of gender and sexuality in various forms of<br>popular culture including magazines, advertisements, sports,<br>television, music and film. The module also considers various<br>debates and encourages students to challenge stereotypes through<br>the critique of 'traditional' philosophies of selfhood which prioritise<br>a white, male, heteronormative existence. Students will engage in<br>discussion with other students and the tutor by contributing to the<br>discussion on selected topics.   |                                       | S1       | 15      |
| MECS2004 | Crime and the Media   | The relationship between the media, the public and crime is<br>complex. Drawing on perspectives from history, sociology and<br>criminology this module explores this complicated association from<br>the nineteenth century to the present day. The sessions, which will<br>be thematic in nature, will discuss the role of the press and other<br>media agencies in shaping perceptions of crime, criminality, guilt<br>and innocence. The module builds on themes developed in Level<br>One mandatory modules for Media and Cultural Studies, such as<br>moral panics, the representation of women, and the construction of<br>news. It also makes use of critical assessment of the relationship<br>between production and text, and between text, audience and the<br>social world. *This module is normally only open to students in MCS<br>and students in History*. |                                       | S2       | 15      |
| MECS2018 | Beyond the<br>Mainstream: Identity<br>and Diversity in Film<br>and TV | This module provides a critical understanding of representations in<br>relation to identity and diversity, focusing on film and television case<br>studies which might be considered 'minority narratives'. This may<br>include critical evaluation of film and television in relation to such<br>issues as BAME, LGBTQ+, women, disabled screenwriters, film-<br>makers, producers and directors and is underpinned by the concept<br>of representation. This module will also investigate the social,<br>historic and political contexts which inform contemporary minority<br>representations in film and television.   |                                       | S2       | 15      |

| Code     | Title                              | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|------------------------------------|---|---------------------------------------|----------|---------|
| MECS3004 | TV Times                           | This module explores a range of key concepts including Orientalism,<br>morality, panopticon, cruel TV, cult TV and flow theory. It builds on<br>previous modules, specifically MECS1007 (Introduction to Television)<br>and MECS2017 (Screening the Nation) developing existing themes<br>whilst also introducing new ideas.Texts studied will include key<br>generic forms such as sitcoms, soap operas, documentaries,<br>makeover programmes, reality shows, news, online and digital<br>media (e.g. Netflix) in relation to television. |                                       | S2       | 15      |
| MECS3016 | Commercial Uses of<br>Social Media | Students will analyse and engage with a variety of social media and<br>marketing cultures including twitter, YouTube and professional and<br>social networking sites. This module aims to link theoretical<br>considerations to practical experience in a critically reflective<br>manner. It will also build and further develop ideas introduced on<br>the second year module Social Media MECS2011   |                                       | S2       | 15      |

#### DRAMA

| Code     | Title                          | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--------------------------------|---|---------------------------------------|----------|---------|
| THEA3005 | Queer Theatre &<br>Performance | This module introduces students to key aspects of Queer Theory<br>in relation to theatre and performance, which may include its<br>critique of the binary organization of gender, its origins in<br>feminism, debates around constructionism and essentialism, gay<br>and lesbian studies, and LGBTQ+ history and politics. The module<br>explores non-normative performance and challenges to<br>heteronormativity across a range of historical and contemporary<br>performance forms, genres and performance disciplines<br>alongside theorists specializing in gender and sexuality. Queer<br>Theory is applied as a lens through which to critically engage with<br>theatre and performance from the past, as well as a framework<br>that informs contemporary short form performance, including<br>but not limited to, queer theatre and cabaret, neo-burlesque and<br>drag, performance and live art. |                                       | S1       | 15      |
| THEA3008 | Writing for<br>Performance     | <ul> <li>The module will explore and examine various forms of writing for performance with a particular focus of new forms of writing which challenge or interrogate the limits of traditional dramatic structures. Students will explore particular techniques employed by several 20th and 21st century writers - including the use of autobiography, non-linear and interactive structures, different forms of performance presentation radical adaptations of classic plays and opportunities for publication offered by digital technology.</li> <li>Students will produce their own creative writing work in response to themes and ideas explored in the module.</li> </ul>  |                                       | S1       | 15      |

| Code     | Title                          | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--------------------------------|---|---------------------------------------|----------|---------|
| THEA3011 | Staging Shakespeare<br>Today   | This module aims to develop students' critical awareness of the diversity of contemporary Shakespeare production. Attempts to present Shakespeare in 'authentic' original staging conditions will be contrasted with modern radical adaptation. The impact of current directorial and scenographic approaches will be examined and critiqued together with the extent to which the plays can be made to reflect contemporary socio-political issues. The continuing cultural dominance of Shakespeare will be explored in relation to both popular and intellectually elite audiences in a range of different media.  |                                       | S1       | 15      |
| THEA2002 | Creative Movement<br>Practices | Movement practices are an essential part of all performers'<br>repertoire, from physical theatre to dance. In this module we<br>explore the wide range of movement practices in an experiential<br>way. This is a practical module and you will develop your<br>physicality skills, developing more expressive and reflective<br>bodies. We will also make an in-depth study of creative practices<br>in this area looking at choreographic processes and key<br>practitioners in the area. Through this work we will create and<br>share our own performances. We will also learn methods for<br>understanding and critiquing this kind of work.   |                                       | 52       | 15      |
| THEA2004 | Performance &<br>Digital Media | Digital tools are reshaping and redefining performance: how it is<br>created, how it is performed, how it is shared. In this module you<br>will learn how digital media and technologies are being used to<br>enhance, augment and redefine performance. You will study<br>current approaches and try to predict future developments. This<br>is a practical module in which you will experiment with<br>technologies to find innovative ways of blending digital with<br>performance. You will develop new skills in working directly with<br>digital and technological platforms. These skills are highly in<br>demand by the creative sector and you will encouraged to use<br>this module to reflect on and highlight your employability. |                                       | S2       | 15      |

| Code     | Title                        | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|------------------------------|---|---------------------------------------|----------|---------|
| THEA2006 | Musical Theatre              | This module will explore Musical Theatre through historical<br>contextualisation and practical investigation. Through examining<br>a range of traditional and contemporary productions students<br>will consider practices and practitioners of the genre alongside<br>socio-political and cultural contexts. The module will explore the<br>ways in which music, song, text and dance are integrated as part<br>of the storytelling process and how each aspect articulates<br>narrative. Practical sessions will enable students to develop their<br>performance skills in relation to Musical Theatre.   |                                       | 52       | 15      |
| THEA3009 | Advanced Acting<br>Practices | This module applies an advanced level of practical enquiry to the<br>further exploration of acting vocabularies, techniques, and<br>processes. Students will have the opportunity to interrogate and<br>enhance their developing acting practice through a sustained<br>period of in-depth scene study and workshop-based rehearsal<br>activity exploring ways to apply professional degrees of<br>complexity, dynamism, and psycho-physical connection to<br>performance. The module will also further expand students'<br>understanding of some of the practitioners and acting<br>methodologies that underpin the British and European tradition.<br>Students will communicate their learning by working individually,<br>or in groups, to rehearse and perform an extended extract from a<br>classical or contemporary text, and by critically reflecting on that<br>performance. |                                       | S2       | 15      |

## PSYCHOLOGY

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| PSYC1437 | Introduction to Studying<br>Psychology                        | This module explores the development of the discipline across five<br>core content areas: cognitive psychology, biological psychology,<br>developmental psychology, social psychology and individual<br>differences. The distinction between quantitative and qualitative<br>methods of enquiry will be introduced. Students will consider the<br>development of key skills required in studying Psychology such as<br>literature searching, describing theory, considering ethics and<br>reviewing research evidence to form an argument.   |                                       | S1       | 15      |
| PSYC1453 | Applied Psychology 1:<br>Performance, Health and<br>Wellbeing | This module explores psychological theories and interventions that<br>can help us to understand and enhance performance,<br>psychological wellbeing and health in a range of organisational<br>contexts such as business, health or sport. Theories from positive<br>psychology, motivation and behaviour change that underpin<br>interventions will be explored, as will individual differences that<br>might act as barriers or facilitators to change, including ability,<br>states and traits such as perfectionism or procrastination.<br>Students will be encouraged to engage with the content in a<br>personally meaningful way to facilitate active learning and<br>development. A weekly journal will form the basis of a reflective<br>log to synthesise themes for personal development. |                                       | S1       | 15      |
| PSYC2545 | Evolution and Human<br>Behaviour                              | This module aims to introduce students the role of evolution in<br>human behaviour and psychology, examining a number of areas of<br>psychology that can benefit from an evolutionary perspective.<br>These include social, cognitive, developmental and comparative<br>psychology, as well as anthropology, genetics, paleoarchaeology<br>and primatology.  |                                       | S1       | 15      |
| PSYC3654 | Understanding Trauma &<br>Violence                            | Drawing on contributions from forensic, clinical and counselling<br>psychology and neuroscience, this module will examine<br>approaches to violence prevention and responses to trauma.<br>Students will engage with key theories, concepts and empirical<br>work which spans multiple fields of psychology to debate current<br>issues and scrutinise and apply the latest research around<br>preventing and responding to trauma and violence.   |                                       | S1       | 15      |

