



**Northumbria  
University**  
NEWCASTLE



# Northumbria University

## ▸ Bachelor of Arts (Honours) (Top-up)

- Business
- Business Management
- Business with Human Resource Management
- Business with International Management
- Business with Logistics and Supply Chain Management
- Business with Marketing Management
- Business with Tourism Management
- Childhood and Early Years Studies
- Guidance and Counselling
- International Hospitality and Tourism Management
- Mass Communication with Public Relations

## ▸ Bachelor of Science (Honours) (Top-up)

- Psychology (Clinical Psychology)

**KAPLAN**

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## Northumbria University Welcome Message



**Professor Andy Long**

Vice-Chancellor  
Northumbria University, UK

Thank you for considering Northumbria University as you make the important decision of where to study for your Degree.

Northumbria University is a research-rich, business-focused professional university with academic excellence sitting firmly at its core. We are recognised nationally and internationally for the quality of our students and graduates. According to the latest Higher Education Business and Communities Interaction (HEBCIS) survey 2020/21, turnover for Northumbria graduate start-ups exceeded £95.3 million – placing the University in the Top 5 nationally as well as first regionally<sup>1</sup>. Additionally, Northumbria University is currently Top 25 in the UK for the number of graduates entering professional employment<sup>2</sup>.

Northumbria University is a truly international university. We have over 25 years' experience of working with education partners outside of the UK, and our student population is made up of more than 37,000 students from 137 countries across campuses in Newcastle, London and Amsterdam. In addition, we foster strategic partnerships across the globe in countries and regions such as China, Indonesia, Hong Kong, Malaysia, Singapore, Sri Lanka, Europe and North America.

We are pleased to be able to offer you the chance to study for a Northumbria University Degree in Singapore through our collaboration with Kaplan Higher Education Institute, and we wish you well in your studies.

<sup>1</sup><https://www.hesa.ac.uk/news/07-06-2022/he-business-community-interaction-2021>

<sup>2</sup><https://www.hesa.ac.uk/data-and-analysis/graduates>

# Kaplan – The Choice of Many

Kaplan in Singapore is part of Kaplan Inc., one of the world’s most diverse education providers and the largest subsidiary of Graham Holdings, formerly The Washington Post Company. To date, Kaplan in Singapore has students from over 35 countries and regions, and has served more than 85,000 graduates. With over 450 academic programmes and professional certification courses for higher learning and skills development, Kaplan provides opportunities for individuals to pursue lifelong learning.

Registered with the Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG)

Kaplan Higher Education Academy



Cert No. EDU-2-2023  
Validity: 20/7/2019–19/7/2023

Kaplan Higher Education Institute



Cert No. EDU-2-2125  
Validity: 20/7/2019–19/7/2023

Over  
**450**  
Programmes & Certifications Available

Over  
**85,000**  
Diploma & Degree Graduates<sup>1</sup>

Students From Over  
**35**  
Countries & Regions

More than  
**96%**  
of our graduates will recommend Kaplan<sup>2</sup>

## Your Lifelong Integrated Learning Partner

Higher Learning | Skills Development

## Award Winning Private Education Provider in Singapore

### JobsCentral Learning Training & Education Development (T.E.D.) Awards<sup>3</sup>



#### 2018 Best Private Education Institution

- Accountancy<sup>5</sup>
- Banking & Finance<sup>5</sup>
- Business Management<sup>5</sup>
- Communications & Media<sup>4</sup>
- Computer Science & IT<sup>4</sup>
- Law<sup>5</sup>
- Sales & Marketing<sup>4</sup>
- Social Sciences<sup>5</sup>



#### 2017 Best Private Education Institution

- Accountancy<sup>5</sup>
- Business Management<sup>5</sup>
- Law<sup>5</sup>
- Marketing<sup>4</sup>
- Psychology<sup>4</sup>



#### 2016 Best Private Education Institution

- Business Management<sup>5</sup>
- Communications & Media<sup>4</sup>
- Computer Science & IT<sup>4</sup>
- Marketing<sup>5</sup>



### BERG Icons of Learning 2017

- Winner of Best Private Education Institution in Singapore<sup>6</sup>



### EC-Council Global Awards

#### ATC Circle of Excellence Award (Asia Pacific)<sup>4</sup>

- 2017 • 2018 • 2019 • 2020 • 2021

#### Academia Circle of Excellence Award (Asia Pacific)<sup>4</sup>

- 2017



### AsiaOne People’s Choice Awards

Top 3 Best Private Schools in Singapore

- 2013 • 2014 • 2015 • 2016



### JobsCentral Learning and Rankings Survey

Preferred Private Education Institution

- 2010/2011 • 2011/2012
- 2012/2013 • 2013/2014

Kaplan Higher Education Academy UEN 199409389H; Validity 20/5/2022–19/5/2026. Kaplan Higher Education Institute UEN 198600044N; Validity 17/8/2022–16/8/2026. <sup>1</sup>Total Diploma and Degree graduates from Kaplan Higher Education Academy and Kaplan Higher Education Institute from 2007 to 2020. <sup>2</sup>Based on total survey respondents of the Kaplan Graduate Employment Survey 2020/21: 1,766 full-time and part-time graduates. <sup>3</sup>Awarded to Kaplan in Singapore by JobsCentral Learning T.E.D. Awards. <sup>4</sup>Awarded to Kaplan Higher Education Academy. <sup>5</sup>Awarded to Kaplan Higher Education Institute. <sup>6</sup>Awarded to Kaplan in Singapore by BERG Icons of Learning 2017.

# Kaplan Helps You Get Ahead

At Kaplan, we understand your need to pursue a quality education that can help you achieve your career goals. We offer one of the widest ranges of academic programmes, from Diploma to Bachelor’s Degree and Postgraduate qualifications, for you to choose your area of interest and balance your commitments through flexible study modes and schedules.

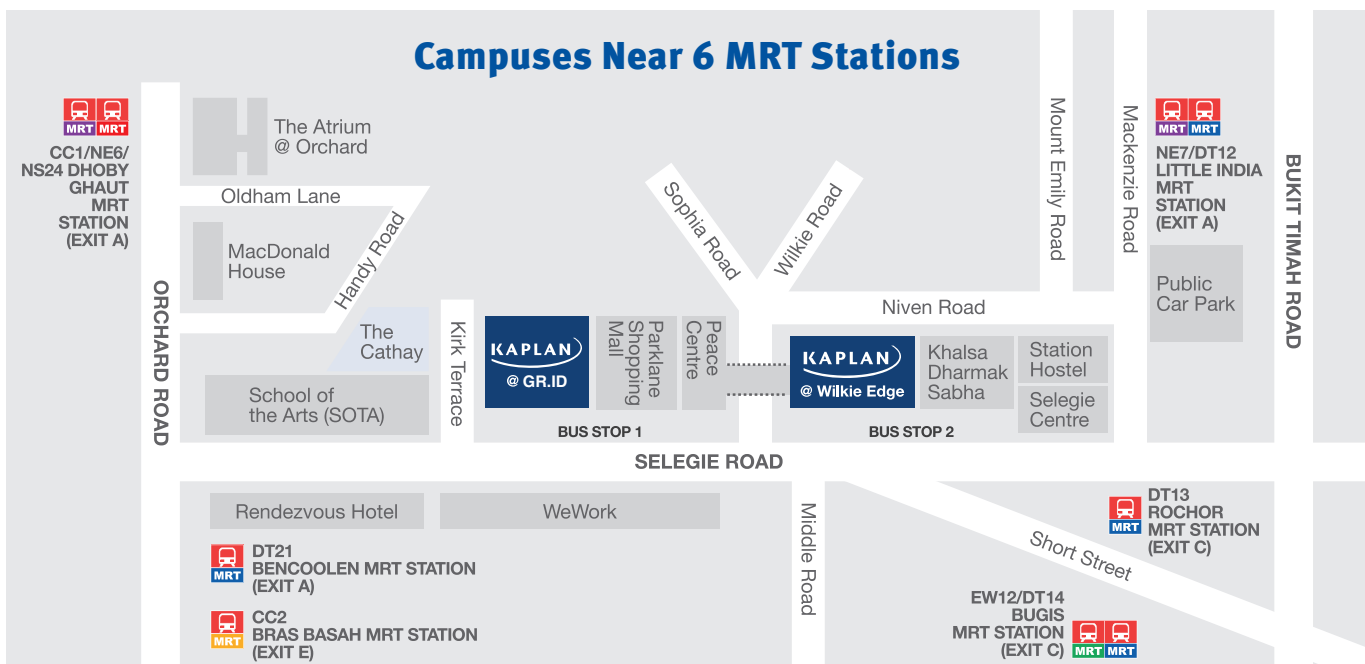
## Disciplines available:

- Accounting, Banking & Finance
- Business & Management
- Communication & Media
- Education & Social Sciences
- Engineering
- Health Services
- Hospitality & Tourism Management
- Information Technology
- Law & Criminology

CHOOSE FROM OVER <b>300</b> DEGREE PROGRAMMES <sup>1</sup>	<b>KAPLAN DIPLOMA</b> ARTICULATES TO <b>YEAR 2</b> BACHELOR’S DEGREE <sup>2</sup>	DIRECT ENTRY <sup>3</sup> TO <b>2ND YEAR</b> FOR DIPLOMA GRADS	DEGREES AWARDED <b>SAME AS</b> <b>ON-CAMPUS</b>
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STUDENT SATISFACTION LECTURERS & COURSE MATERIALS <sup>4</sup> <b>4.3/5</b>	STUDENT SATISFACTION OPERATIONS & INFRASTRUCTURE <sup>4</sup> <b>4.1/5</b>	<b>EASY</b> AND AFFORDABLE PAYMENTS <sup>5</sup>	<b>4-YEAR</b> EDUTRUST CERTIFIED
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One of the largest private education institutions in Singapore, our two campuses at Kaplan City Campus @ Wilkie Edge and @ GR.ID are located in the heart of the city, all within walking distances of 6 MRT stations across major train lines. They are strategically located to provide students with convenience and conducive study environments, including state-of-the-art classrooms and computer laboratories, WIFI access, student lounges, a well-resourced library and food & beverage outlets on campus.



<sup>1</sup>Refers to Degree programmes at Kaplan in Singapore. <sup>2</sup>With our university partners and other higher education institutions from Australia, Ireland and the UK (relevant disciplines and/or subject to university’s requirements). <sup>3</sup>Subject to entry requirements and university’s approval. <sup>4</sup>Source: Kaplan Student Course Evaluation 2021. <sup>5</sup>Terms and conditions apply. Subject to bank’s approval.

# Raising Your Employability with Industry Relevance

Kaplan in Singapore is committed to offering quality education through higher learning and skills development. As a result, Kaplan students will experience a holistic education with emphasis on graduate outcomes that will enhance their employability.



## Kaplan Industry Advisory Boards (IABs)

Our six Kaplan Industry Advisory Boards, comprising industry leaders and entrepreneurs, provide industry perspectives and insights that help us ensure our curriculum is current, relevant and robust. These, together with our enhanced employability initiatives, help us prepare our students to be industry-ready, with knowledge and key skill sets that employers are looking for in a new graduate.

## Developing Industry-Ready Talent

We have a comprehensive series of initiatives to complement our students' academic learning. Students will be guided to build their professional profile and be equipped with soft, technical and digital skills, ready for life after graduation. These initiatives promote skills-based learning that aim to help our graduates be career and industry-ready to make an impact in the real world.

## Kaplan Employability Services



### PROFESSIONAL DEVELOPMENT SERIES

- Career Advisory
- Career Portfolio
- Interview Skills
- LinkedIn Workshops
- Personality Profiling
- Resume Writing



### EMPLOYABILITY TRAINING

- 4th Industrial Revolution (4IR) Courses
- Academic Referencing
- Digital Skills
- Good Writing Skills
- Soft Skills
- Technical Skills



### INDUSTRY INSIGHTS

- Entrepreneurship Talks
- Industry Talks
- Industry Visits
- Kaplan iCare
- MasterClasses



### GRADUATE EMPLOYMENT

- Career Fair
- Industry Projects
- Job Matching Service
- Mock Interviews
- Recruitment Talks
- Work Experiences\*



### STUDENT ENGAGEMENT

- Alumni Club
- Campus Life
- CareersHub Portal
- Interest Clubs
- International Community Clubs
- Kaplan Student Leadership Programme

\*Not applicable to international students.