| Code                         | Title   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------------------------|---|---|---------------------------------------|----------|---------|
| PSYC3662 Positive Psychology | Positive Psychology   | Historically, psychologists have mainly focused on that which is<br>negative and pathological about humans and their behaviour. In<br>contrast, positive psychology addresses the positive aspects of<br>humans including happiness, personal growth and well-being, and<br>how these can be promoted. Students will engage with key<br>theories, concepts and empirical work in this burgeoning area and<br>will scrutinise and apply the latest research.   |                                       | S1       | 15      |
|                              |   | This module will also demonstrate how positive psychology is<br>been utilised in various applied areas of psychology, including the<br>use of positive psychology theory and interventions in educational<br>health, clinical and occupational settings   | ,                                     |          |         |
| PSYC3664                     | Coaching Psychology   | This module will consider how psychological theory informs<br>coaching practice and examines the use of coaching in a variety of<br>settings including business, sport and personal development. This<br>is an applied module which aims to give students the opportunity<br>to explore a number of coaching techniques through supervised<br>practice with fellow students.  |                                       | S1       | 15      |
| PSYC1454                     | Applied Psychology 2:<br>Forensic and Therapeutic<br>Settings | This module explores psychological theories and interventions that<br>can help us to understand human behaviour in forensic and<br>therapeutic settings. Students will be introduced to a variety of<br>forensic, clinical and counselling psychology topic areas. This will<br>involve concepts of crime and criminal behaviour, psychological ill-<br>health and key therapeutic approaches to treating mental<br>disorders. Sessions will cover psychological theories of mental<br>disorders and offending behaviours. Key therapeutic approaches<br>in their treatment and rehabilitation, drawing on theory, evidence<br>and principles from Forensic, Clinical and Counselling Psychology<br>will be explored. |                                       | S2       | 15      |

| Code     | Title                               | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|-------------------------------------|--|---------------------------------------|----------|---------|
| PSYC2544 | Psychology in the Real World        | This module will apply psychological concepts, theories and<br>research to examine what role psychology can have in the real<br>world. Using a problem-based learning (PBL) approach, students<br>will learn about a number of different applications of psychology<br>across the module. For each one, students will be introduced to<br>the topic and the accompanying psychological evidence base, and<br>then be asked to actively work in groups to tackle how psychology<br>can make a difference in the real world. Students will be<br>supported to explore and reflect on the skills required to apply<br>psychology in the real world, including transferable skills working<br>in teams, and thus the module supports employability and career<br>development.  |                                       | S2       | 15      |
| PSYC3652 | Living with Long Term<br>Conditions | Long-term health conditions affect approximately 26 million<br>people in England alone. Living with a long-term condition is<br>associated with significant adverse physical, psychological and<br>social consequences and increased healthcare spending. Thus,<br>there is a key role for psychological research to better understand<br>the lived experience of long-term conditions to promote living well<br>with long-term illness and enhance health-care provisions. This<br>module aims to introduce students to the physical and emotional<br>impact of chronic illness; psychosocial influences on patient<br>outcomes, including the role of illness beliefs and carers;<br>conceptualisations and measurement approaches to quality of life,<br>including their limitations; models of adjustment and coping;<br>adherence to treatment and patient-centred care. Students will<br>have the opportunity to study a number of long-term conditions in<br>depth and there will be an emphasis on the research methods<br>typically utilised within this field. |                                       | 52       | 15      |

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| PSYC3653 | Social Cognition & Emotion                                     | Drawing on contributions from areas such as social psychology,<br>individual differences, evolutionary psychology and neuroscience,<br>this module will examine social cognitions about how we<br>understand, and explain, the behaviours of ourselves and others.<br>This module will also consider the interpretation and impact of<br>emotions on our social lives. Students will engage with key<br>theories, concepts and empirical work which spans across multiple<br>fields of psychology to debate current issues as well as scrutinise<br>and apply the latest research around social cognition and emotion.  |                                       | S2       | 15      |
| PSYC3663 | Business Psychology  | This module aims to expose students to the application of<br>psychological techniques, concepts and theories to the workplace.<br>Organisational level initiatives in practice will be explored, with<br>critique of existing organisational practice from an evidence-based<br>perspective. Individual level factors and schemes will also be<br>explored. The focus of the assessment will support the<br>development of the translation of theory and evidence into<br>practice in the world of work. Finally, students will be supported<br>to reflect on and prepare for personal experiences of psychology<br>in the work place, such as preparing for interviews and career<br>planning, thus the module supports employability and career<br>development as students prepare to transition out of their<br>psychology degree. |                                       | S2       | 15      |
| PSYC3665 | Counselling Skills in Applied<br>Sport and Exercise Psychology | This module aims to introduce students to the foundations and<br>theoretical underpinnings of counselling psychology with a specific<br>emphasis on applying these skills in a sport and exercise<br>environment. Students will develop an awareness of the influence<br>of psychological theory in counselling practice and will be able to<br>employ this throughout the module in practical activity<br>opportunities and via assessment at the end of the module.   |                                       | S2       | 15      |

| Code     | Title                  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|------------------------|--|---------------------------------------|----------|---------|
| PSYC3666 | Cyberpsychology        | As we are living more and more of our lives in the online<br>environment it becomes increasingly important to consider the<br>social and psychological implications of this. This module will<br>explore topics such as whether individuals behave differently<br>online than offline, how we develop an online identity, and how<br>social media use can affect interpersonal relationships and mental<br>health.<br>This module will provide current trends in cyberpsychology<br>research and students will be encouraged to think critically about<br>theory, application and research methods used in this field. |                                       | S2       | 15      |
| PSYC3668 | Psychology and the Law | This module aims to introduce students to a variety of topics<br>regarding the interface between psychology and the law. The<br>formative and summative assessments are designed to provide<br>students with an opportunity to develop both critical thinking skills<br>and those required when attempting to apply psychological<br>research to the criminal justice system.  | ;                                     | S2       | 15      |

## SOCIAL WORK

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| SOWK1102 | Foundations of Law<br>and Policy in Social<br>Work | This module will provide students with an understanding of the<br>relationship between law and policy and social work practice.<br>Students will explore the features and dynamics of the English<br>legal system relating to children and adults and examine how<br>legislation impacts on people's rights and promotes social work<br>ethics and values. |                                       | S1       | 15      |
| SOWK1101 | The Context of<br>Professional Practice            | This module will provide students with an understanding of the social policy context in which social work operates and the development of social work as a profession. Students will learn about the needs and issues service users may present with and explore the social work role in responding to these.  |                                       | S2       | 15      |

### **EDUCATION STUDIES**

| Code       | Title                                      | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|------------|--|--|---------------------------------------|----------|---------|
| EDST2101E1 | Educational Enquiry                        | This module supports students' engagement with the theory<br>and practice of educational research. The module introduces<br>students to the key philosophical and theoretical debates<br>around the nature of knowledge, the use of research to inform<br>policy and practice, and the conducting and interpretation of<br>research. The module builds on this by supporting students to<br>find literature appropriate to their own chosen area of<br>research.   |                                       | S1       | 15      |
| EDST2111E  | From Exclusion to<br>Inclusion             | This module creates an opportunity for students exploration of<br>developments in inclusive education for individuals with 'special<br>education needs' and/or disabilities. The module develops<br>understanding of the historical and social context of<br>'mainstreaming' in schools (since the Second World War) and<br>examines the complex picture of policy and practice seen today.<br>The module encourages students to further develop critical<br>thinking skills and information search, evaluation and reporting.<br>Skills include developing criticality, critical use of sources of<br>evidence (e.g quantitative and qualitative data) working in<br>teams, researching individually, developing an academic writing<br>voice.  |                                       | S1       | 15      |
| EDST2142   | Mentoring and Coaching<br>within Education | The process of mentoring is to facilitate, support, and<br>encourage individuals to manage their own learning to achieve<br>their full potential, enhance their skill set and improve their<br>performance. The process of coaching is the development of a<br>specific personal or professional competence, result, or goal.<br>Both mentoring and coaching skills are implicit within graduate<br>employment, whereby the graduate is likely to have<br>responsibility for others. This is particularly true in the<br>education sector. Within this module, the symbiotic relationship<br>of the mentor and learner is explored through a thematic,<br>practical approach based on sound theory, to mentor other<br>students at an earlier stage of study. Within the module there is<br>a practical basis of mentoring and coaching peers. |                                       | S1       | 15      |

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| EDST3118 | Values in Education  | <ul> <li>Educational values and values positions are necessarily involved in choosing or commending one course of action from a range of possible alternatives and will be the starting point of this module. Particular values and their justification will be examined. Students will explore, through discussion and assignments, the potential ways in which the values held by individuals, groups and institutions impact on educational content, provision and practice. Key educational concepts and their underpinnings will be analysed.</li> <li>A range of learning approaches are employed within the module including lectures, seminars discussion, group work, case studies, presentations and individual tutorials. A clear focus on assessment requirements is maintained throughout the course.</li> </ul> |                                       | S1       | 15      |
| EDST3127 | Critical Perspectives on<br>'Special Educational<br>Needs' | The module investigates the concept of 'special educational<br>needs'/'additional needs' rather than taking it 'for granted'. You<br>will be encouraged to adopt critical and reflective approaches,<br>considering `SEN D' from differing perspectives. We will look at<br>the impact of the ways people think and have thought about<br>'SEN'. We will use sociological, psychological, philosophical and<br>historical ideas to help us. The most important thing is to try to<br>look at 'SEN D' from different angles and be open to<br>considering a range of different ideas and possible effects of<br>these ideas.   |                                       | S1       | 15      |
| EDST2121 | Radical Education  | This module aims to broaden students' critical awareness and<br>understanding of the purposes and processes of education.<br>Mainstream educational approaches have been remarkably<br>resilient to change. Much teaching and learning still takes place<br>in schools in standard type classrooms and is led and organised<br>by teachers guided by government policy. There are other<br>forms of education and knowledge production and this module<br>seeks to offer students the chance to critically explore some of<br>these alternatives. Students are offered the chance to shape<br>the module for themselves in terms of its content, structure and<br>assessment requirements.  |                                       | S2       | 15      |

| Code     | Title                                  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| EDST3126 | 26 Organising Teaching and<br>Learning | This module is primarily concerned with philosophical,<br>sociological and political influences on education. We examine<br>these in regards to the curriculum, creativity, the educational<br>environment and related aspects such as the role of values. We<br>also address the impacts of such issues on the organisation,<br>educators and what these mean for those accessing education. |                                       | S2       | 15      |
|          |  | In addition, there is some emphasis on professional reflection<br>and evaluation in the context of your personal educational<br>philosophy and it's potential relationship to practise  |                                       |          |         |
| EDST3128 | Extension Module                       | This role of this extension module is to allow students to develop work they have encountered in one of the subject option modules further and in greater depth.  |                                       | S2       | 15      |
|          |  | Students will be allowed to take the extension module if they<br>meet three requirements: they must achieve an overall grade of<br>C or above in the 'base' module, they must submit a rationale<br>for the further study prior to the start of the module, and the<br>tutor of the 'base' module must agree the suitability of the task  |                                       |          |         |
|          |  | proposed. The achievement of at least grade C is required as an<br>indication that the student has sufficient grasp of, and can work<br>relatively independently on, the chosen material. To ensure<br>equity, the specifications for this extension module are broadly<br>equivalent to the extension modules in other UMS Fields.   |                                       |          |         |

#### SPECIAL EDUCATIONAL NEEDS, DISABILITY AND INCLUSION

| Code     | Title   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|---|---------------------------------------|----------|---------|
| SEND2002 | Global Perspectives and<br>SEND   | Beliefs about the idea of SEND and provision for learners<br>identified as having SEND vary across countries, cultures and<br>contexts as well as through time. This module explores some of<br>the major discussions and trends in international policies and<br>practices in the field as well as exploring beliefs, policies and<br>practices specific to a varied sample of particular contexts.  |                                       | S1       | 15      |
| SEND3005 | Assistive Technology in<br>Practice   | This module introduces students to the range of assistive,<br>adaptive and rehabilitative technology associated with SEN,<br>disability and inclusion; it provides an opportunity to explore<br>associated issues surrounding their use and access<br>arrangements. In addition students will be encouraged to<br>identify, review and evaluate materials, devices, aids, systems<br>and programmes that support communication, sensory and<br>motor development by improving access to education and<br>learning.  |                                       | S1       | 15      |
| SEND3006 | Concepts of Social,<br>Emotional and Mental<br>Health in Special<br>Educational Needs and<br>Disability | This module provides students with an opportunity to explore<br>mental health issues and appropriate interventions. In the<br>majority of education and care settings where professionals<br>may work with individuals with special educational needs and<br>disabilities, mental health is a consistent issue. It is essential<br>that professionals are able to support individuals who may<br>exhibit emotional distress, mental illness or issues with their<br>emotional well-being. Amongst young people, one in ten are<br>likely to develop a mental illness at any one time. One in four<br>adults experience at least one diagnosable mental health<br>problem each year (DoH, 2018). Mental health problems<br>represent the largest single cause of disability in the UK (DoH,<br>2018). Furthermore, evidence suggests that individuals with<br>some Special Educational Need (SEN) are more likely to<br>experience mental health issues (DfE, 2018). Key priorities for<br>supporting individuals with mental health needs will be covered<br>in this module, through critical debate and research in relation<br>to prevention, identification and support. |                                       | S1       | 15      |

| Code     | Title                                     | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| SEND3004 | Identity, Inclusion and<br>Social Justice | This module encourages the exploration of current issues in<br>practice and policy developments from the perspective of the<br>individual. It includes the study of wider issues around personal<br>identity and inclusion in society, including representation,<br>marginalisation and empowerment; in addition it enables<br>students to study social and cultural constructions of the self. A<br>breadth of issues relating to social justice will be explored, from<br>a range of isms and phobias (Cole 2008) which can include<br>classism, ageism, racism/xeno-racism and xenophobia,<br>sexism/genderism, disablism, homophobia, transphobia and<br>Islamophobia. These are not discrete areas, and the interplay<br>between facets of identify (e.g. age, sex, class and "race") of<br>individuals will be explored. |                                       | S2       | 15      |

### SPORT

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| SPRT1005 | Introduction to Motor<br>Learning and Skill<br>Acquisition | Human movement is a complex phenomenon. For practitioners<br>concerned with movement enhancement, that complexity<br>presents a constant challenge. The key to meeting this<br>challenge lies in understanding how people learn. This module<br>introduces practitioners to the processes which underlie human<br>movement. Bridging the gap between research and practice,<br>this module provides practitioners with the necessary tools to<br>build a solid foundation for assessing performance, providing<br>effective instruction, and designing practice and training<br>experiences that will optimise skill acquisition and performance. |                                       | S1       | 15      |
| SPRT1013 | Physical Activity, Exercise<br>and Health                  | The steady growth of exercise and physical activity for health<br>industry is continuing as the government strives to combat the<br>increasing health costs related to an aging population<br>demographic, obesity and hypokinetic diseases such as<br>coronary heart disease. This module prepares students for<br>further study into this area by introducing them to the exercise<br>and health relationship, the underpinning epidemiology and<br>related government policy. The module experience is enhanced<br>by health based practical work.   |                                       | S1       | 15      |
| SPRT1023 | Exercise Training and<br>Prescription                      | This module provides students with an introduction to the basic<br>principles underpinning the design of physical training<br>programmes aimed at improving either health related fitness or<br>sporting performance. Issues related to the design and delivery<br>of both individual exercise sessions and longer term<br>programmes are considered through reference to underpinning<br>theory.   |                                       | S1       | 15      |