# Graduate Employability After Programme Completion

More than  
**4 in 5**  
 employed within 6 months<sup>1</sup>

More than  
**7 in 10**  
 of those employed secured  
 full-time employment  
 within 6 months<sup>2</sup>

More than  
**4 in 5**  
 agreed that Kaplan Employability Services  
 improved their chances of securing job  
 interviews in a relevant field<sup>3</sup>

More than  
**1 in 2**  
 given pay raise<sup>4</sup>

More than  
**3 in 10**  
 given a promotion<sup>4</sup>

## Our graduates are employed by leading organisations and in the public sector

3M Technologies Singapore	Health Promotion Board	Ministry of Education	Shopee
Adidas	Huawei Technologies	Ministry of Foreign Affairs	Singapore Tourism Board
Apple	Integrated Health	Ministry of Health	Singtel
ByteDance	Information Systems	Ministry of Social and Family Development	ST Engineering
DB Schenker	Inland Revenue Authority of Singapore	National Youth Council	Standard Chartered Singapore
DBS Bank	J.P. Morgan Private Banking	National University Hospital	Tata Consultancy Services
Deloitte	Lazada	OCBC	Tencent
DKSH	Mapletree Investments Pte Ltd	People's Association	The St. Regis Singapore
Estée Lauder	Marina Bay Sands	PwC Indonesia	Uniqlo
Far East Organization	Marriott International	Resorts World Sentosa	UOB
Fila	Maybank	Schneider Electric	W Hotels
Google Asia Pacific	McKinsey London	Seagate Technology	
Grab	Ministry of Defence	Shangri-La Hotel Singapore	
H&M			

Source: Kaplan Graduate Employment Survey 2020/21

All statistics are based on the Kaplan Graduate Employment Survey 2020/21 conducted by Nexus Link Pte Ltd for graduating cohorts between June 2020 – May 2021. Respondents include full-time (FT) graduates: 700; and part-time (PT) graduates: 1,066. This survey is not the same survey conducted by the Committee for Private Education (CPE). As a result, the CPE Graduate Employment Survey may not be directly comparable due to some differences in sample size scope between the two surveys. <sup>1</sup>Base: FT External Degree Programme graduates (FT & PT employed + Self-employed + Freelance + Seeking employment). Employed refers to FT & PT employed + Self-employed + Freelance. <sup>2</sup>Base: FT External Degree Programme graduates (FT & PT employed + Self-employed + Freelance). FT employment refers to FT employed + Self-employed + Freelance working 35 hours or more per week. <sup>3</sup>Base: FT Diploma + External Degree Programme graduates (FT & PT employed + Self-employed + Freelance + Seeking employment) who have participated in Kaplan Employability Services. <sup>4</sup>Base: PT Diploma + External Degree Programme graduates (FT employed + Self-employed + Freelance working 35 hours or more per week).

# Why Choose Northumbria University



Northumbria University is a research-rich, modern university with a global reputation for academic excellence. The University is ranked among the top 25 in the UK for research power, according to the results of the latest Research Excellence Framework<sup>1</sup>.

## **Newcastle Business School**

Newcastle Business School, Northumbria University, has a global reputation for delivering some of the best Business Management education in the UK. Having been awarded the Association to Advance Collegiate Schools of Business (AACSB) double accreditation in Business and Accounting<sup>2</sup>, Northumbria University.

It is amongst the elite 1% of institutions worldwide offering Business Degree programmes that are developed by research-engaged academics and highly experienced business practitioners.

The AACSB accreditation is an internationally recognised and specialised accreditation for Business schools. It assesses standards across the whole school, from taught programmes to research and internal operations. It is also a sign of quality that employers recognise, and graduates from AACSB-accredited schools are known to be career-ready.

<sup>1</sup><https://www.timeshighereducation.com/news/ref-2021-golden-triangle-looks-set-lose-funding-share>

<sup>2</sup><https://www.aacsb.edu/accredited>



# University Accreditations, Recognition & Memberships



- Amongst the elite 1% of institutions worldwide offering Business Degrees with Dual Association to Advance Collegiate Schools of Business (AACSB) Accreditation<sup>1</sup>
- Northumbria University offers mainly assignment-based Bachelor's Degree programmes with well-paced schedules for busy adults.

## The Guardian

- Ranked 41<sup>st</sup> for Best UK Universities (The Guardian Best Universities in the UK 2022)<sup>2</sup>



- Ranked 401<sup>st</sup> - 500<sup>th</sup> in the World University Rankings (Times Higher Education World University Rankings 2022)<sup>3</sup>



- Awarded 5 Stars in Overall Rating, Teaching, Employability, Internationalisation, Social Responsibility and Inclusiveness (QS Stars 2021)<sup>4</sup>

## The Association of Commonwealth Universities

- Member of The Association of Commonwealth Universities (ACU)<sup>5</sup>
- Northumbria University Degrees are accredited by the Chinese Service Center for Scholarly Exchange (CSCSE), an affiliation to the Ministry of Education of the People's Republic of China<sup>6</sup>

<sup>1</sup><https://www.aacsb.edu/accredited/n/northumbria-university>

<sup>2</sup>[theguardian.com/education/ng-interactive/2021/sep/11/the-best-uk-universities-2022-rankings](https://theguardian.com/education/ng-interactive/2021/sep/11/the-best-uk-universities-2022-rankings)

<sup>3</sup><https://www.timeshighereducation.com/world-university-rankings/northumbria-university>

<sup>4</sup><https://www.topuniversities.com/university-rankings/world-university-rankings/2021>

<sup>5</sup><https://www.acu.ac.uk/our-members/>

<sup>6</sup><http://zfwf.cscse.edu.cn/cscse/lxfwzxfwdt2020/xlxwrz32/tzgg61/410719/index.html>

# Discipline Accreditations, Recognition & Memberships

## Business and Management

Ranked **50<sup>TH</sup>** for Business and Management Studies in the UK

The Complete University Guide – Business and Management Studies Subject League Table 2023<sup>1</sup>

## Psychology

Ranked **49<sup>TH</sup>** for Psychology in the UK

The Complete University Guide - Psychology Subject League Table 2023<sup>2</sup>

## Human Resource Management

**CIPD**

Accredited by the Chartered Institute of Professional Development (CIPD)<sup>3</sup>

- Bachelor of Arts (Honours) in Business with Human Resource Management (Top-up)

## Counselling

Ranked **6<sup>TH</sup>** for Counselling, Psychotherapy & Occupational Therapy in the UK

The Complete University Guide - Counselling, Psychotherapy & Occupational Therapy Subject League Table 2023<sup>4</sup>

## Mass Communication

Ranked **47<sup>TH</sup>** for Communication and Media Studies in the UK

The Complete University Guide – Communication and Media Studies Subject League Table 2023<sup>5</sup>

## Marketing

**CIM** The Chartered Institute of Marketing

Accredited by the Chartered Institute of Marketing (CIM)<sup>6</sup>

- Bachelor of Arts (Honours) in Business with Marketing Management (Top-up)

## EFMD Programme Accreditation System (EPAS)



For 21 Undergraduate programmes, more than any Business school in the UK. EPAS is part of the European Foundation for Management Development (EFMD) accreditation programme – the leading international management development network.<sup>7</sup>

- Bachelor of Arts (Honours) in Business Management (Top-up)
- Bachelor of Arts (Honours) in Business with Human Resource Management (Top-up)
- Bachelor of Arts (Honours) in Business with International Management (Top-up)
- Bachelor of Arts (Honours) in Business with Logistics and Supply Chain Management (Top-up)
- Bachelor of Arts (Honours) in Business with Marketing Management (Top-up)
- Bachelor of Arts (Honours) in Business with Tourism Management (Top-up)

<sup>1</sup><https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/business-and-management-studies>

<sup>2</sup><https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/psychology>

<sup>3</sup><https://findacentre.cipd.org/centres/northumbria-university-newcastle-business-school>

<sup>4</sup><https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/counselling-psychotherapy-and-occupational-therapy>

<sup>5</sup><https://www.thecompleteuniversityguide.co.uk/league-tables/rankings/communication-and-media-studies>

<sup>6</sup><https://www.cim.co.uk/qualifications/cim-accredited-degree/>

<sup>7</sup><https://www.efmdglobal.org/accreditations/business-schools/efmd-accredited/efmd-accredited-programmes>

# Bachelor of Arts (Honours) Business (Top-up)

## Programme Objectives

The Bachelor of Arts (Honours) Business (Top-up) Degree programme provides you with a wide range of pertinent knowledge, skills and study for real-world business, giving you the opportunity to continue studying at the Degree level and providing a stepping stone to a career in business.

The 8-month Degree programme is 100% assignment-based. It consists of 6 modules and there is no dissertation.

## Programme Structure

### TERM

# 1

- Academic and Career Development
- Critical Organisational Analysis

### TERM

# 2

- Strategic Management and Corporate Responsibility
- Strategic Supply Chain Management

### TERM

# 3

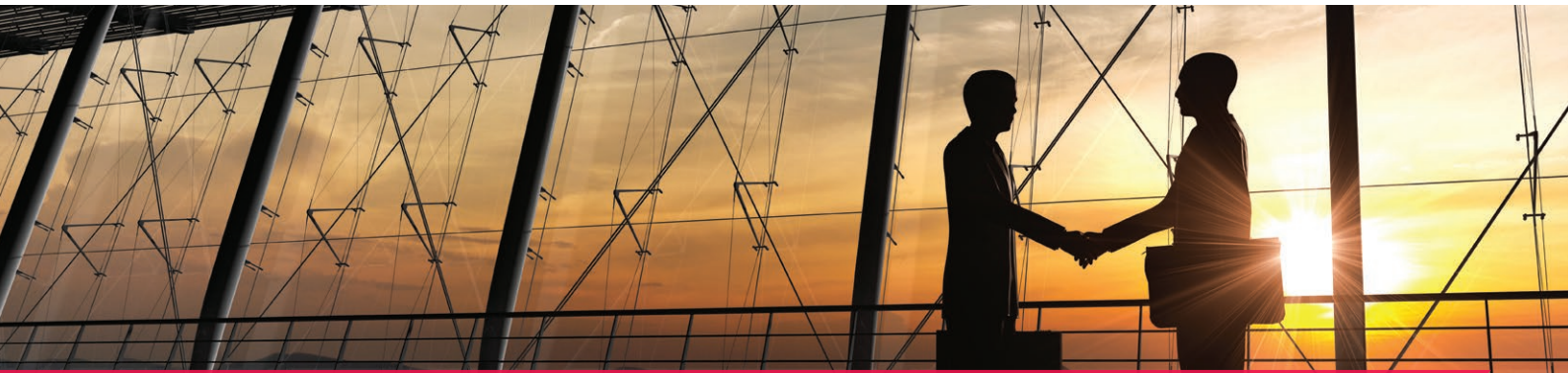
- Contemporary Issues in Business
- International Business and Innovation

The sequence of the modules is subject to change.

## Certificate



# Module Outline



## Bachelor of Arts (Honours) Business (Top-up)

### ACADEMIC AND CAREER DEVELOPMENT

This module equips you with essential knowledge and transferable skills for your future employability, career development and academic studies. Cognisant that most students on level 6 top-up programmes have not experienced higher education in the UK, this module begins by supporting students to understand, enhance and demonstrate research-informed, advanced academic skills – essential to succeed in UK's higher education and to stand out from the crowd for employment and career development opportunities. You will develop valuable knowledge and skills of the global graduate labour market and draw upon national and international exemplars. This is in addition to exploring key aspects of your knowledge, skills, personality, values, abilities and interests to enable you to make well-informed career choices, develop an appropriate long-term career plan and achieve the job and/or development you are aiming for.

### CONTEMPORARY ISSUES IN BUSINESS

If you are a Level 6, direct entrant into a Newcastle Business School top-up Degree programme, you will study this module. You will be expected to undertake an individual investigation into an applied business problem related to your programme specialism. To do this, you will develop a topic based on existing research with the support of a workshop tutor allocated, according to subject specialisation. This individual investigation will draw on relevant academic theories, concepts and frameworks and will result in a critical synthesis of business practice and academic theory. In this module, you are taught through a series of workshops and lectures. This workshop programme is supported by directed reading and advice specific to your investigation of a specific business issue/problem, and will support the development of your professional awareness and competence. The module is particularly useful in that it makes you aware of current issues and areas of importance within your chosen academic discipline, which gives you an advantage in the employment market. This contemporary knowledge base, supported by the relevant investigative study skills, is particularly useful for students aspiring to higher-level studies such as a Master's Degree programme.

### STRATEGIC MANAGEMENT AND CORPORATE RESPONSIBILITY

Corporate responsibility is one of the principal challenges facing contemporary commerce. This module, Strategic Management and Corporate Responsibility, takes an organisational perspective to help students understand how to manage organisational performance, not only in financial terms, but also in terms of its social and environmental responsibilities. In other words, how to manage a 'triple bottom line' lies at the heart of this module. Through examining real-world organisations through case studies and research-led activities, this module allows students to critically analyse and evaluate current practices and discuss practical ways that organisations can respond to the corporate responsibility agenda.