| Code     | Title                                    | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| SPRT1036 | Sports Coaching<br>Intrapersonal Skills  | Intrapersonal skills (identity, values, beliefs, leadership styles,<br>mind-set, reflection, autonomy and learning) are fundamental to<br>the continual development of sports coaches. This module aims<br>to identify and develop personal skills and knowledge that relate<br>to coaching and personal development.  |                                       | S1       | 15      |
|          |  | This module explores different sets of knowledge and allows learners to self-analyse, reflect and develop personal action plans.   |                                       |          |         |
| SPRT1047 | Sport Management<br>Intrapersonal Skills | This module will open your eyes to who you are, your<br>capabilities and where you could be in the future. The<br>development of intrapersonal skills (identity, values, beliefs,<br>leadership styles, mind-set, reflection, autonomy and learning)<br>are fundamental to the development of you within the field of<br>sport management. Through a combination of one-to-one<br>tutoring with PAT, group coaching, traditional classes and<br>experiential learning we will explore your personality, attitudes<br>and values, relationships to others and group interactions. This<br>module will support you in the transition to HE and aid your<br>ability to self-analyse, reflect and develop personal action plans. |                                       | S1       | 15      |
| SPRT2015 | Sponsorship and<br>Fundraising           | All sport organisations must consider income. For commercial organisations, profit generated through sales of goods and services is imperative, as is the drive to seek new ways to maximise income, particularly through sponsorship. For public and voluntary sector organisations, funding streams can be more varied and complex, with a constant need to secure and seek out new sources.<br>This module aims to develop students' skills in designing strategies for securing additional income streams, in order to ensure the future viability of sport organisations. It considers the key principles of sponsorship, fundraising, with strategies and actions to access different funding streams.                 |                                       | S1       | 15      |

| Code     | Title   | Module Description  | Pre-existing Knowledge<br>Requirement                                    | Semester | Credits |
|----------|---|---|--|----------|---------|
| SPRT2068 | Management and<br>Leadership in Sport                           | Effective management and leadership principles are essential<br>components for successful sport organisations. This module will<br>cover a wide spectrum of topics geared towards students<br>wishing to occupy leadership positions within the broad<br>organizational context of sport. A background into leadership<br>theory and research will be provided, but will focus on practical<br>applications theory, and how as leaders they will be able to<br>effectively put theory to their practice on an everyday basis.<br>Students will be exposed to various management principles and<br>techniques, leadership characteristics and theories, and will<br>study methods and materials used for effective functioning<br>within sport management contexts                       |  | S1       | 15      |
| SPRT3028 | International Sport<br>Development and<br>Volunteering          | Sport has grown as a tool in international development, education<br>and aid projects. This is manifested in a variety forms, ranging<br>from the growth in voluntary work, social tourism, gap years (for<br>both students and increasingly people in work), and charity<br>fundraising events. The delivery often takes place in destinations<br>where the natural environment, the cultural setting and the<br>political context can be far more challenging than in the UK.<br>This module deals with the management considerations<br>generated by international development projects, such as<br>establishing a sustainable grass roots sport<br>development/educational scheme for a poor, remote rural<br>village in Africa.  |  | S1       | 15      |
| SPRT3064 | Psychological<br>Considerations for Sport,<br>Exercise & Health | This module explores psychological factors in sport and exercise<br>from a sport /exercise scientist perspective. Understanding how<br>practitioners affect performance through motivational climates,<br>self-regulation of emotion and return from injury for example.<br>We explore common topics across different populations; youth,<br>elite, recreational, aging and those with a disability etc. coupled<br>with implications of feeding back testing data to the athlete or<br>client whilst developing psychological support skills and<br>techniques. Students will be required to work with an athlete /<br>client assessing psychological needs and developing<br>psychological skills. Interpersonal skills and techniques are<br>taught as a key component of the module | Appreciation and experience<br>of psychology in<br>sport/exercise/health | S1       | 15      |

| Code     | Title   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|---|---------------------------------------|----------|---------|
| SPRT1027 | Adapted Physical Activity,<br>Sport and Disability      | This module enables the student to identify information and<br>concepts associated with working with people with a disability<br>in sporting situations. The teaching and coaching methods that<br>can be employed with people with a disability will be explored<br>during the module. The module will allow students to formulate<br>appropriate responses and adaptations when working with<br>people with disabilities in sporting situations.  |                                       | S2       | 15      |
| SPRT1045 | Physiology of Sport,<br>Exercise & Physical<br>Activity | This module introduces students to the physiological basis of<br>sport & exercise performance. Students will consider the cardio-<br>respiratory responses to exercise and develop skills in the<br>collection of physiological data during laboratory practical<br>sessions. This supports students in the development of scientific<br>writing, numeracy and data presentation skills.  |                                       | S2       | 15      |
| SPRT1049 | Inclusive Cricket Coaching                              | This module enables the student to identify information and<br>concepts associated with working with people with impairments<br>who participate in adapted cricket, physical activity and sport. A<br>range of teaching and coaching methods that can be employed<br>with people with impairments will be explored during the<br>module. The module will allow students to formulate a<br>fundamental appreciation of the inter-related sectors which can<br>support appropriate responses and adaptations when working<br>with people with impairments in a variety of cricketing situations |                                       | S2       | 15      |
| SPRT1050 | Foundations of Cricket<br>Development                   | Cricket has a long and rich history and is a sport which can be<br>used to both reflect and epitomise cultures. This module<br>explores the development of cricket primarily through the<br>disciplines of history, politics and sociology. Whilst the module<br>initially looks at the development of cricket in Britain, it goes<br>onto explore how the game was expanded and established in<br>other parts of the world with particular emphasis on the<br>development of new formats of the game to increase<br>accessibility and the role of commercialisation within cricket.          |                                       | S2       | 15      |

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| SPRT2056 | Sports Coaching<br>Interpersonal Skills                        | Interpersonal skills (social context, relationships with key others, communication, active listening and questioning, athlete and parent management, personal conduct, mentoring, coaching methodology) are fundamental to the continual development of sports coaches.<br>This module aims to identify and develop personal skills and   | 5                                     | S2       | 15      |
|          |  | knowledge that relate to coaching and personal development.<br>This module explores different sets of knowledge and allows<br>learners to self-analyse, reflect and develop personal action<br>plans in relation to working with others.  |                                       |          |         |
| SPRT2069 | Creating Successful<br>Research in Sport &<br>Exercise Science | This module continues to develop knowledge of Sport &<br>Exercise Science research skills introduced in the pre-requisite<br>module SPRT1037. The module provides students with the skills<br>and knowledge required to interpret and evaluate<br>contemporary literature, and to design research procedures<br>that are valid, reliable and ethically sound. Successful<br>completion of this module will prepare students for the<br>SPRT3062 Sport & Exercise Science Independent Research<br>Project module at level 6  |                                       | S2       | 15      |
| SPRT2071 | Sport Tourism and Event<br>Management                          | Tourism is now the world's largest industry, used by people<br>travelling for recreation or business, both can relate to sport.<br>This module explores the growth and key components of sport<br>tourism, paying attention to sport event tourism. It will show<br>the market opportunities which exist to design services and<br>products to meet customer needs, in relation to travel,<br>accommodation and event experience. It pays particular<br>attention to the trend whereby the event capacity to attract<br>people can far exceed stadium capacity, as people can visit the<br>destination and watch the sport event remotely, in a fan park or<br>bar. |                                       | S2       | 15      |

| Code     | Title                    | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--------------------------|---|---------------------------------------|----------|---------|
| SPRT3006 | The Sports Entrepreneur  | This module focuses on the student as a would-be sports<br>entrepreneur. It develops the potential to acquire an<br>entrepreneurial capability, i.e. opportunity recognition and to<br>think creatively. It equips the student with the ability to<br>understand the business start-up process and to pitch his or her<br>own business idea to a group of selected panel members.<br>Students will learn about their own skills and attributes and<br>their readiness to initiate business ideas and apply<br>entrepreneurial solutions to market opportunities and threats   |                                       | S2       | 15      |
| SPRT3008 | Sport Strategy in Action | Future managers need to be familiar with strategy related<br>documentation, and have the ability to develop such<br>documents themselves. This module examines a wide variety of<br>strategic planning techniques, databases and issues in order to<br>understand the strategic planning process.<br>It initially focuses on examining the wide variety of strategic<br>documentation that is produced for different purposes, such as<br>public policy, organisational audits and business plans. It then<br>considers how data can be generated in order to help identify<br>future trends, threats and opportunities which the sport<br>organisation must manage in order to ensure their medium and<br>long term viability. |                                       | S2       | 15      |
| SPRT3009 | Group Dynamics in Sport  | This module explores the factors underpinning group dynamics<br>in a sports setting. Students will critically reflect on the<br>development of a team in a selected sport.<br>The purpose of the module is to equip students with a critical<br>understanding of the theoretical principles and practical<br>techniques associated with group dynamics in sport. The<br>module explores key aspects of group dynamics such as, group<br>development, the group environment, group structure, team<br>cohesion, team processes and leadership. The module provides<br>students with the knowledge and skills to research and reflect<br>on factors affecting sport team development, cohesion and<br>success.                    |                                       | 52       | 15      |
| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement  | Semester | Credits |
|----------|--|--|--|----------|---------|
| SPRT3015 | Physiological Support of<br>the Elite Athlete                  | This module considers the issues important to the provision of<br>physiological support to athletes training and competing in a<br>range of different environments. It considers the impact of<br>various environmental stressors on human performance and<br>strategies that can be implemented to minimise their negative<br>effects. This module allows students to consider the practical<br>application of exercise physiology theory to the support of<br>athletes in a range of training and competition situations.<br>Emphasis is placed on the physiological effects of various<br>environmental stressors and the formulation of guidelines and<br>interventions designed to minimise any negative effects on<br>human performance. | Appreciation and experience<br>of exercise physiology and<br>human performance | S2       | 15      |
| SPRT3041 | Contemporary Issues in<br>Disability Sports Coaching<br>and PE | This module enables the student to critically analyse academic<br>literature and concepts associated when working with people<br>who have a disability in a variety of different sporting situations.<br>This module will challenge your knowledge and philosophy<br>surrounding disability models and the effective selection and<br>appropriate use of recognised practical adaptation learning<br>tools. The module will allow for students to critically examine<br>and analyse current policy and legislation as adopted and<br>directed by National Governing Bodies and education sector<br>providers so they can analyse the support pathways from<br>grassroots sport through to elite level sports programmes.                       | of disability coaching   | S2       | 15      |