### CRITICAL ORGANISATIONAL ANALYSIS

The module provides a comprehensive guide to Organisation Theory, offering practical guidance to the application of theoretical perspectives to organising practices. It offers an introduction to main theoretical perspectives dominant in Organisation Theory i.e. modern, symbolic and contemporary perspectives. It highlights the implications of contrasting theoretical perspectives in practice, and further explores the latest development in organising practices. Through challenging conventional understanding of organisation and management, the module enables you to critically approach an organisation as a field of theory and practice, and to construct your own knowledge and understanding of 'management'. It helps you to situate yourself within this field as a critical thinker and as a capable and reflective practitioner. As such, the module contributes to your enhanced employability and informed employment decision making.

# Module Outline

Bachelor of Arts (Honours) Business (Top-up)

## STRATEGIC SUPPLY CHAIN MANAGEMENT

You will be equipped with an appropriate level of Strategic Supply Chain Management (SSCM) understanding and proficiency in everyday business usage. This module provides these essential business skills, giving you a theoretical understanding of various SSCM applications supported through practical case study exercises. You will work on a number of key techniques that will be applied to practical scenarios, supporting work for practice, and specific items relating to your assessment. You will undertake tasks leading to an assessed presentation which places emphasis on your findings and problem interpretation. These critical, analytical, practical and interpretative skills are directly transferable to your working life through part-time employment, placements or full-time graduate roles. Your additional experiences within the module centre on support reading, will give you additional awareness of the broad applicability of the module content across the wider business and management subject area.

## INTERNATIONAL BUSINESS AND INNOVATION

In formulating and delivering international business strategy, some key considerations have been argued as platforms on which such a strategy would become more sustainable: more specifically, innovative departures, value generation and appropriation in the international business arena. Your understanding and critical appreciation of these will help you become an astute international business manager with foresight, having the ability to both formulate strategy and evaluate it from a long-run perspective.



# Bachelor of Arts (Honours) in Business (Top-up)

## 6 Programme Pathways

### Programme Objectives

The Bachelor of Arts (Honours) in Business (Top-up) Degree programme offers Direct Honours and Joint Direct Honours, and is assessed mostly through assignments. It provides students with a wide range of pertinent knowledge, skills and study for real-world business, and combines the study of the chosen pathway with solid conceptual and practical knowledge. These Honours programmes give students the edge in a highly competitive, graduate employment market.

You can choose to specialise in any of the 6 pathways: Business Management, Business with Human Resource Management, Business with International Management, Business with Logistics and Supply Chain Management, Business with Marketing Management and Business with Tourism Management.

The 16-month Degree programme offers Joint Direct Honours with dual specialisation. It is 100% assignment-based\* and consists of 11 modules, consisting of 6 core modules, 4 pathway modules and 1 dissertation.

### Programme Structure

#### TERM

# 1

- Employability and Career Planning
- Human Resource Management

#### TERM

# 2

- Digital Business
- Pathway Module 1

#### TERM

# 3

- Business Professional Practice
- Pathway Module 2

#### TERM

# 4

- Critical Organisational Analysis
- Dissertation (Term 4-6)

#### TERM

# 5

- Strategic Management for Sustainable Leadership
- Dissertation (Term 4-6)
- Pathway Module 3

#### TERM

# 6

- Pathway Module 4
- Dissertation (Term 4-6)

The sequence of the modules is subject to change.

### Pathway Modules

#### Business Management

1. International Operations Management
2. International Business: Growth Strategies and Resourcing
3. Strategic Supply Chain Management
4. International Business and Innovation

#### Business with Human Resource Management

1. Global, Comparative and Cross-Cultural HRM
2. Law for HR Professionals
3. HR Resourcing and Development
4. Diversity in the Workplace

\*Mainly assignment-bases

#### Business with International Management

1. Strategic Frameworks and Cultural Contexts in International Management
2. International Business: Growth Strategies and Resourcing
3. Contemporary Issues in International Business
4. International Business and Innovation

#### Business with Logistics and Supply Chain Management

1. Applied Logistics and Supply Chain Management
2. Transport and Inventory Management
3. Strategic Supply Chain Management
4. Supply Networks

#### Business with Marketing Management

1. Customer Experience and Relationship Marketing
2. Marketing Research and Planning
3. Buyer Behaviour and Integrated Marketing Communications
4. B2B Marketing

#### Business with Tourism Management

1. Understanding Tourism
2. Tourism Industry Operations and Management
3. Innovation and Creativity in Tourism, Hospitality and Events
4. Business, Sports and Mega Events

# Bachelor of Arts (Honours) in Business (Top-up)

## 6 Programme Pathways

### Certificates

#### International Management



#### Business Management



#### Human Resource Management



#### Logistics and Supply Chain Management



#### Marketing Management



#### Tourism Management



# Bachelor of Arts (Honours) in Business (Top-up)

## 6 Programme Pathways

### CORE MODULES

#### EMPLOYABILITY AND CAREER PLANNING

To maximise your chances of finding a job placement or a graduate level role, you need to know how to stand out from the crowd, and this module helps you achieve exactly that. Through group work and independent study, you will explore the concept of employability and its practical applications in your transition from education into employment. Tutors with significant knowledge of employability, career development and human resource management will lead you through a series of structured seminars. They will draw on their knowledge and experience to help illustrate relevant attributes, skills and abilities through specific activities focused on the recruitment and selection process. They will provide advice and support as you create a CV, application form and cover letter, all of which showcase what makes you different. When you complete this module, you will have the skills, ability, and confidence to make an impactful application to any employer.

#### HUMAN RESOURCE MANAGEMENT

Viewing the modern world of work through the lens of a HR Professional, this module will introduce you to key areas in the HR field, providing you with opportunities to develop the skills and knowledge required to add value as a modern HR Professional. A combination of lectures from researchers and practitioners based at Northumbria University, case studies from placement students and interactive seminars will support you in your academic development.

#### DIGITAL BUSINESS

Throughout this module, you will be introduced to the opportunities and challenges posed by doing business in an increasingly digital domain. This module is designed to give you an understanding of how using online channels impact different parts of the organisation, and will, in particular, focus upon 3 core areas of business:

- **Digital Business Strategy:** You will develop an understanding of the cost structures associated with using digital channels, different business models, distance issues around serving global markets and implications in terms of taxation and service delivery.
- **Marketing:** In this part of the module, you will consider the consumers' ever-changing media consumption and behaviour, social media and m-commerce, customer relationship building in an online context, digital brand communities and performance metrics.
- **Supply Chain Management and Information Systems:** You will learn to appreciate the role of supply chains in serving global markets, addressing issues such as the application of various systems to facilitate digital transactions (eg. ERP, CRM) and issues related to web performance (eg. web design and google analytics).

#### BUSINESS PROFESSIONAL PRACTICE

This module will equip you with the skills and business acumen needed to succeed in the industry. It will also develop your employability and leadership attributes. The module takes an experiential learning approach and is designed so that you will conduct research, integrate theory and practice, and apply knowledge and skills to develop viable solutions to business problems. You will learn through a process of enquiry, often co-operatively with peers, by using digital information and technologies. It will develop your ability to think independently, apply discipline knowledge to complex problems/

opportunities, work in teams (both with academic tutors as well as with each other), communicate (present and report) and collaborate to create new knowledge and understanding of contemporary issues within your discipline area.

#### CRITICAL ORGANISATIONAL ANALYSIS

The module provides a comprehensive guide to Organisation Theory, offering practical guidance to the application of theoretical perspectives to organising practices. It offers an introduction to main theoretical perspectives dominant in Organisation Theory ie. modern, symbolic and contemporary perspectives. It highlights the implications of contrasting theoretical perspectives in practice, and further explores the latest development in organising practices. Through challenging conventional understanding of organisation and management, the module enables you to critically approach an organisation as a field of theory and practice, and to construct your own knowledge and understanding of 'management'. It helps you to situate yourself within this field as a critical thinker and as a capable and reflective practitioner. As such, the module contributes to your enhanced employability and informed employment decision making.

#### STRATEGIC MANAGEMENT FOR SUSTAINABLE LEADERSHIP


If you were asked to conduct an external strategic analysis on a company and then create a compelling set of appropriate strategic recommendations for its leadership, could you do it? This module provides highly sought-after graduate-level consultancy skills that can be brought to bear in analysis of commercial companies. Here you will learn to synthesise the major Resource-based View concepts of Capability, Competence and Resource with Value Chain analysis, and how to deploy these tools to create a strategy for a sustainable and commercially successful future for an organisation. The development of recommendations meeting the generic tests of Acceptability, Suitability and Feasibility will also require the consideration of Leadership, Stakeholders, Sustainability and Business Ethics. This module prepares the student for structured strategic appreciation in an increasingly complex business environment.

#### DISSERTATION

This module provides you with the opportunity to examine, in depth, a business-management challenge of direct interest and/or that affects you within your work or social life. Following initial weekly lectures and seminar workshops that provide an introduction to undertaking Business-Management research, you will work with a supervisor to identify a suitable research area, generate empirical (primary) or secondary data, analyse this data and draw theoretically informed conclusions. The module aims to equip you with the necessary intellectual and practical skills for undertaking your individual, student-led, ethical investigation, while also aiming to provide you with key, transferable employability skills including: analysis, communication (written and verbal), creativity and innovation in problem-solving, discovery, initiative, negotiation, persuasion and influence, project management and time management. You will be assessed through two tasks: the development of an initial research proposal and the submission of a final dissertation.



# Module Outline



## Bachelor of Arts (Honours) in Business Management (Top-up)

### PATHWAY CORE

#### INTERNATIONAL OPERATIONS MANAGEMENT

Operations Management is one of the most common business principles that employers expect you to be familiar with, as part of a real-world business problem-solving initiative, regardless of the size, sector or location of the business and your position in it. Through studying this module, you will develop both practical and theoretical knowledge, and the skills to tackle real-world business problems associated with operations and supply chain processes. International Operations Management is a vital topic that every business student needs to understand because it is integral to the creation of wealth for businesses, value for customers and the improvement of living standards of citizens internationally within such a demanding global market. Operations Management is important as it is concerned with creating services and products that we all depend on. It is also exciting as it is at the centre of numerous changes affecting the business world, customer preference and technology globally.

#### INTERNATIONAL BUSINESS: GROWTH STRATEGIES AND RESOURCING

Management in the international business environment, that contemporary companies are part of, involves a fundamental knowledge of key growth and resourcing issues. This includes choosing from a range of growth options while keeping in mind the risks, benefits and viability of each. By extension, investment decisions come into play as well, including raising capital and working capital management. The module is designed to teach you from a realistic and relevant point of view, examining practical situations and using real world cases in seminars. It builds on your previous level 4 studies of “International Business Environment” and “Financial Decision Making”. These topics will be considered from a corporate and social responsibility perspective, with ethical considerations being a running issue throughout the course.

#### STRATEGIC SUPPLY CHAIN MANAGEMENT

You will be equipped with an appropriate level of Strategic Supply Chain Management (SSCM) understanding and proficiency in everyday business usage. This module provides these essential business skills, giving you a theoretical understanding of various SSCM applications supported through practical case study exercises. You will work on a number of key techniques that will be applied to practical scenarios, supporting work for practice, and specific items relating to your assessment. You will undertake tasks leading to an assessed presentation which places emphasis on your findings and problem interpretation. These critical, analytical, practical and interpretative skills are directly transferable to your working life through part-time employment, placements or full-time graduate roles. Your additional experience within the module centre on support reading will give you additional awareness of the broad applicability of the module content across the wider business and management subject area.

#### INTERNATIONAL BUSINESS AND INNOVATION

In formulating and delivering international business strategy, some key considerations have been argued as platforms on which such a strategy would become more sustainable, specifically: innovative departures, value generation and appropriation in the international business arena. Your understanding and critical appreciation of these will help you become an astute international business manager with foresight, having the ability to not only formulate strategy but also evaluate it from a long-run perspective.

# Module Outline



## Bachelor of Arts (Honours) in Business with Human Resource Management (Top-up)

### PATHWAY CORE

#### GLOBAL, COMPARATIVE AND CROSS-CULTURAL HRM

You will focus on a highly internationalised context of study, assessing international human resource management and management practice from a global, comparative and cross-cultural perspective. Also, you will evaluate the major influences of culture at all levels of organisations, from strategic planning and managing expatriate and domestic employees to communicating with people from varied cultural backgrounds. You will be encouraged to adopt an objective approach to discussing issues in managing people in organisations, predominantly in a global context, to enable you to adopt a critical and analytical approach to the management and human resource management cycles within organisations. You will be assessed through an individual assignment of 3,000 words, which will link to activities undertaken by you in class, and your own research to develop, analyse and implement solutions and discussions relating to the assignment. Your studies here will enhance your interest and career opportunities in an increasingly interactive cross-cultural world.