## OUTDOOR ADVENTURE AND LEADERSHIP MANAGEMENT

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement   | Semester | Credits |
|----------|--|---|---|----------|---------|
| OALM2001 | Facilitation and Reviewing<br>in Outdoor Learning  | This module considers the theory, skills and approaches used for facilitating and reviewing learning in the outdoors.   |   | S1       | 15      |
|          | This module is designed to provide an understanding of<br>facilitating learning in the outdoors, and the effective<br>management of reviews to enhance participants' learning.<br>Facilitation and reviewing skills form a base for effective<br>professional practice when working with groups and individuals<br>in the outdoors. Students will apply learning and teaching<br>theories to address the needs of learners in a range of outdoor<br>learning activities. |   |   |          |         |
| OALM3051 | Expedition Studies   | The module enables students to put into practice the skills and<br>knowledge gained over the previous 2 years in order to plan<br>and carry out a 5 day expedition. Students will be equipped<br>with an advanced understanding of the theories and principles<br>associated with the effective leadership of outdoor expeditions.<br>Thus, topics such as leadership styles, communication,<br>organisation, safety, motivation and training are presented in a<br>relevant context. Studies of past expeditions and leadership<br>underpin the module.  | Students will need to have<br>suitable experience and<br>skills. Admission to the<br>module will be at the<br>module leader's discretion. | S1       | 15      |
| OALM3056 | Advanced Facilitation and<br>Reviewing in Outdoor<br>Learning  | This module develops advanced skills and understanding of<br>facilitating learning in the outdoors, and the effective<br>management of educational reviews. Students consider how<br>advanced skills in facilitation and reviewing of outdoor learning<br>can help individuals and groups to explore aspects of the<br>outdoor experience including teamwork, leadership and<br>personal development. The module explores the theory base<br>for facilitation and reviewing, develops a range of advanced<br>skills and considers current practice in advanced facilitation and<br>reviewing of learning in the outdoors. Students will apply<br>learning and teaching theories to address the needs of learners<br>in the outdoors |   | S1       | 15      |

| Code     | Title                                       | Module Description  | Pre-existing Knowledge<br>Requirement   | Semester | Credits |
|----------|---|---|---|----------|---------|
| OALM2011 | Water Based Coaching                        | <ul> <li>By selecting kayaking or canoeing, students further develop<br/>their coaching skills in their chosen activity. This module<br/>enables the student to develop and critically assess their water–<br/>based coaching skills and abilities, preparing them for work in<br/>the Outdoor Adventure industry.</li> <li>Strategies of leadership and safety management will also be<br/>examined. The module culminates in the students delivering an<br/>activity session to a group, where their understanding of group<br/>dynamics, coaching ability, safety and interpersonal skills will be<br/>assessed.</li> </ul>  | Students will need to have<br>suitable experience and<br>skills in their chosen activity.<br>Admission to the module<br>will be at the module<br>leader's discretion. | S2       | 15      |
| OALM2012 | Land Based Leadership                       | This module allows students the opportunity to select rock<br>climbing or hill walking and further develop their technical and<br>leadership skills in the chosen activity. Leadership strategies &<br>safety management will also be examined to enhance the<br>student's ability to manage groups safely in adventurous<br>activity environments. The module culminates in the students<br>delivering an activity session to a group, where their<br>understanding of group dynamics, leadership ability, safety and<br>interpersonal skills will be assessed.  | Students will need to have<br>suitable experience and<br>skills in their chosen activity.<br>Admission to the module<br>will be at the module<br>leader's discretion. | S2       | 15      |
| OALM3055 | Contemporary Issues in<br>Outdoor Adventure | This module examines contemporary issues and debates in<br>outdoor education literature and encourages students to<br>investigate the various standpoints in order to gauge their own<br>position on a contemporary issue. The module seeks to develop<br>a critical understanding of current issues within outdoor<br>education, by providing the opportunity to examine aspects of<br>theory and practice and to explore a number of current issues.<br>The module is based around research informed teaching and<br>requires students to identify areas of discourse within the<br>literature, to consider the arguments and develop an evidence-<br>based position on an issue of their choice. |   | S2       | 15      |

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| OALM3057 | Outdoor Adventure and<br>Diverse Populations | This module considers provision and adaptive practices for<br>learners from diverse populations in the outdoors. It provides<br>the opportunity to examine different populations and to<br>identify and evaluate how attitude, equipment and coaching /<br>instructional styles can influence participation and performance<br>in adventurous outdoor activities. The module further explores<br>the planning and delivery of adventurous activities for people<br>from differing populations in order to provide the student with<br>core knowledge and skills. Teaching and learning is research<br>informed throughout, and there is a considerable practical<br>element. |                                       | S2       | 15      |

#### LANGUAGES

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| LANG1002 | Improving English Usage and<br>Style in Academic Writing | This module is for undergraduate students; native speakers<br>of English and non-native speakers of English at a high<br>Advanced/Proficiency level who want to improve the<br>quality and accuracy of their English. It will raise students'<br>awareness of British academic writing style, and different<br>text types and structure, enabling them to more effectively<br>approach different types of written assessment. It also<br>provides training in a range of study skills required at<br>undergraduate level and strengthens the development of<br>effective learning strategies and learner independence.<br>Students will be introduced to key grammatical knowledge<br>and terminology, and correct use of punctuation. The<br>module will examine the differences between essay and<br>report structure, and focus on the procedure of draft<br>development. It will teach students how to write<br>coherently and cohesively, and develop students'<br>knowledge of writing skills such as summarising,<br>paraphrasing and synthesising. The module will also<br>develop students' awareness of personal presentation<br>skills. A high standard of English and the ability to present<br>one's self effectively through language use enhances a<br>student's employability. |                                       | S1       | 15      |

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| LANG1003 | Improving English Usage and<br>Style in Academic Writing (for<br>non-native speakers of<br>English) | This module is for undergraduate students; non-native<br>speakers of English at a high Advanced/Proficiency level<br>who want to improve the quality and accuracy of their<br>written academic English. It will raise students' awareness<br>of British academic writing style, and different text types<br>and structure, enabling them to more effectively approach<br>different types of written assessment. It also provides<br>training in a range of study skills required at undergraduate<br>level and strengthens the development of effective<br>learning strategies and learner independence. Students will<br>be introduced to key grammatical knowledge and<br>terminology, and correct use of punctuation. The module<br>will examine the differences between essay and report<br>structure, and focus on the procedure of draft<br>development. It will teach students how to write<br>coherently and cohesively, and develop students'<br>knowledge of writing skills such as summarising,<br>paraphrasing and synthesising. The module will also<br>develop students' awareness of personal presentation<br>skills. A high standard of English and the ability to present<br>one's self effectively through language use enhances a<br>student's employability. |                                       | S1       | 15      |

| Code     | Title   | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|---|---------------------------------------|----------|---------|
| LANG1012 | Introduction to Teaching<br>English as a Foreign Language<br>(Language Awareness) | Students will examine the role of TEFL in a global context.<br>They will be introduced to the historical development of a<br>range of theoretical approaches to TEFL. They will explore<br>the different types of learner and learning situations,<br>including discussion of the terminology used to describe<br>these e.g. EAP, ESP etc. Students will explore the<br>relationship between learners' linguistic and cultural<br>backgrounds and the English learning process. The essential<br>features of the English language will be examined and<br>students will be required to discuss concepts such as<br>meaning, form and function. Students will study practical<br>examples of the main features of English lexis, grammar,<br>phonology as they apply in a TEFL context. Through<br>observation of qualified TEFL teachers and participation in<br>practical activities, students will recognise and evaluate key<br>aspects of TEFL methodology. Students will gain skills in<br>observation and critical reflection that can be applied in<br>any learning situation. |                                       | S1       | 15      |

| Code     | Title  | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|--|---------------------------------------|----------|---------|
| LANG1002 | Improving English Usage and<br>Style in Academic Writing | This module is for undergraduate students; native speakers<br>of English and non-native speakers of English at a high<br>Advanced/Proficiency level who want to improve the<br>quality and accuracy of their English. It will raise students'<br>awareness of British academic writing style, and different<br>text types and structure, enabling them to more effectively<br>approach different types of written assessment. It also<br>provides training in a range of study skills required at<br>undergraduate level and strengthens the development of<br>effective learning strategies and learner independence.<br>Students will be introduced to key grammatical knowledge<br>and terminology, and correct use of punctuation. The<br>module will examine the differences between essay and<br>report structure, and focus on the procedure of draft<br>development. It will teach students how to write<br>coherently and cohesively, and develop students'<br>knowledge of writing skills such as summarising,<br>paraphrasing and synthesising. The module will also<br>develop students' awareness of personal presentation<br>skills. A high standard of English and the ability to present<br>one's self effectively through language use enhances a<br>student's employability. |                                       | S2       | 15      |

| Code     | Title   | Module Description   | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|---|--|---------------------------------------|----------|---------|
| LANG1003 | Improving English Usage and<br>Style in Academic Writing (for<br>non-native speakers of<br>English) | This module is for undergraduate students; non-native<br>speakers of English at a high Advanced/Proficiency level<br>who want to improve the quality and accuracy of their<br>written academic English. It will raise students' awareness<br>of British academic writing style, and different text types<br>and structure, enabling them to more effectively approach<br>different types of written assessment. It also provides<br>training in a range of study skills required at undergraduate<br>level and strengthens the development of effective<br>learning strategies and learner independence. Students will<br>be introduced to key grammatical knowledge and<br>terminology, and correct use of punctuation. The module<br>will examine the differences between essay and report<br>structure, and focus on the procedure of draft<br>development. It will teach students how to write<br>coherently and cohesively, and develop students'<br>knowledge of writing skills such as summarising,<br>paraphrasing and synthesising. The module will also<br>develop students' awareness of personal presentation<br>skills. A high standard of English and the ability to present<br>one's self effectively through language use enhances a<br>student's employability. |                                       | S2       | 15      |

| Code     | Title  | Module Description  | Pre-existing Knowledge<br>Requirement | Semester | Credits |
|----------|--|---|---------------------------------------|----------|---------|
| LANG1013 | Introduction to Teaching<br>English as a Foreign Language<br>(Teaching Skills) | <ul> <li>This module is recommended if you wish to proceed to a qualification in TEFL (CELTA) by taking LANG 2011 at L5.</li> <li>This module will focus on three key areas as preparation for LANG2011: <ol> <li>Language awareness: To raise general awareness of the basic concepts and terminology used in ELT to discuss language form and use. To identify grammar, lexis and phonology systems to enable candidates to complete the centre's pre-course task.</li> <li>Teaching awareness: introduction to current approaches and methods used in second language teaching to provide a foundation for practical tasks introduced in LANG2011.</li> <li>Collaborative and communicative tasks: to develop communication skills and team building skills as required by Cambridge Language Assessment</li> <li>This module also serves as a method of candidate selection for LANG2011 (CELTA).</li> </ol> </li> <li>The module develops students' level of language awareness concerned with the main characteristics of TEFL teaching e.g. lexical, grammatical and phonological.</li> <li>Throughout this module this understanding of the main elements of the English language will be closely linked to the pedagogical implications for teaching purposes in a TEFL setting. The focus is on students being able to understand and then explain key language concepts to non-</li> </ul> |                                       | S2       | 15      |
| LANG3011 | Advanced Language Analysis   | native learners of English.<br>This module consolidates and extends the level of language<br>awareness concerned with the main characteristics of TEFL<br>teaching e.g. lexical, grammatical, phonological and<br>functional/topical/situational. Throughout this module, this<br>understanding of the main elements of the English<br>language will be linked to the pedagogical implications for<br>teaching purposes in a TEFL setting.  | needs course leader<br>approval       | S2       | 15      |

#### BUSINESS – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

| Code     | Title                                    | Module Description  | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|--|---|---------------------------------------|---------------------|---------|
| BMGT2000 | Integrated Marketing<br>Communications   | Marketing communications are a vital function of any organisation.<br>Integrating the various forms of messages and media so they align<br>with the business' brand and resonate with target audiences, is<br>therefore crucial. This module provides a critical awareness of the<br>communication process, the scope of marketing communications,<br>traditional and digital media, and ethical issues associated with<br>communications. The behavioural foundations underpinning<br>marketing communication and promotion management are<br>examined. The implications for marketing communications in a global<br>world will also be explored.  |                                       | Across<br>Semesters | 30      |
| BMGT2100 | Fundamentals of<br>Management Accounting | This module provides a solid grounding of all aspects of management<br>accounting. It aims to ensure an understanding of the importance of<br>cost behaviour and the concepts of different cost accounting<br>techniques such as marginal and absorption costing. Learners develop<br>analytical skills by interpreting management information<br>(quantitative/qualitative/secondary) to assist in business decision<br>making. The module includes discussion on the purpose of the<br>budgetary process and how to calculate different forecasting<br>techniques.  |                                       | Across<br>Semesters | 30      |
| BMGT2110 | Fundamentals of Financial<br>Accounting  | This module begins with a discussion of the nature and role of<br>financial accounting, considering who uses financial accounting<br>information and for what purposes. The module continues with the<br>processes used to record, summarise and present business<br>transactions. The objective is to develop skills to prepare sole trader,<br>partnership and single company financial statements, including the<br>statement of financial position, statement of profit or loss and<br>statement of cash flows. Key users and stakeholders need to<br>understand financial accounts, so the module studies a wide range of<br>analytical techniques that support practical investigation into the<br>three key financial statements, enabling evaluation and discussion on<br>reported financial performance. |                                       | Across<br>Semesters | 30      |

| Title   | Module Description   | Pre-existing Knowledge<br>Requirement  | Semester  | Credits  |
|---|--|--|---|--|
| The Global Economy:<br>Institutions, Trade and<br>Foreign Direct Investment | This module explores the critical topics of business innovation and<br>entrepreneurship. Due to increasing volatility in macro and micro-<br>competitive environments driven by globalisation and new<br>technologies, firms need to continuously re-invent themselves in<br>order to stay relevant and survive. Markets and industries are being<br>disrupted by new products, processes and business models at an<br>increasingly alarming rate.   |  | Across<br>Semesters   | 30   |
|   | firms within established industries but from entrepreneurs and `new<br>economy` start-up businesses. The module analyses the different<br>types of business innovation currently taking place in global markets<br>and the role of entrepreneurs and entrepreneurship in this highly<br>disruptive process.  |  |   |  |
| Responsible Business  | by organisations demonstrating different models of responsibility and<br>the challenges involved in adopting and implementing them. It builds<br>an understanding of the importance of a responsible approach across<br>the whole organisation. Skills developed throughout the module will<br>be applied to the design and development of cases, modules and<br>games that will encourage stakeholders to act responsibly. Learners<br>will critically evaluate organisational responses to opportunities and |  | Across<br>Semesters   | 30   |
|   | Institutions, Trade and<br>Foreign Direct Investment   | Institutions, Trade and<br>Foreign Direct Investmententrepreneurship. Due to increasing volatility in macro and micro-<br>competitive environments driven by globalisation and new<br>technologies, firms need to continuously re-invent themselves in<br>order to stay relevant and survive. Markets and industries are being<br>disrupted by new products, processes and business models at an<br>increasingly alarming rate.The drivers of this business innovation is not coming from incumbent<br>firms within established industries but from entrepreneurs and `new<br>economy` start-up businesses. The module analyses the different<br>types of business innovation currently taking place in global markets<br>and the role of entrepreneurs and entrepreneurship in this highly<br>disruptive process.Responsible BusinessThe module provides hands-on experience of good practice displayed<br>by organisations demonstrating different models of responsibility and<br>the challenges involved in adopting and implementing them. It builds<br>an understanding of the importance of a responsible approach across<br>the whole organisation. Skills developed throughout the module will<br>be applied to the design and development of cases, modules and<br>games that will encourage stakeholders to act responsibly. Learners | The Global Economy:<br>Institutions, Trade and<br>Foreign Direct InvestmentThis module explores the critical topics of business innovation and<br>entrepreneurship. Due to increasing volatility in macro and micro-<br>competitive environments driven by globalisation and new<br>technologies, firms need to continuously re-invent themselves in<br>order to stay relevant and survive. Markets and industries are being<br>disrupted by new products, processes and business models at an<br>increasingly alarming rate.The drivers of this business innovation is not coming from incumbent<br>firms within established industries but from entrepreneurs and `new<br>economy` start-up businesses. The module analyses the different<br>types of business innovation currently taking place in global markets<br>and the role of entrepreneurs and entrepreneurship in this highly<br>disruptive process.Responsible BusinessThe module provides hands-on experience of good practice displayed<br>by organisations demonstrating different models of responsibility and<br>the challenges involved in adopting and implementing them. It builds<br> | The Global Economy:<br>Institutions, Trade and<br>Foreign Direct InvestmentThis module explores the critical topics of business innovation and<br>entrepreneurship. Due to increasing volatility in macro and micro-<br>competitive environments driven by globalisation and new<br>technologies, firms need to continuously re-invent themselves in<br>order to stay relevant and survive. Markets and industries are being<br>disrupted by new products, processes and business models at an<br>increasingly alarming rate.AcrossThe drivers of this business innovation is not coming from incumbent<br>firms within established industries but from entrepreneurs and `new<br>economy` start-up businesses. The module analyses the different<br>types of business innovation currently taking place in global markets<br>and the role of entrepreneurs and entrepreneurship in this highly<br>disruptive process.Across<br>SemestersResponsible BusinessThe module provides hands-on experience of good practice displayed<br>by organisations demonstrating different models of responsibility and<br>the challenges involved in adopting and implementing them. It builds<br>an understanding of the importance of a responsible approach across<br>the whole organisation. Skills developed throughout the module will<br>be applied to the design and development of cases, modules and<br>games that will encourage stakeholders to act responsibly. Learners<br>will critically evaluate organisational responses to opportunitiesAcross<br>Semesters |