#### LAW FOR HR PROFESSIONALS

All employers, regardless of size or sector, face a number of ethical and legal considerations when employing people. Studying this module will continue your development as a HR professional by giving you the skills and knowledge to support employers to build on the minimum legal standards. The key learning aspects of this module are twofold. First, you will learn the main Employment Law required for a career in Human Resources. You will then experience putting your learning into practice via simulations of real cases. Knowledge of employment law and its practical application underpins various careers in Human Resources. Whichever path you choose, you are likely to be required to understand how Employment Law applies to your field and to be able to interpret it based on different scenarios.

#### HR RESOURCING AND DEVELOPMENT

For students seeking a people-focused career, this module offers a variety of benefits, such as insights into the modern day management of people in the workplace and the importance of effective resourcing

activities such as recruitment, selection and diversity. Additionally, it showcases challenges for potential managers by researching areas such as managing absence and dealing with redundancy. The development of people at work can be an exciting and rewarding area. This module explores both organisational and personal development concepts and practices relating to workplace development. You will research and apply your learning in a supportive, tutor-led environment, with learning opportunities ranging from case studies to group discussions to research presentations. The skills acquired are directly transferable to your future careers in HR Resourcing and Development or in general managerial positions.

#### DIVERSITY IN THE WORKPLACE

This module aims to provide you with a critical knowledge and understanding of the concept of 'diversity' in the workplace. It acknowledges that everyone is a unique person and that there are a variety of differences that need to be considered. These differences are visible and non-visible, for example, accent, background, culture, language, personality and work style, size and so on. A number of these personal characteristics ('protected characteristics') are covered by the Equality Act 2010. You will therefore learn about the 'protected characteristics' – age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation. This module begins with an overview of equality/diversity on historical perspectives and context, before moving on to lectures/seminars on the protected characteristics. It also considers issues such as bullying at work before concluding with your reflections on contemporary equality/diversity in the workplace and how it can be effectively promoted. This module allows you to develop your research skills by affording you the opportunity to examine both professional sources (eg. ACAS/CIPD) as well as academic journal articles. It also develops your presentation skills that can be applied in the workplace for the benefit of existing and future employers.

# Module Outline



## Bachelor of Arts (Honours) Business with International Management (Top-up)

### PATHWAY CORE

#### **STRATEGIC FRAMEWORKS AND CULTURAL CONTEXTS IN INTERNATIONAL MANAGEMENT**

The internal business and international management context is likely to be an aspirational or existing strategic frame of reference in any organisation you join. Culture as a paradigm will dominate this context, but will also be aligned to several other variables and concerns. These are factored in as strategic decision-making frameworks derived from practice and research. They will help guide managerial decision making. Your ability to distil this to a given situation and provide coherent inputs for international management will grant you a strong position and help you perform and progress in the organisation and industry you choose going forward in your career.

#### **INTERNATIONAL BUSINESS: GROWTH STRATEGIES AND RESOURCING**

Management in the international business environment, that contemporary companies are part of, involves a fundamental knowledge of key growth and resourcing issues. This includes choosing from a range of growth options while keeping in mind the risks, benefits and viability of each. By extension, investment decisions come into play as well, including raising capital and working capital management. The module is designed to teach you from a realistic and relevant point of view, examining practical situations and using real world cases in seminars. It builds on your previous level 4 studies of “International Business Environment” and “Financial Decision Making”. These topics will be considered from a corporate and social responsibility perspective, with ethical considerations being a running issue throughout the course.

#### **CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS**

Organisations encounter strategic opportunities during their existence that, in the context of international business, can be particularly crucial for growth and performance and require focused responses. Your ability to critique organisational responses and provide recommendations/alternatives is highly valued. In this module, you will have opportunities to do so over a range of examples and cases in international business management.

#### **INTERNATIONAL BUSINESS AND INNOVATION**

In formulating and delivering international business strategy, some key considerations have been argued as platforms on which such a strategy would become more sustainable, specifically: innovative departures, value generation and appropriation in the international business arena. Your understanding and critical appreciation of these will help you become an astute international business manager with foresight, having the ability to not only formulate strategy but also evaluate it from a long-run perspective.

# Module Outline



## Bachelor of Arts (Honours) in Business with Logistics and Supply Chain Management (Top-up)

### PATHWAY CORE

#### APPLIED LOGISTICS AND SUPPLY CHAIN MANAGEMENT

The module aims to provide you with the theories and principles of logistics and supply chain management, as well as the knowledge and skills of applying them in real business practices. The module is delivered to you using weekly lectures and seminars. The seminars principally concentrate on the development of your problem-solving skills and various soft skills eg. communication, presentation etc. The module will lead you to the development of supply chain management skills and confidence in handling complex problems in supply chain. In doing so, it will expose you to a wide range of quantitative or qualitative models and techniques in analysing supply chain problems. You will be knowledgeable about the theory and practice of logistics and supply chain management and skilful in the use of various tools and techniques. On completing the module, you will be able to apply the theories and principles to analyse logistics and supply chain problems in a variety of situations. You will be capable of identifying the root causes of various supply chain problems and proposing relevant solutions.

#### TRANSPORT AND INVENTORY MANAGEMENT

The module provides an introduction and understanding of the physical movement of goods through supply chains via different transportation and storage networks. The module also focuses on transport as a service to the public, both domestically and internationally, examines the allied industries it supports, and looks at complexity issues surrounding multiple modes of transport for both inland and overseas transport and how this integrates with storage and inventory needs. You will be introduced to real business distribution problems across both inland and overseas operations and the challenges and future opportunities of logistics providers/freight operators in terms of inventory capacity, sequencing, storage and delivery. You will achieve a rounded appreciation of transport and inventory management throughout supply chains via a combination of lectures, workshops, seminars and case studies. Assessment will be a written assignment. You are required to produce an individual detailed report.

#### STRATEGIC SUPPLY CHAIN MANAGEMENT

The module aims to provide you with the knowledge and skills to apply for a variety of Strategic Supply Chain Management (SSCM) to support business decision making. The module is delivered to you using weekly lectures and seminars, principally concentrating on the development of your subject skills and interpretation of the subject area. You will undertake various seminar and case study exercises to build your skills and expertise in these Strategic SCM areas to support your group and individual assignment work. On completing this module, you will be able to understand SCM policies, select and apply the appropriate SCM strategies to support business problem solving in a variety of situations. You will have developed relevant skills to support the theoretical materials introduced throughout the module. You will create and design appropriate case study solutions as well as the use of a supporting theoretical underpin to SSCM problem solving.

#### SUPPLY NETWORKS

The module aims to provide you with the knowledge and skills of applying a variety of Supply Networks knowledge at the subject interface to support business decision making in this area of subject. The module is delivered to you using weekly lectures and seminars, principally concentrating on the development of your subject skills and interpretation of the subject area. You will undertake various seminar and case study exercises to build the skills and expertise in these Supply Network areas to support your group and individual assignment work. The module will lead you to the development of Supply Network (SN) skills and confidence in handling the knowledge gained. In doing so, it will expose you to a wide range of subject techniques in the Supply Network subject area. You will become aware of the role of the subject in the business context. Furthermore, you will gain an understanding of the role of the Network Manager and the development of various business problem solving models. On completing the module you will be able to select and apply the appropriate SN techniques to support business problem solving in a variety of situations. You will have developed relevant skills to support the theoretical materials introduced throughout the module.

# Module Outline



## Bachelor of Arts (Honours) in Business with Marketing Management (Top-up)

### PATHWAY CORE

#### CUSTOMER EXPERIENCE AND RELATIONSHIP MARKETING

The overall intention of this module is to encourage you to think about the relationships that companies have with their customers over a period of time, rather than view each customer purchase as an individual 'transaction'. Given the increasing use of online business models and the consumer savviness of moving between suppliers, the importance of managing customer experience has never been greater. With this in mind, you will address the following themes:

- Customer Experience (CX)
- Customer Journey Mapping
- Service Design, Customer Satisfaction and Loyalty
- Customer Feedback and Complaint Handling
- Relationship Marketing
- Introduction to Database Marketing

#### MARKETING RESEARCH AND PLANNING

The aim of this module is for you to develop a comprehensive understanding of the roles of 'Marketing Planning' and 'Marketing Research' in a successful organisation. Having already developed basic skills in research, this module will provide you with an understanding of how marketing planning and marketing research can assist managers, entrepreneurs and other stakeholders in their relentless pursuit of gaining competitive advantage. First, the basics of marketing research are presented, enabling you to develop skills in applied qualitative and quantitative research. You will then learn the fundamentals of marketing planning, underpinned by the core components of the marketing mix and analysis frameworks, and will then learn how to use marketing research in order to underpin marketing planning.

#### BUYER BEHAVIOUR AND INTEGRATED MARKETING COMMUNICATIONS

This module combines two important and closely-related areas of study for marketing and business students, namely understanding how buyers behave and make decisions and how to use this knowledge to effectively communicate with selected target markets. The study of theoretical frameworks underpins the module, which is then applied to a variety of buyer and business contexts. Lectures are used to impart the theory, and the seminars are a mix of practical and case study applications with academic material, designed to encourage the use of theory and critical thinking. The assessment provides you with the opportunity to utilise the theoretical frameworks in a hypothetical business scenario of your choice.

#### B2B MARKETING

B2B Marketing is at the heart of any successful commercial operation – even within famous 'retail' brands – and is home to the vast majority of Marketing roles. Any successful business graduate must also be sales-oriented and understand how to market to other organisations in order to flourish in a competitive employment market. The huge number of Sales Management vacancies available in the industry allow graduates to demonstrate their commercial prowess, and these roles usually provide attractive pay and benefits as well as swift career progression to upper management and board level. This module gives you the skills and knowledge not just to compete in this arena, but to gain a competitive advantage over other graduates during the recruitment process and achieve success thereafter.

# Module Outline



## Bachelor of Arts (Honours) in Business with Tourism Management (Top-up)

### PATHWAY CORE

#### TOURISM INDUSTRY OPERATIONS AND MANAGEMENT

An experiential-based module that reflects on the experiences of tourists in buying and consuming tourism. This module provides you with the opportunity to examine the management issues involved in the design, development, distribution and operation of all-inclusive travel offerings. The module commences with an understanding of the growth of travel packages globally, and the alternative of self-packaging. Utilising contemporary research, you will be able to identify new potential market segments and design and plan a new product to meet the needs of this market. You will develop an understanding of the financial and legal constraints in which tour operators function. Contractual agreements with service providers in transport, destination management and accommodation sectors are examined, as well as investigation of key issues in the management of these offerings, such as customer relationship management and quality control. The module is underpinned by the philosophy of responsible management, and you will explore the implications of management decisions on suppliers and host communities.

#### INNOVATION AND CREATIVITY IN TOURISM, HOSPITALITY AND EVENTS

Tourism, Hospitality and Events (THE) are some of the most important sectors from a consumer demand and experience perspective. These are vibrant and dynamic industries where the quality and delivery of enhanced experiences are fundamental. Consumers however, are now more knowledgeable, sophisticated and demanding. THE organisations must provide innovative, creative and specialised products to maintain loyal customer behaviour and attract new customers. This module explores how this is done, such as through the development and operation of the following THE products: health tourism, wedding THE, ski and adventure tourism, nature, rural and farm tourism, volunteer tourism, event innovation, creative attractions, innovation in restaurants and hotels, marketing events and destinations. You will evaluate these from a management, marketing and sustainable practice perspective, and will draw on the concept of entrepreneurial activity. This will give you the skills and knowledge necessary to develop a career in THE, skills which are also transferable to other service industries.

#### BUSINESS, SPORTS AND MEGA EVENTS

Business, sports and mega events are a key part of the economic life of many destinations. The planning, organising and managing of these events is, therefore, an increasingly important industry. In this module, you will develop both strategic and academic insights into the Meetings, Incentives, Conferencing and Exhibitions (MICE) industry and sports tourism, ranging from mega events such as the Olympic games to smaller local events like the Great North Run. You will develop specialised knowledge of the latest management strategies for the planning, implementation, operation and control of events, which you will subsequently apply to real-life situations. Consideration will also be given to current issues and trends including impacts and legacies, appraising likely future demand and developments nationally and worldwide. You will develop contemporary knowledge and practice through informed perspectives that prepare you to contribute positively in a global society.

#### UNDERSTANDING TOURISM

This module provides you with a general overview of the increasingly complex and ever exciting world of tourism and seeks to stimulate your tourism imagination. You will develop a clear understanding of modern thought on tourism and engage in in-depth discussions on some of its key questions and issues. The module addresses three basic questions: how we can understand tourism both as an economic and cultural practice, the extent of the tourism sector in the 21<sup>st</sup> century as well as its impact and influence on the wider community, and the different components of tourism including tourists, businesses and destinations. This is a comprehensive module that emphasises the multiple connections and dimensions of tourism. You will develop critical, practical, academic study and information literacy skills to enable the full achievement of learning outcomes at the module and programme levels.

# Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)

## Programme Objectives

The Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up) Degree programme is an innovative media-based Degree that allows you to develop specialist knowledge of the concepts, theories, practices and methods that characterise communication, contemporary media, and cultural studies. You will develop your knowledge, skills and abilities that will enable you to critically evaluate contemporary mass communications industries and to understand the technological, social and political factors that shape those industries.

The 16-month Degree programme offers Joint Direct Honours with dual specialisations. It is 100% assignment-based and consists of 10 modules and 1 dissertation.

## Programme Structure

TERM

1

- Media Methodologies
- Cultural Identities on Screen

TERM

2

- Media Cultures
- Media Industries

TERM

3

- Researching Audiences
- Media Events

TERM

4

- Cinema and Society
- Media Dissertation (Term 4-6)

TERM

5

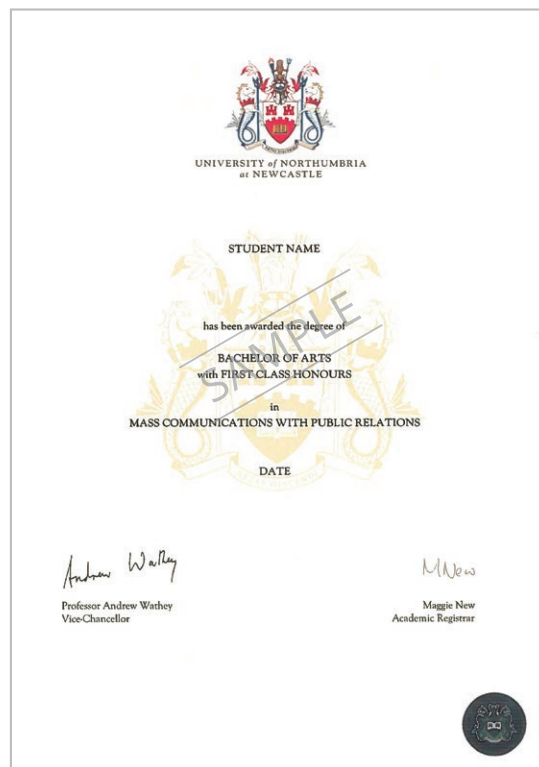
- Current Affairs in Public Relations
- Public Relations in Context
- Media Dissertation (Term 4-6)

TERM

6

- Promotional Writing
- Media Dissertation (Term 4-6)

## Certificates



The sequence of the modules is subject to change.

# Module Outline



## Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)

### **MEDIA METHODOLOGIES**

The purpose of this module is to introduce you to key theories and approaches employed when researching media, and provide you the practical skills needed to undertake major independent research in your final year (the dissertation). In the first half of this module, you will engage with the key processes involved in designing an academic research project, undertaking the research work and analysis, and presenting the results. In the process, you will be shown how to position your work in relation to an intellectual context, construct research questions that are practical and realistic, implement appropriate methodologies, write research proposals and structure longer written projects (such as dissertations). The second half of the module will put research approaches in focus – academic experts will provide sessions on particular methodological approaches such as analysing media texts and archival research.

### **CULTURAL IDENTITIES ON SCREEN**

This module will focus on the representation and articulation of cultural identities across screen media, with an emphasis on television (broadly defined). Through a range of case studies from the beginnings of television to the digital age (ie. on-demand platforms), you will consider how, for example, gender, ethnicity, national and regional identities are constructed. You will explore issues such as class, gender and racial stereotypes, visibility of minority groups and integration.

### **MEDIA CULTURES**

Media Cultures examines key media cultures. It considers the contemporary situation and explore topics such as the 21<sup>st</sup> century music industry, world of social media and global consumer culture. Building on this familiar ground, the module takes a historical turn to consider the wider context of ‘older’ media such as radio, film and television and their relation with the new media. The module will use a weekly case study approach, selecting examples which will resonate explicitly with young people as a way to explore issues of cultural and media engagement. You will be encouraged to investigate related themes of personal interest and build these into the final assessment. The module will be supported by use

of relevant clips from radio, films, television and online sources. Students will have the opportunity to learn about and reflect on the history and future of media environments, in which they may wish to pursue future employment.

### **MEDIA INDUSTRIES**

This module combines conceptual thinking, practice-informed debate and experiential learning into a distinctive and innovative matrix that will enable you to obtain a fully-rounded critical understanding of the ways in which mass communication industries function, and the challenges and opportunities in their immediate future.

### **RESEARCHING AUDIENCES**

This module aims to give you three linked opportunities. Firstly, it will introduce you to some of the main recent traditions for thinking about and researching media audiences. These traditions explore how audiences encounter, engage with, and respond to various media and cultural products: books, film, music, newspapers, television, theatre, video games, etc. Secondly, the module will offer you the experience of reading and evaluating actual audience and reception studies instead of second-hand summaries or excerpts in textbooks. Lastly and most excitingly, the module aims to do something quite unusual – to give you an experience of the processes involved and challenges encountered by allowing you to carry out your own small piece of audience research in a small group with other students.

### **MEDIA EVENTS**

Using specific case studies, this module looks at the way ‘media events’ are organised, what are the effects they have on the media and cultural industries, and how we, as academics and media consumers, might conceptualise and make sense of them. The module takes a holistic approach, looking at events from the bottom up and examining the dynamics of their creation and operationalisation. The assessment tasks encourage you to conceptualise, develop and propose your own hypothetical media event, allowing you to demonstrate how the knowledge you gain in the module might be put into practice in the real world.



# Module Outline

Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)

## CINEMA AND SOCIETY

In this module, you will critically examine the relationship between US filmic institutions (films and industrial bodies – hereafter “cinema”) and different social contexts, including for example: changes to the Hollywood Studio System (and the birthing of the “New Hollywood”), cinema’s responses to war and global trauma, and its engagement with issues surrounding race, gender and sexuality. Taught through lectures, demonstrations (film screenings) and student-led seminars, the module explores how cinema has engaged with key societal concerns. You will be required to read and reflect on specific theoretical and empirical academic work by leading scholars and commentators and, using your analytical and interpretive skills, relate this work to the issues raised in class and by the accompanying film screenings.

## CURRENT AFFAIRS IN PUBLIC RELATIONS

This module challenges you to analyse current affairs in Public Relations through the lens of contemporary PR theory. You will develop specialised knowledge of issues and developments facing the PR industry by examining case studies and contemporary subject examining debates. These range from ethical PR to the growing use of social media, as well as journalistic standards within public relations practice. Having this knowledge is crucial for your future employment as its application is an integral part of PR practice.

## PUBLIC RELATIONS IN CONTEXT

Public Relations is developing at breakneck speed in the 21<sup>st</sup> century, and the pitch is at the heart of securing a new client base. This module aims to develop your understanding of the principles of Public Relations theory and concepts so you can apply them to real-world public relations strategies. You will develop your skills in presenting and working in teams. The module aims to develop skill sets that are key to working in the Public Relations industry, which will be invaluable for students in terms of future employability.

## PROMOTIONAL WRITING

Beginning as a simple concept – writing words for promotional materials – it expands into a variety of interesting, stimulating and industry-relevant topics, all of which will be explored in this semi hands-on module. Creative thinking is encouraged throughout the module. In essence, your study of promotional writing within lectures and seminars will influence your ability to concoct writing for marketing materials. We are putting theory into practice in a module that is both intellectually stimulating, as well as industry-facing. Across the two assessment components for this module, many past students have honed their communication skills, which in turn has proven to benefit other assessed work (particularly the final year dissertation). The assessed materials can also be used to demonstrate skills and understanding useful to future employment. To understand promotional writing is to understand how to communicate with potential clients, consumers and customers. It is the language of salesmanship.

## MEDIA DISSERTATION

The Media Dissertation allows you to conduct an in-depth analysis of your subject area of choice within the context of the media. You will research the topic and write an 8,000-10,000-word dissertation, supported by a member of staff who will act as your supervisor for the duration of the module. You will develop an initial proposal as well as information retrieval skills before considering which methodology to use. You will also complete a 2,000-word dissertation plan which will demonstrate your progress. Your supervisor will give assessment on the plan and at regular meetings to chart your development through the module. The Media Dissertation will give you valuable transferable skills across a range of career paths and be very valuable to those planning to continue in higher education.



# Bachelor of Arts (Honours) in Childhood and Early Years Studies (Top-up)

## Programme Objectives

If you are interested in working with children, young people and families within social care, education or health settings, the flexible nature of this programme may be just what you are looking for. The programme provides you a unique opportunity to develop knowledge, insight and understanding in two subject areas that complement each other whilst exploring a range of career pathways.

Childhood Studies adopts an interdisciplinary approach, drawing upon literature and research from a number of disciplines including sociology, psychology, cultural and media studies, literature, history and education. Students are encouraged to draw from personal experience during studies and engage with contemporary issues, critically reflecting upon these in light of the current socio-political context, and the emergent and prevailing paradigms of today.

The 18-month Degree programme offers Joint Direct Honours with dual specialisation. It is 100% assignment-based and consists of 13 modules.

## Programme Structure

### TERM

# 1

- Young People in Society
- Global Perspectives of Childhood and Youth

### TERM

# 2

- Play and the Early Years Curriculum
- Researching Childhood and Early Years

### TERM

# 3

- Professional Practice and Career Development
- Social and Emotional Wellbeing in Childhood

### TERM

# 4

- Young Children as Meaning Makers
- Childhood and Early Years Studies Project (Term 4-6)

### TERM

# 5

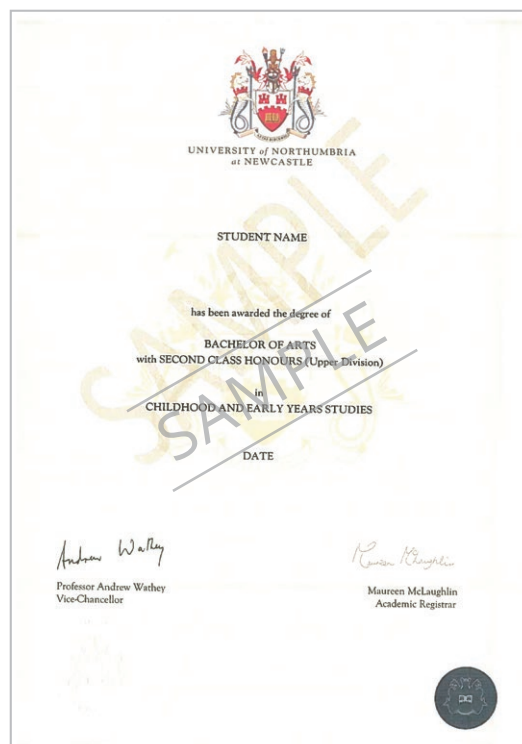
- Leadership and Collaboration in Children's Services
- Perspectives on Children's Literature
- Childhood and Early Years Studies Project (Term 4-6)

### TERM

# 6

- Changing Childhoods
- Childhood and Early Years Studies Project (Term 4-6)

## Certificate



The sequence of the modules is subject to change.

*Note: This programme is not accredited by the Early Childhood Development Agency (ECDA). Graduates who wish to work in the local early childhood sector will need to submit an application to ECDA for Teacher Registration via a preschool. Approval by ECDA will be subject to the applicant meeting the requirements for Teacher Registration.*

# Module Outline



## Bachelor of Arts (Honours) in Childhood and Early Years Studies (Top-up)

### YOUNG PEOPLE IN SOCIETY

Throughout this module, you will investigate the social, political, economic and cultural factors that have influenced, and continue to influence, the lives of children and young people in the late 20<sup>th</sup> and early 21<sup>st</sup> centuries. This module will explore the lives of young people through the consideration of a number of pertinent societal issues. First, you will critically analyse the proposition that there is a 'discourse of difference' in British society when considering young people. You will be asked to consider the extent to which young people are considered as 'other'. To further develop this theme, the questions of how 'youth' is conceptualised within society, and in what ways these concepts are considered negative or positive, will be examined. A detailed exploration of key cultural, social, political and economic factors will support informed discussion of these questions. In particular, the module will focus on the central issues of class, ethnicity, gender, sexual orientation and inequality in the context of youth cultures and sub cultures.

### GLOBAL PERSPECTIVES OF CHILDHOOD AND YOUTH

In this module, you will have the opportunity to investigate childhood and youth within a global context. The module will adopt a thematic approach to the exploration of issues such as war, work, health and poverty, offering a range of theoretical perspectives relevant to the global experiences of children and young people across countries and cultures. You will also explore different research approaches commonly used with children and young people, and will therefore have the opportunity to explore how knowledge is created, debated and analysed. Your knowledge will be enhanced through the exploration of ethnographic studies of children and young people's experiences, as well as analysing the impact of social, political and cultural difference on concepts of childhood and youth. All while gaining a theoretical overview of key skills in data collection and analysis related to research with children and young people.