| Code     | Title                                     | Module Description   | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|---|--|---------------------------------------|---------------------|---------|
| BMGT3000 | Digital and Social media<br>Marketing     | This module introduces a comprehensive knowledge of digital<br>marketing strategy management platforms and social media. Key<br>questions and critical thinking relate key concepts to a business case<br>or industry, and explores how social media can increase efficiency<br>and improve communication within a business.   |                                       | Across<br>Semesters | 30      |
|          |   | This module utilizes indispensable tools and advanced methodologies<br>used by the world's best social brands and gain a comprehensive<br>understanding of how to build and scale social media in complex<br>organisations. Through a combination of theory, case studies and<br>practical sessions, participants will evaluate current digital presences<br>of a business case and develop a comprehensive and effective social<br>media strategy based on a business scenario.   |                                       |                     |         |
| BMGT3020 | Advertising and Digital<br>Communications | This module assesses the theories of marketing and digital<br>communications and how the theories are used to develop<br>advertising plans. The module progresses from the first stage of<br>product interrogation through to the final stage of creative proposals<br>to create an effective corporate advertising campaign. A variety of<br>research and analysis using case studies and technology tools will be<br>used, including reviewing target markets, media consumption,<br>positioning and creative development. |                                       | Across<br>Semesters | 30      |
|          |   | Analysis of advertising concepts such as concepting, colour,<br>repetition, media evaluation, copy and taglines and campaign<br>development will be emphasised. A creative media portfolio will be<br>produced which includes research of a specific brand regarding<br>current target market communication strategy.  |                                       |                     |         |

| Code     | Title                                  | Module Description  | Pre-existing Knowledge<br>Requirement                         | Semester            | Credits |
|----------|--|---|---|---------------------|---------|
| BMGT3116 | Taxation                               | This module studies the range of taxation applicable to Individuals, companies and groups of companies. For accountants to function effectively in the business world, a working knowledge of the taxation system in the UK is essential.   | Enrolment onto this module<br>needs course leader<br>approval | Across<br>Semesters | 30      |
|          |  | Key areas of taxation concerning employment, self-employment and<br>investments will be explored, together with corporation tax for<br>companies. The application of Capital taxes to Individuals and<br>companies is also covered. Inheritance tax will be explored and VAT<br>introduced. The system of administration of taxation will be<br>examined and the need for tax planning will be explored and<br>developed.   |   |                     |         |
| BMGT3210 | Strategic Challenges for<br>HRM        | Human resource professionals operate within increasingly complex<br>and dynamic contexts that present them with a range of strategic<br>challenges. This module examines some of those challenges, and<br>critically evaluates the ways in which HR responds to them. In doing<br>this, it analyses the roles of different stakeholders in the employment<br>relationship and looks critically at the implications of these for power<br>and control within organisations   |   | Across<br>Semesters | 30      |
| BMGT3222 | Intercultural Business<br>Perspectives | When working across cultures professionals need to possess depth of cultural understanding, develop the skills to exercise leadership based on that understanding and to combine cross-cultural perspectives into organisational strategy, whether worldwide or working among local multicultural groups. This module develops these competencies set within the context of inter-cultural theory. In a globalised world, recognising cultural similarities and differences is important in nurturing a multidimensional perspective of issues and solutions. Utilising guest talks, cases, simulations, practical activities and research, the module helps participants to work effectively in international teams. Participants will share and learn from their own cultural |   | Across<br>Semesters | 30      |

| Code     | Title                                       | Module Description   | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|---|--|---------------------------------------|---------------------|---------|
| BMGT3420 | Business Innovation and<br>Entrepreneurship | This module explores the critical topics of business innovation and<br>entrepreneurship. Due to increasing volatility in macro and micro-<br>competitive environments driven by globalisation and new<br>technologies, firms need to continuously re-invent themselves in<br>order to stay relevant and survive. Markets and industries are being<br>disrupted by new products, processes and business models at an<br>increasingly alarming rate.<br>The drivers of this business innovation is not coming from incumbent<br>firms within established industries but from entrepreneurs and `new<br>economy` start-up businesses. The module analyses the different |                                       | Across<br>Semesters | 30      |
|          |   | types of business innovation currently taking place in global markets<br>and the role of entrepreneurs and entrepreneurship in this highly<br>disruptive process.  |                                       |                     |         |

## ENGLISH LANGUAGE – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

| Code     | Title                       | Module Description   | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|-----------------------------|--|---------------------------------------|---------------------|---------|
| ELAN1100 | Introduction to Linguistics | This module introduces students to the field of linguistics and the scientific study of language. The content covers the main ideas and terminology in linguistics. We will discuss the different levels of analysis in language (phonetics, phonology, morphology, syntax, semantics) and compare cognitive approaches to language to social ones. We will ask questions such as: Is language innate? How do we produce and/or understand sentences we have never heard before? Students will begin describing language using the appropriate frameworks and will start addressing issues of subjectivity in their approaches |                                       | Across<br>Semesters | 30      |

# **GRAPHIC DESIGN – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY**

| Code     | Title                    | Module Description  | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|--------------------------|---|---------------------------------------|---------------------|---------|
| GDAM1400 | The Big Advertising Idea | This module will explore 'The Big Advertising Idea' as a term used to symbolize a type of idea, which delivers major impact in relation to a brand, product or service.   |                                       | Across<br>Semesters | 30      |
|          |                          | It offers students the opportunity to create a strong visual and<br>written message that pushes boundaries and resonates with a specific<br>audience.   |                                       |                     |         |
|          |                          | It explores the scenario of choosing a new product, working in a team of Art Director & Copy Writer to advertise the product or service.  |                                       |                     |         |
|          |                          | Historical and recent Advertising heroes will be referenced and their ideas referred to, uncovering the different styles, techniques and approaches involved in creating and developing a big idea.   |                                       |                     |         |
|          |                          | This module will be achieved through group workshops, individual presentations and continuous tutor support.  |                                       |                     |         |
| GDES1010 | Design: Skills & Theory  | This module is an introduction to the key theories and history of design along with the basics of design and layout, plus the skills to present your work and back it up in context.  |                                       | Across<br>Semesters | 30      |
|          |                          | It should be viewed as a foundation encompassing drawing and<br>design skills and most importantly the ideas in response to a brief.<br>This allows the student to back their work up with context and theory   |                                       |                     |         |
|          |                          | <ul> <li>– and then confidently present their work. Split across the gamut of<br/>the graphics world it includes elements of drawing, mark making,<br/>illustration, presentation, advertising, information and explanatory<br/>design, corporate identity and typography.</li> </ul> |                                       |                     |         |