### PLAY AND THE EARLY YEARS CURRICULUM

In this module, you will learn about the importance of play and its place in the Early Years Curriculum, exploring ideologies and practices as well as contrasting theoretical perspectives and approaches. In addition, you will examine the place given to play, reflecting upon its appropriateness for young children. By doing so you will be able to identify and reflect upon the different roles that adults have in supporting children's development and learning through play. You will also differentiate between interaction that is either supportive of or a hindrance to children's learning, and learn about a variety of philosophical and cultural approaches from UK and abroad, reflecting upon their contribution within the field of early years play in relation to the Early Years Curriculum. The module will address themes such as the social and cultural context of early years play and provision, the history of play, the contested nature of play, definitions and types of play, leading play, risk and the outdoors, and exploration of approaches from different ideologies.

### RESEARCHING CHILDHOOD AND EARLY YEARS

Building on research, understanding and skills developed at level 4, this module will introduce you to key ideas, perspectives and activities in social research relevant to childhood and early years. You will develop knowledge and understanding about what and how things can be 'known' (epistemology), ways of seeing the world (paradigms), approaches and traditions in research (methodology), collecting or generating data (methods) and analysing or interpreting findings (analysis). You will learn about the key research methodological approaches and the methods used within them, going on to evaluate other research works before developing your own questions, methodology and methods. Finally, you will appreciate how to relate each of these elements into a coherent proposal for research and must consider relevant ethical issues that apply to your research. This module feeds directly into the level 6 module – 'Childhood and Early Years Studies Project'.

# Module Outline

## Bachelor of Arts (Honours) in Childhood and Early Years Studies (Top-up)

### PROFESSIONAL PRACTICE AND CAREER DEVELOPMENT

In this ‘hands-on’ module, you will gain experience in a real work setting, gaining valuable insight into the roles of professionals and the day-to-day realities of working within the childcare workforce. In addition, you will have the opportunity to explore a range of career areas to help you to decide on your future career. Much of the learning in this module will be in the workplace and/or interviewing professionals, giving you the opportunity to develop essential networks and employability skills. You will also be supported to undertake a series of practical, yet challenging, activities to prepare you for life as a Childhood and Early Years graduate, such as preparing job applications and attending job interviews. A particular advantage of this module is that you are able to tailor the work-related learning aspects to suit your own career interests and aspirations.

### SOCIAL AND EMOTIONAL WELLBEING IN CHILDHOOD

Building on your knowledge of child and adolescent development from your first year of study, this module will help you understand and analyse psychological, psychodynamic and sociological aspects of well-being in childhood. You will explore contrasting ideologies, approaches and theoretical perspectives in relation to the topic. There will be a particular focus on children’s social and emotional well-being and on how authentic relationships can support and empower all-rounded growth, learning and development in childhood. Being interdisciplinary, the module offers you the opportunity to reflect on how professional and personal beliefs, values and attitudes influence how practitioners from different disciplines and cultures assess wellbeing in childhood, and how this may influence their working relationships with children and their families.

### YOUNG CHILDREN AS MEANING MAKERS

This module builds upon your learning of child development theory at levels 4 and 5, and will focus on the young child as a maker and interpreter of meaning. You will consider the ways in which adults can support or hinder children’s developing skills and the extent to which cultural attitudes and government policy may impact children’s freedom to express and communicate their feelings and ideas. It will immerse you in thinking about the development of young children as meaning makers and communicators. You will be encouraged to explore theoretical approaches to early language and communication, and to evaluate critically, where appropriate, the effectiveness of approaches within current policy and practice to this important area of early child development. You will also become accomplished in applying your understanding of these perspectives through observations of children as communicators. Through this experience, you will be able to critically analyse a variety of methodological approaches and theoretical stances within this discipline. The module will address themes such as attachment and the importance of early interaction, the environment, the role of the adult, multi-model observation techniques, observation as a research methodology and report writing for a professional and parent audience.

### LEADERSHIP AND COLLABORATION IN CHILDREN’S SERVICES

This module will involve you in thinking about leadership and management in the context of children’s learning, wellbeing and safeguarding in children’s services. The module has a particular focus on working with others who can contribute towards better outcomes for children and their families. It will help you think about why services for children and their families exist, what these services are required to do (with reference to current policy agendas), and how leaders can meet the challenges of working together to improve outcomes for children, young people and their families. Generally, the module will help you think about the importance of self-awareness and reflection, skills for collaboration with others and the practical implications of implementing policy on topics such as early learning, public health and safeguarding.

### PERSPECTIVES ON CHILDREN’S LITERATURE

In this module, you will explore a number of post-war fictions produced for young readers, including picture books like Michael Rosen’s (1993) *We’re Going on a Bear Hunt* and novels like Jacqueline Wilson’s (1999) *The Illustrated Mum*. By studying a variety of children’s books, you will become aware of the variety of content, themes and modes of address made available for children in recent decades. The module will particularly focus on the ways in which the literature reflects social issues and dilemmas in contemporary children’s lives. You will explore how a ‘unique’ literature for children has evolved, and focus especially upon how these stories vary from other audience-defined literatures.

### CHANGING CHILDHOODS

You will engage in critical analysis of the changing nature of ‘childhood and youth’, exploring contemporary ‘childhood and youth’ in the context of technological, societal and global change. You will be supported to engage in critical reflection upon the future ‘childhood’ through analysis of emergent themes and issues based upon contemporary research.

### CHILDHOOD AND EARLY YEARS STUDIES PROJECT

As a research module, you will be supported to design, implement and write up your own research activity. The module starts with teaching input about research, which includes actual examples of staff and student research such as video and workbook resources from previous undergraduate students in your department. Your main form of learning about research in this module will be through your own research. This “research-based” learning will be supported through critical and reflective conversations with supervisors, where your research project will be the object of reflection. The project provides an exciting opportunity to select a topic of particular interest to you, which could potentially support your ideas about future employment and provide further study opportunities.

# Bachelor of Art (Honours) in Guidance and Counselling (Top-up)

## Programme Objectives

The Bachelor of Arts (Honours) in Guidance and Counselling (Top-up) Degree programme will equip you with a variety of skills and knowledge necessary to work within a broad range of helping professions. You will be encouraged to develop your critical faculties to be able to recognise the existence of inequalities and discriminatory practices encountered by people in everyday life and to consider strategies to influence and bring about change. You will engage with a range of learning experiences that includes group work, case studies, problem-solving exercises, enquiry based and experiential learning, as well as the more traditional lecture-based approach. Application of theory into practice is a central theme of the programme. For example, you will be encouraged to participate in our student peer mentoring programme with the opportunity to mentor other students.

The programme will equip you with the relevant skills and knowledge needed to work within a wide range of helping professions. This programme is a valuable foundation for those who wish to use guidance and counselling strategies as the basis for further postgraduate research or professional training. It offers a challenging and innovative study experience, which draws on theoretical perspectives and is enhanced by opportunities to put that theory into practice in a range of settings.

The 18-month Degree programme offers Joint Direct Honours with dual specialisation. It is 100% assignment-based and consists of 13 modules.

## Programme Structure

### TERM

# 1

- The Skilled Helper
- Research in Practice

### TERM

# 2

- Mentoring: Theory and Practice
- Mending the Gap: Collaborative Learning with Service Users

### TERM

# 3

- Career Development Project
- Guidance and Counselling in Groups

### TERM

# 4

- Guidance and Counselling Project (Term 4-6)
- Models of Career Guidance Practice

### TERM

# 5

- Brief Approaches to Counselling and Helping
- Engaging with Older Clients
- Guidance and Counselling Project (Term 4-6)

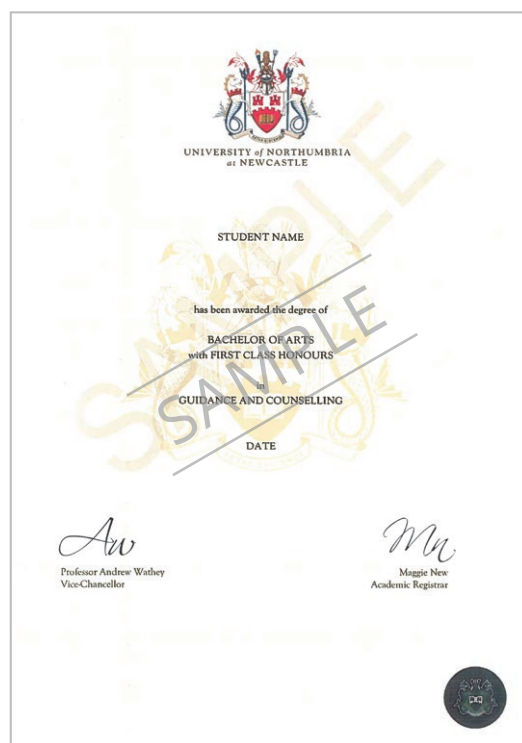
### TERM

# 6

- Narrative Approaches to Counselling and Helping
- Guidance and Counselling Project (Term 4-6)

The sequence of the modules is subject to change.

## Certificate



# Module Outline



## Bachelor of Art (Honours) in Guidance and Counselling (Top-up)

### **MENTORING: THEORY AND PRACTICE**

You will explore the theory and practice of mentoring, focusing on the use of both group and individual approaches in developing and enhancing the mentoring relationship. You will recognise the core guidance and counselling skills inherent in the mentoring role, and undertake research into the effectiveness of mentoring across the life course and within educational, business and community settings.

### **CAREER DEVELOPMENT PROJECT**

The aim of this module is to provide you with an opportunity to explore potential career pathways and develop an understanding of professional roles by undertaking a career development project. Exploring entry routes and requirements of occupations through a range of sources, including direct contact with professionals, will further develop research skills as well as develop and utilise networks to help you to enhance your employability.

### **THE SKILLED HELPER**

You will explore the theory and practice of a range of helping processes drawn from differing contexts and critical perspectives. Special attention is paid to individual approaches to helping and initiating change. This will include the exploration of counselling within specific contexts (eg. Transcultural, feminist, online etc.) and representations of helping in the media.

### **GUIDANCE AND COUNSELLING IN GROUPS**

Throughout the module, you will be provided with the knowledge and practical experience of working with groups, initially as a participant and later as a facilitator. You will study theoretical approaches to group work and management, the latter including the skills of leadership and facilitation. You will build confidence by beginning with low-stakes activities.

### **MENDING THE GAP: COLLABORATIVE LEARNING WITH SERVICE USERS**

Working collaboratively, you will begin to reflect on how gaps in knowledge and experience between professionals and service users/clients have been used to explain and justify unequal power relations. You will explore the ways in which narratives and representations form and circulate in everyday life in order to create stereotyped expectations and assumptions about different groups within society, and begin to identify ways of overcoming them.

### **RESEARCH IN PRACTICE**

The aim of the module is to support you in developing your research skills and knowledge. You will also further develop your ability to analyse and critique research literature, and to consider its application

to practice. The module will provide you with a strong grounding in a range of research methods.

### **GUIDANCE AND COUNSELLING PROJECT**

Building on research, understanding and skills developed throughout your programme, this module will introduce you to key ideas, perspectives and activities in social research relevant to guidance and counselling. You will develop knowledge and understanding about what and how things can be 'known' (epistemology), ways of seeing the world (paradigms), approaches and traditions in research (methodology), collecting or generating data (methods) and analysing or interpreting findings (analysis).

### **MODELS OF CAREER GUIDANCE PRACTICE**

This module explores theories of career choice and development, and how these are used in career guidance practice with young people and adults. In this module you are encouraged to develop an insight into a range of multi-disciplinary models of career choice and development, and consider their relevance to current practice (both in schools and in a range of settings for all ages).

### **BRIEF APPROACHES TO COUNSELLING AND HELPING**

In this module, you will develop knowledge and critical understanding of three types of brief counselling approaches as used in guidance and counselling settings: Cognitive Behavioural Therapy, Solution Focused Approaches and Motivational Interviewing. You will develop an understanding of the theoretical background to these approaches and implications for practice.

### **ENGAGING WITH OLDER CLIENTS**

Within this module, you will develop the knowledge needed to support practice when working with older people. You will develop a critical understanding of key theoretical perspectives on ageing, with a focus on life course perspectives. You will also explore current global debates on ageing and develop the ability to apply underpinning knowledge to counselling practice when working with older people.

### **NARRATIVE APPROACHES TO COUNSELLING AND HELPING**

In this module, you will develop knowledge and critical understanding of three types of narrative practice used in guidance and counselling: personal construct psychology, existential therapy and narrative therapy. You will develop an understanding of the ways in which the lives of individuals, families and communities are shaped by the stories they tell about themselves, and of ways in which identities can be enriched and strengthened or hurt and diminished, depending upon the sorts of stories that are told and who is recognised as having the right to tell stories.

# Bachelor of Science (Honours) in Psychology (Clinical Psychology) (Top-up)

## Programme Objectives

A major in Clinical Psychology enables you to learn about a variety of physical and mental health issues, methods of assessment for these issues, as well as treatment and therapy options. For example, there are modules looking at the causes of physical and mental health problems (eg. eating disorders and alcoholism). The objective of this specialised programme is to provide you with an in-depth knowledge in these areas.

The programme is designed to develop your understanding of the subject and to enhance your transferable and critical thinking skills. You will graduate with practical experience and research skills, along with the confidence and independent learning ability that will place you in good stead for a variety of careers.

The 18-month Degree programme is a Joint Direct Honours. It is mainly assignment-based and consists of 13 modules.

## Programme Structure

TERM

1

- Advanced Experimental Methods and Laboratory Experience
- Psychobiology, Cognition and Individual Differences

TERM

2

- Advanced Qualitative and Survey Methods and Laboratory Experience
- Social and Developmental Psychology and Psychopathology

TERM

3

- Eating Disorders
- Positive Psychology

TERM

4

- Neuropsychology and Cognitive Science
- Psychology Project (Term 4-6)

TERM

5

- Mental Health Difficulties and Therapeutic Approaches
- Mental Health Problems and Crime
- Psychology Project (Term 4-6)

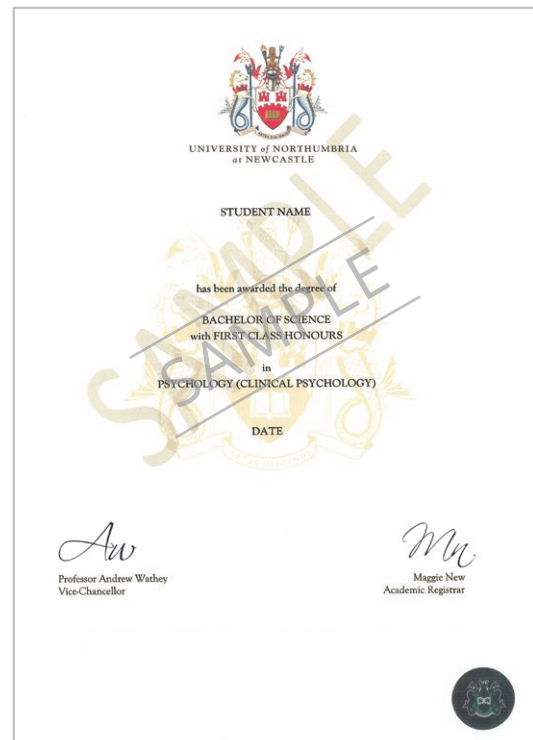
TERM

6

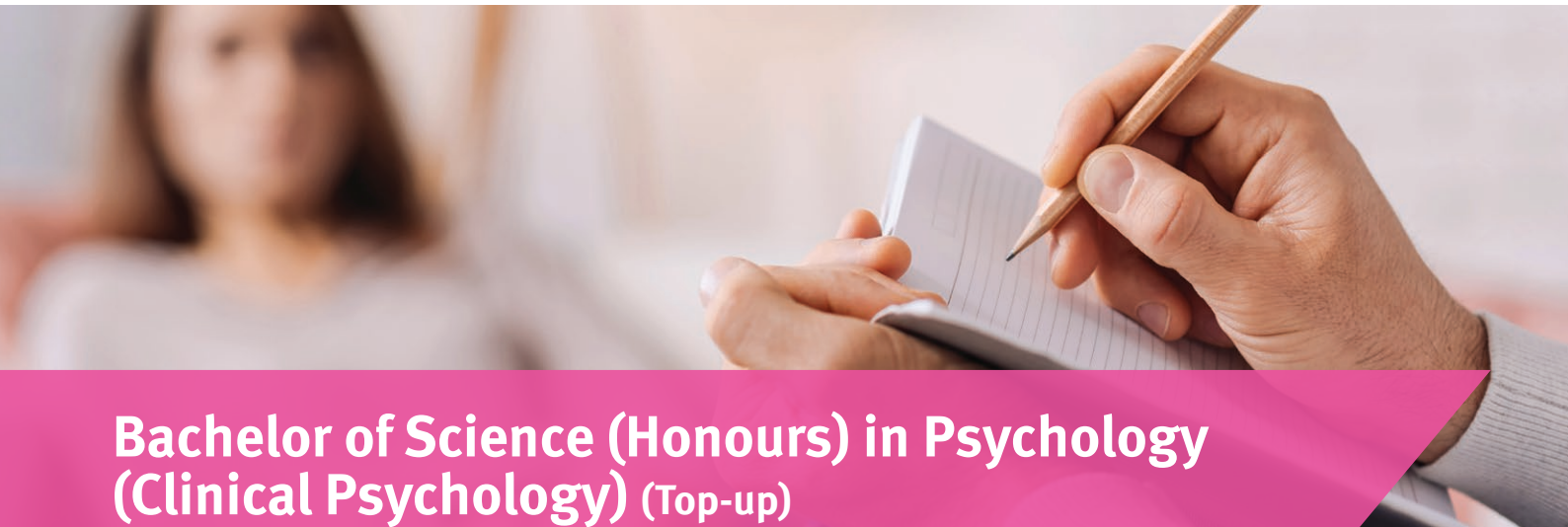
- Mental Health, Cognition and the Brain
- Psychology Project (Term 4-6)

The sequence of the modules is subject to change.

## Certificate



# Module Outline



## Bachelor of Science (Honours) in Psychology (Clinical Psychology) (Top-up)

### **PSYCHOBIOLOGY, COGNITION AND INDIVIDUAL DIFFERENCES**

In this module, these three perspectives (Psychobiology, Cognition and Individual Differences) will be contextualised through the use of case studies and/or expert opinion embedded into the lecture series, which will form the basis for points of discussion in the lectures. Towards the revision stage of the module, you will be provided with guidance on literature searching, critical thinking skills and essay writing skills.

### **ADVANCED EXPERIMENTAL METHODS AND LABORATORY EXPERIENCE**

Learn about the more common advanced quantitative research methodologies and associated analyses employed in psychological experiments. This module aims to provide practical skills in research design, data analysis, evaluation and reporting of research findings.

### **ADVANCED QUALITATIVE AND SURVEY METHODS AND LABORATORY EXPERIENCE**

This module covers the common advanced qualitative research methodologies and associated analyses employed in psychological studies. You will be taught on how to design psychometric survey instruments and the process this involves. The aim of this module is to provide practical skills in research design and operationalisation, the analysis of data and the interpretation, evaluation and subsequent reporting of research findings.

### **SOCIAL AND DEVELOPMENTAL PSYCHOLOGY AND PSYCHOPATHOLOGY**

In this module, the relationship between psychopathology, society and development is established by looking into context and culture. Using these new perspectives, you will be able to apply different methods and approaches to analyse problems and apply relevant theories for practice.

### **PSYCHOLOGY PROJECT**

Through reading, understanding and critically appraising relevant psychological literature, you will individually conceptualise, plan and execute an original piece of research. This module will enhance your technical skills (data entry, analysis and word processing), verbal and written communication skills, evidence-based reasoning and problem solving, self-management, time keeping, as well as liaising and engaging in dialogue with the relevant personnel.

### **NEUROPSYCHOLOGY AND COGNITIVE SCIENCE**

Understand how traditional behavioural methods and neuroscience methodologies can be used in tandem to explore key issues and concepts. This module will equip you with knowledge related to the application of neuropsychological and cognitive research to a range of psychological processes.

### **MENTAL HEALTH DIFFICULTIES AND THERAPEUTIC APPROACHES**

This module covers a critical understanding of the theoretical underpinning, research base and effectiveness of a range of mental health and psychological difficulties, along with associated treatment and therapeutic approaches. In addition, you will learn, discuss and evaluate the diagnostic factors, aetiology, prognosis and factors influencing the outcome of several mental health difficulties, including anxiety, personality, mood and thought disorders.

### **EATING DISORDERS**

In this module, you will understand the clinical presentation, classification, diagnosis and assessment of eating disorders, as well as the role of dieting, the effect of culture, physiology of appetite and obesity, body image distortion, the eating disorders specific to men and children, and treatment of those disorders.

### **POSITIVE PSYCHOLOGY**

Learn about the core issues involved in the study of well-being, through understanding the historical and contemporary development of the concepts and an evaluation of theories. Explore strategies for increasing positive emotions, engagement, positive relationship, meaning in life and accomplishment, by focusing on empirical validation of interventions and exercises to implement on a daily basis.

### **MENTAL HEALTH, COGNITION, AND THE BRAIN**

You will be introduced to applying knowledge about the brain and cognition to mental health. You will understand how normal cognitive processes can be used to understand mental health and dementias. It will provide you with an insight into the application of skills clinical psychologists use during case conceptualisation and devising interventions, including deepening your understanding of symptoms, the potential mechanisms which underpin them and how compromised cognitive capacities constrain day-to-day life.

### **MENTAL HEALTH PROBLEMS AND CRIME**

This module helps you to examine the association of mental health problems with criminal behavior. You will be introduced to discussions regarding the role of mental health problems within the criminal justice system, as well as the key debates within this field.



# Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-up)

## Programme Objectives

The Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-up) Degree programme is a 8-month Honours Degree programme allows you to build on an all-rounded knowledge of business, adding a strong emphasis on hospitality and tourism management within a global context.

The 8-month Degree programme is 100% assignment-based. It consists of 6 modules and there is no dissertation.

## Programme Structure

### TERM

# 1

- Academic and Career Development
- International Hospitality Management

### TERM

# 2

- Strategic Management and Corporate Responsibility
- Innovation and Creativity in Tourism, Hospitality and Events

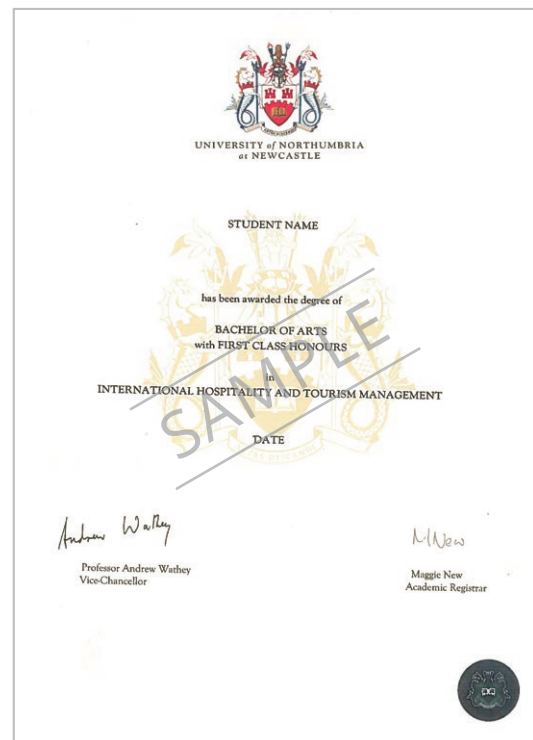
### TERM

# 3

- Contemporary Issues in Business
- International Issues in Hospitality and Tourism

The sequence of the modules is subject to change.

## Certificate



# Module Outline



## Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-up)

### ACADEMIC AND CAREER DEVELOPMENT

This module equips you with the necessary knowledge and transferable skills for your future employability, career development and academic studies.

You will develop valuable knowledge and skills of the global graduate labour market, drawing upon national and international exemplars, whilst exploring key aspects of your knowledge, skills, personality, values, abilities and interests to enable you to make well-informed career choices, develop an appropriate long-term career plan and achieve the job and/or development you aim for.

The module is taught by a combination of lectures/seminars to provide you with deep, critical, intellectual and experiential development. Detailed directed reading, diagnostics and interactive exercises are contextualised to the countries of intended employment, thus endowing both national and international students with essential and transferable employability skills, contributing to more successful future careers and/or further education.

Assessment is conducted through a 3,000-word portfolio of evidence including a critical review of employability literature, relevant graduate labour market (specific focus relates to the individual student's choice of context and career path underpinned by career theory), a self-assessment against the requirements of a potential employer (and job role) and a detailed career plan. It will also include your designated complete set of application tools i.e., a graduate-level CV, cover letter and application form and online test results, interview and group exercises feedback.

### CONTEMPORARY ISSUES IN BUSINESS

In this module, you are taught through a series of workshops and lectures. This workshop programme is supported by directed reading and advice specific to your investigation of a specific business issue/problem and will support the development of your professional awareness and competence.

In the first semester of study in your top-up Degree programme, a session will be delivered introducing this module and a list of topics relevant to the current issues within the area of your study. You are then required to select a topic of your choice (which could relate to some aspect of your employment, academic interest or potential future study) or choose a topic from the list of suggested topics.