| Code     | Title                       | Module Description   | Pre-existing Knowledge<br>Requirement | Semester  | Credits |
|----------|-----------------------------|--|---------------------------------------|-----------|---------|
| GDAM2500 | Art Direction               | This module follows on from GDAM1400 'The Big Advertising Idea' to       | •                                     | Across    | 30      |
|          |                             | teach students 'Art Direction' in the context of a live brief. Although  |                                       | Semesters |         |
|          |                             | Art Direction focused, skills in Copywriting will also be developed, so  |                                       |           |         |
|          |                             | experience is gained from working as a creative team.                    |                                       |           |         |
|          |                             | Teams will be briefed by a client on a live advertising project and will |                                       |           |         |
|          |                             | be expected to develop a 'Big Advertising Idea'. The copywriter is       |                                       |           |         |
|          |                             | responsible for the textual content and the art director for the visual  |                                       |           |         |
|          |                             | aesthetics.  |                                       |           |         |
|          |                             | The client brief will consist of a press advert, which will allow the    |                                       |           |         |
|          |                             | team to deliver a key visual to include a still image and headline, and  |                                       |           |         |
|          |                             | a TV commercial will allow the development of storyboard, film and       |                                       |           |         |
|          |                             | editing skills.  |                                       |           |         |
|          |                             | This module will be achieved through client workshops, individual        |                                       |           |         |
|          |                             | presentations, team presentations and continuous tutor support.          |                                       |           |         |
| GDES2000 | Graphic Design for Internet | Graphic Design for web and multimedia builds upon the student's          |                                       | Across    | 30      |
|          | & Multimedia                | existing awarenesses and capabilities in the field of graphic design     |                                       | Semesters |         |
|          |                             | and applies these to online interactive design. This module is           |                                       | Semesters |         |
|          |                             | intended to provide both an overview and introduction to Graphic         |                                       |           |         |
|          |                             | Design considerations for website design and multimedia working          |                                       |           |         |
|          |                             | techniques as well as analysing the visual language of graphic           |                                       |           |         |
|          |                             | representations. It also examines how Design and Graphics have           |                                       |           |         |
|          |                             | been successfully used in these fields from past to present day and      |                                       |           |         |
|          |                             | looks into the techniques used by successful website and multimedia      |                                       |           |         |
|          |                             | designers.   |                                       |           |         |
|          |                             | This module provides students with the opportunity to develop an         |                                       |           |         |
|          |                             | understanding of, and a broad range of basic skills in, the design and   |                                       |           |         |
|          |                             | production of creative user-centred websites and online multimedia.      |                                       |           |         |
|          |                             | In addition, we look at informative interactive software such as 'point  |                                       |           |         |
|          |                             | of information systems' (Pols) now common in museums and                 |                                       |           |         |
|          |                             | exhibitions etc as well as on CDROMs. The module embraces both           |                                       |           |         |
|          |                             | the technical and software issues related to interactive computer        |                                       |           |         |
|          |                             | media and the broader conceptual issues such as the target audience,     |                                       |           |         |
|          |                             | human computer interaction, navigation and the balance between           |                                       |           |         |
|          |                             | creativity and function.   |                                       |           |         |

## EDUCATION STUDIES – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

| Code     | Title                       | Module Description  | Pre-existing Knowledge<br>Requirement | Semester               | Credits |
|----------|-----------------------------|---|---------------------------------------|------------------------|---------|
| EDST2101 | Educational Enquiry         | This module supports students' engagement with the theory and           |                                       | Across                 | 30      |
|          |                             | practice of educational research. The module introduces students to     |                                       | Semesters              |         |
|          |                             | the key philosophical and theoretical debates around the nature of      |                                       |                        |         |
|          |                             | knowledge, the use of research to inform policy and practice, and the   |                                       |                        |         |
|          |                             | conducting and interpretation of research. The module builds on this    |                                       |                        |         |
|          |                             | by supporting students to find literature appropriate to their own      |                                       |                        |         |
|          |                             | chosen area of research. It introduces them to a wide range of          |                                       | Semesters              |         |
|          |                             | methods, to help them both critically analyse existing research and     |                                       |                        |         |
|          |                             | construct a framework for research enquiry of their own including a     |                                       |                        |         |
|          |                             | consideration of ethical issues. It culminates in a research proposal   |                                       |                        |         |
|          |                             | that will help inform the students' final year independent study.       |                                       |                        |         |
| EDST2111 | From Exclusion to Inclusion | This module creates an opportunity for student exploration of           |                                       | Across                 | 30      |
|          |                             | developments in inclusive education for individuals with 'special       |                                       | Semesters              |         |
|          |                             | educational needs' and/or disabilities. It also considers the broader   |                                       |                        |         |
|          |                             | term of inclusion.  |                                       | Semesters<br>Across 30 |         |
|          |                             | The module develops understanding of the historical and social          |                                       |                        |         |
|          |                             | context of 'mainstreaming' in schools (since the Second World War)      |                                       |                        |         |
|          |                             | and examines the complex picture of policy and practice seen today.     |                                       |                        |         |
|          |                             | The module encourages students to further develop critical thinking     |                                       |                        |         |
|          |                             | skills and information search, evaluation and reporting. Skills include |                                       |                        |         |
|          |                             | developing criticality, critical use of sources of evidence (e.g.       |                                       |                        |         |
|          |                             | quantitative and qualitative data) working in teams, researching        |                                       |                        |         |
|          |                             | individually, developing an academic writing and voice.                 |                                       |                        |         |

#### LAW – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

| Code     | Title           | Module Description  | Pre-existing Knowledge<br>Requirement | Semester            | Credits |
|----------|-----------------|---|---------------------------------------|---------------------|---------|
| LLBL1001 | Law of Contract | Contract law is one of seven foundation subjects required in a qualifying law degree. The study of contract is the basis for all commercial law. The module covers the formation of the contract,   |                                       | Across<br>Semesters | 30      |
|          |                 | contractual terms, vitiating factors that can defeat a contract and<br>remedies for contractual breach. The law is taught in both a practical<br>and a theoretical context and explores the historical development of   |                                       |                     |         |
|          |                 | contractual doctrine and the practical aspects of contractual negotiation as well as the case law and relevant statutory material.  |                                       |                     |         |
| LLBL1002 | Public Law      | Public law is one of seven foundation subjects required in a qualifying<br>law degree. First this course aims to impart a sound understanding of<br>the nature and sources of the UK constitution. It will provide students<br>with knowledge of the role and workings of the legislature, the<br>executive and the judiciary, with particular reference to the issues of<br>scrutiny and accountability. Students will examine the basic<br>constitutional principles, rules and concepts of the separation of<br>powers, the supremacy of parliament, prerogative powers and the<br>rule of law; this will provide a basis for appreciating the constitutional<br>significance of the Humans Rights Act 1998 and its operation.<br>Students will then proceed to examine the key mechanisms within<br>administrative law for achieving scrutiny and accountability: these are<br>judicial review and the Ombudsman systems. | F<br>S                                | Across<br>Semesters | 30      |
| LLBL1003 | Criminal Law    | Criminal law is one of seven foundation subjects required in a<br>qualifying law degree. The course introduces students to the<br>fundamental principles of criminal liability, beginning with an outline<br>of general principles of law underpinning criminal liability. This is<br>followed by a study of selected specific offences. The course aims to<br>introduce the skills of legal writing and problem solving, statutory<br>interpretation, legal knowledge and research skills.   |                                       | Across<br>Semesters | 30      |

| Code     | Title                     | Module Description  | Pre-existing Knowledge<br>Requirement | Semester  | Credits |
|----------|---------------------------|---|---------------------------------------|-----------|---------|
| LLBL1004 | Professional Legal Skills | The Professional Legal Skills & Ethics module is designed to give law |                                       | Across    | 30      |
|          | and Ethics                | students a grounding in fundamental aspects of the English Legal      |                                       | Semesters |         |
|          |                           | System and the way the legal profession operates. The module          |                                       |           |         |
|          |                           | focuses on many important skills that modern lawyers need, such as    |                                       |           |         |
|          |                           | legal research, problem solving, commercial awareness and             |                                       |           |         |
|          |                           | communication. A key feature of the course is introducing students to |                                       |           |         |
|          |                           | the ethical context in which a modern lawyer operates. The module     |                                       |           |         |
|          |                           | has a strong employability element and is designed to ensure that     |                                       |           |         |
|          |                           | students become reflective learners with regard to both their         |                                       |           |         |
|          |                           | academic studies but also with their wider professional development.  |                                       |           |         |