This module is particularly useful in that it makes you aware of current issues and areas of importance within your chosen academic discipline, which gives you an advantage in the employment market. This contemporary knowledge base, supported by the relevant investigative study skills, is particularly useful for students aspiring to higher-level studies such as Master's Degree programmes.

### STRATEGIC MANAGEMENT AND CORPORATE RESPONSIBILITY

Corporate responsibility is one of the principal challenges facing contemporary commerce. This module, Strategic Management and Corporate Responsibility, takes an organisational perspective to help students understand how to manage organisational performance, not only in financial terms, but also in terms of its social and environmental responsibilities. In other words, how to manage a 'triple bottom line' lies at the heart of this module. Through examining real-world organisations through case studies and research-led activities, this module allows students to critically analyse and evaluate current practice and discuss practical ways that organisations can respond to the corporate responsibility agenda.

### INTERNATIONAL HOSPITALITY MANAGEMENT

International Hospitality Management is a fast-paced module which evaluates key management practices in this vibrant global industry, exploring operations and strategy management in the Hospitality industry. You will gain essential knowledge for developing a career in the industry. International examples illustrate industry practice and demonstrate the diversity across different global locations and cultures. The academic focus on content ensures that students develop a rigorous focus and associated skills.

# Module Outline

Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-up)

## INTERNATIONAL ISSUES IN HOSPITALITY AND TOURISM

Hospitality and Tourism are dynamic and changing industries which are greatly influenced by external factors. The focus of this module will be on the current, up-to-date challenges that impact modern management practices within hospitality and tourism. You will investigate and critically evaluate contemporary strategic issues to inform discussion and debate within hospitality and tourism in relation to human resource management, quality and service provision, culture and social diversity, small business management, social responsibility and new product development.

## INNOVATION AND CREATIVITY IN TOURISM, HOSPITALITY AND EVENTS

Tourism, Hospitality and Events (THE) are some of the most important sectors from a consumer demand and experience perspective. These are vibrant and dynamic industries where the quality and delivery

of enhanced experiences are fundamental. Consumers however, are now more knowledgeable, sophisticated and demanding. THE organisations must provide innovative, creative and specialised products to maintain loyal customer behaviour and attract new customers. This module explores how this is done, such as through the development and operation of the following THE products: health tourism, wedding THE, ski and adventure tourism, nature, rural and farm tourism, volunteer tourism, event innovation, creative attractions, innovation in restaurants and hotels, marketing events and destinations. You will evaluate these from a management, marketing and sustainable practice perspective, and will draw on the concept of entrepreneurial activity. This will give you the skills and knowledge necessary to develop a career in THE, skills which are also transferable to other service industries.



# Programme Structure & Content

## Learning Cycle (Full-time Programme)

Each module is supported with approximately 16 - 32 contact hours during the day on weekdays.



## Learning Cycle (Part-time Programme)

Each module is supported with approximately 16 - 36 contact hours on weekday evenings and during the day on weekends.



**Note:** The University and Kaplan reserve the rights to change or amend, modify, suspend, continue or terminate all or any part of the learning cycle at any time without prior notice.

## Assessment Methods

Each module is assessed by a combination of written assignments, projects, presentations and examinations. Assessment methods may vary according to individual module requirements. Programmes are mostly assignment-based.

## Programme Management



These programmes are managed by a professional programme management team at Kaplan, which ensures students receive vital support throughout their academic journey. Students will receive class schedules, study notes, regular programme updates and, where applicable, advice on access to online resources including administrative support via the Kaplan360 mobile application. In addition to assessment management, the dedicated team will also assist students with advice on policies and procedures.



# Programme Structure & Content

A typical term is an approximately 11 - 13-week period covering 2 modules. Each module is supported with an estimated 16 - 36 contact hours, conducted on weekdays/weekends. The actual cycle may vary depending on the nature of the programme and the lecturers' availability. The University and Kaplan reserve the rights to alter the learning cycle, days and timings of the seminar, if necessary.

Each module is supported with 32 contact hours except the modules as follow:

Bachelor of Science (Honours) in Psychology (Clinical Psychology) (Top-up)	<ul style="list-style-type: none"> <li>Psychology Project</li> </ul>
Bachelor of Arts (Honours) in Business Management (Top-up) Bachelor of Arts (Honours) in Business with Human Resource Management (Top-up) Bachelor of Arts (Honours) Business with International Management (Top-up) Bachelor of Arts (Honours) in Business with Logistics and Supply Chain Management (Top-up) Bachelor of Arts (Honours) in Business with Marketing Management (Top-up) Bachelor of Arts (Honours) in Business with Tourism Management (Top-up)	<ul style="list-style-type: none"> <li>Dissertation</li> </ul>
Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)	<ul style="list-style-type: none"> <li>Media Dissertation</li> </ul>
Bachelor of Arts (Honours) In Childhood and Early Years Studies (Top-up)	<ul style="list-style-type: none"> <li>Childhood and Early Years Studies Project</li> </ul>
Bachelor of Arts (Honours) in Guidance and Counselling (Top-up)	<ul style="list-style-type: none"> <li>Career Development Project</li> </ul>
	<ul style="list-style-type: none"> <li>Guidance and Counselling in Groups</li> </ul>
	<ul style="list-style-type: none"> <li>Mending the Gap: Collaborative Learning with Service Users</li> </ul>
	<ul style="list-style-type: none"> <li>Mentoring: Theory and Practice</li> </ul>
	<ul style="list-style-type: none"> <li>Research in Practice</li> </ul>
	<ul style="list-style-type: none"> <li>The Skilled Helper</li> </ul>



# Graduation & Honours Award

Students who successfully complete and pass the modules stipulated in the programme structure will be awarded the Bachelor of Arts (Honours) or Bachelor of Science (Honours) with the various pathways from Northumbria University.

Graduates will be allowed to use the title BA (Honours) or BSc (Honours) after their names.

The Degree awarded is the same as that awarded to on-campus graduates. Honours will be awarded based on the overall average grade of all modules combined in accordance with the University's programme regulations.

Held once a year, graduates can attend the presentation ceremony held in Newcastle or Singapore.



# Career Fair

The annual Kaplan Career Fair is the biggest employment event held on campus. The Fair offers an opportunity for students to meet potential employers face-to-face, and learn about career paths and job opportunities available to them throughout their programme and in the future. Students can enhance their employability and hone their resume writing and interview skills through career coaching workshops.



# Application & Fees Schedule

## Fees Schedule

Please refer to the insert for the information on:

- Tuition Fee
- Refund Policy
- Non-tuition Fee
- EduTrust Certification

For more information, please contact our programme consultant or email to enquiry.sg@kaplan.com

## Entry Requirements

### Kaplan Higher Education Academy & Kaplan Higher Education Institute

- Bachelor of Arts (Honours) in Business Management (Top-Up)
- Bachelor of Arts (Honours) in Business with Human Resource Management (Top-Up)
- Bachelor of Arts (Honours) Business with International Management (Top-Up)
- Bachelor of Arts (Honours) in Business with Logistics and Supply Chain Management (Top-Up)
- Bachelor of Arts (Honours) in Business with Marketing Management (Top-Up)
- Bachelor of Arts (Honours) in Business with Tourism Management (Top-Up)
- Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)
- Bachelor of Arts (Honours) in Guidance and Counselling (Top-Up)
- Bachelor of Science (Honours) in Psychology (Clinical Psychology) (Top-Up)

### Kaplan Higher Education Institute

- Bachelor of Arts (Honours) in Childhood and Early Years Studies (Top-Up)

Northumbria University accepts a wide range of qualifications. These includes:

- Kaplan Diploma
- Polytechnic Diploma
- Other private Diplomas or foreign qualifications will be assessed on a case-by-case basis
- When required, work experience will be applied as part of the admissions process. Any work experience assessment and related admissions decisions will be conducted by the University, and lead to the recognition of the achievement of learning outcomes and the award of University Credit.

### English Language Requirements

- GCE O-Level English language subject (Grade C6 and above) OR
- IELTS 6.0 or equivalent
- For more information, visit <https://www.northumbria.ac.uk/study-at-northumbria/admissions/english-languagerequirements/>

In all cases, the final decision on admission to the programme rests with the University.

### Kaplan Higher Education Academy & Kaplan Higher Education Institute

- Bachelor of Arts (Honours) Business (Top-Up)
- Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-Up)

Northumbria University accepts a wide range of qualifications. These includes:

- Kaplan Diploma and relevant work experience on a case-by-case basis
- Kaplan Advanced Diploma in relevant subject area
- Polytechnic Diploma or other Diplomas<sup>1</sup> and relevant work experience on a case-by-case basis
- Other equivalent Advanced Diploma or Diploma<sup>2</sup> in relevant subject area
- When required, work experience will be applied as part of the admissions process. Any work experience assessment and related admissions decisions will be conducted by the University, and lead to the recognition of the achievement of learning outcomes and the award of University Credit.

### English Language Requirements

- GCE O-Level English language subject (Grade C6 and above) OR
- IELTS 6.0 or equivalent
- For more information, visit <https://www.northumbria.ac.uk/study-at-northumbria/admissions/english-languagerequirements/>

In all cases, the final decision on admission to the programme rests with the University.

<sup>1</sup>Equivalent to RQF Level 4

<sup>2</sup>Equivalent to RQF Level 5

## Application Procedure

Applicants are also required to complete the application by providing:

- Duly completed and signed application form
- List of qualifications, certificates and proof of official transcript from each institution attended (certified copy of the official transcript is acceptable)
- Resume detailing employment experience and major work achievements (if applicable)
- Personal statement/Statement of intention (if applicable)
- Photocopy of passport or identification card
- 1 passport-sized photograph
- Programme application fee

Please note that the application is not complete without all the items stated above.

## Closing Dates

Application deadlines for each term intake are contained in the application forms. We recommend students submit their application package 3 weeks before the commencement date.

Northumbria University and Kaplan reserve the rights to alter, amend or delete any programme fee, programme, admission requirement, mode of delivery or other arrangements without prior notice.

The information contained in this brochure is correct at time of publication (November 2022). Registered with the Committee for Private Education (CPE), part of SkillsFuture Singapore (SSG).



## Study Loans

You can finance your programme fees through study loans with affordable monthly instalment payments.

Study loans are available with most banks and financial institutions. Interested candidates may contact:

Maybank: 1800 629 2265 [www.maybank.com.sg](http://www.maybank.com.sg)  
OCBC Bank: 1800 363 3333  
<http://www.frankbyocbc.com/products/investments/edu-loan>

Only applicable for local students.

## Who to Contact

For information on Northumbria University's programmes, please contact:

WhatsApp : **8613 8989**  
Email Address : [enquiry.sg@kaplan.com](mailto:enquiry.sg@kaplan.com)  
Kaplan Website : [www.kaplan.com.sg/nu](http://www.kaplan.com.sg/nu)  
Northumbria Website : [www.northumbria.ac.uk](http://www.northumbria.ac.uk)

## Scan to Contact Us



## Scan to Apply Online

### Business and Management Programmes



Bachelor of Arts (Honours) Business (Top-up)



Bachelor of Arts (Honours) Business with International Management (Top-up)



Bachelor of Arts (Honours) in Business Management (Top-up)



Bachelor of Arts (Honours) in Business with Human Resource Management (Top-up)



Bachelor of Arts (Honours) in Business with Logistics and Supply Chain Management (Top-up)



Bachelor of Arts (Honours) in Business with Marketing Management (Top-up)

### Communication and Media Programmes



Bachelor of Arts (Honours) Mass Communication with Public Relations (Top-up)

### Education and Social Sciences Programmes



Bachelor of Arts (Honours) in Childhood and Early Years Studies (Top-up)



Bachelor of Arts (Honours) in Guidance and Counselling (Top-up)



Bachelor of Science (Honours) in Psychology (Clinical Psychology) (Top-up)

### Hospitality and Tourism Management Programmes



Bachelor of Arts (Honours) in Business with Tourism Management (Top-up)



Bachelor of Arts (Honours) International Hospitality and Tourism Management (Top-up)



# Notes

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**Kaplan City Campus @ Wilkie Edge** 8 Wilkie Road, Level 2, Singapore 228095  
**Kaplan City Campus @ GR.ID** 1 Selegie Road, Level 9, Singapore 188306

 8613 8989  [enquiry.sg@kaplan.com](mailto:enquiry.sg@kaplan.com)

     KaplanSingapore  [kaplan.com.sg](http://kaplan.com.sg)

Kaplan Higher  
Education Academy

Kaplan Higher  
Education Institute



Cert No. EDU-2-2023  
Validity: 20/7/2019-19/7/2023  
UEN: 199409389H  
Validity: 20/5/2022-19/5/2026



Cert No. EDU-2-2125  
Validity: 20/7/2019-19/7/2023  
UEN: 198600044N  
Validity: 17/8/2022-16/8/2026