

## Masters in Marketing

### **Taught Element:**

80 credits: MN5001, MN5002, MN5405 and MN5406

40 credits: from other approved 5000-level MN modules.

### **MLitt:**

120 credits as for the Taught Element plus 60 credits from *either* MN5497, MN5498 *or* MN5499

*For all Masters degrees there are exit awards available that allow suitably-qualified candidates to receive a Postgraduate Certificate or Postgraduate Diploma.*

### **Compulsory modules:**

<b>MN5001 Contemporary Global Issues in Management</b>				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
This module is aimed at creating a deep and wide appreciation of how various global trends will impact upon economies, organisations and from there, the practice of management. In particular, the way in which ecological, social and economic factors interact to create threats and possibilities for organisations will be addressed. Moreover, the varying ways in which these aspects manifest themselves in different parts of the globe will be elucidated in order to ensure that all students have an appreciation of both how their own and other countries might be affected by various trends. Finally, students will also be supported to make the link between these issues and how they manifest themselves in their chosen area of study.				
<b>Programme module type:</b>	Compulsory for the Human Resource Management, International Business, Marketing and International Business and Strategy (Moscow State) Postgraduate Programmes and for the Management Studies MRes Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 2 lectures and 1 seminar.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr R Woodfield			
<b>Lecturer(s)/Tutor(s):</b>	Dr R Woodfield, Team taught			

MN5002 Contemporary Conceptual Issues in Management				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module develops students' prior understanding of management and develops a deep understanding of core conceptual challenges in organisations. Using critical case-based exploration and extensive discussion the module explores such basic yet deep questions as: What are organisations? Can organisations be managed, and what do managers actually do? How do we know what we know? Where does innovation come from? What are skills, knowledge and understanding? What is responsible enterprise? Why are organisations structured the way they are? How do personality, power and politics impact on organisational life? As these and similar questions are addressed, students will be encouraged to reflect and draw upon their own experiences of organisational life as issues are analysed, challenged, researched, evaluated and assessed.</p>				
<b>Programme module type:</b>	Compulsory for the International Business, and Marketing Postgraduate Programmes and for the Management Studies MRes Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 1 lecture, 1 seminar and 1 practical class.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr J Summers			
<b>Lecturer(s)/Tutor(s):</b>	Dr J Summers, Team taught			

MN5405 Dialogue and Debate in Marketing (Masterclasses)				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module builds on students' prior knowledge of marketing concepts by introducing them to contemporary dialogue and debate in marketing and exploring specific questions within one or more broad topics such as; power, technology, morality, green consumption, globalisation and communication. The intention is to approach each topic from a range of perspectives, including mainstream and critical understandings. Students will be encouraged to engage with the challenges presented by these issues by means of a range of approaches, including standard lectures, and tutorials, debates, simulations and site visits.</p>				
<b>Programme module type:</b>	Compulsory for Marketing Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures, seminars and practical classes.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Ms J F Brooks			
<b>Lecturer(s)/Tutor(s):</b>	Ms J F Brooks, Guest speakers			

MN5406 Consumer Behaviour and Marketing Research				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Academic year:</b>	2015/6			
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module aims to refresh and enhance the theoretical and research skills of participants by introducing them to a range of theory, including psychoanalysis, behaviourism, cognitive learning theory and semiotics and then illustrating these in the context of marketing research. A theory will be introduced in one week and then its implications for marketing research will be illustrated in subsequent weeks. For example psychoanalysis will be illustrated by focusing on the use of depth interviews, focus groups and rorschach tests; behaviourism by observation and cognitive learning theory by experimental design of perceptual measurements and the construction of attitude questionnaires.</p>				
<b>Programme module type:</b>	Compulsory for Marketing Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures, seminars and practical classes.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr K Myrseth			
<b>Lecturer(s)/Tutor(s):</b>	Dr K Myrseth			

**One of:**

MN5498 Group Dissertation				
<b>SCOTCAT Credits:</b>	60	SCQF Level 11	<b>Semester:</b>	Whole Year
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	Workshops to be arranged.			
<p>This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and finance. They are required to prepare a 15,000 word (approximately) report dissertation detailing justified conclusions and recommendations. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided. Each group will comprise up to 6 students. The group dissertation will comprise 70% of the assessment; the remaining 30% will be awarded for an individual report and log book. The individual report should either critically reflect upon working in a multi-cultural project team or on a specific topic related to the group project in both cases the exact topic for the individual report will require supervisor approval.</p>				
<b>Programme module type:</b>	Either MN5497, MN5498 or MN5499 is compulsory for Banking and Finance, Finance and Management, International Business, International Business and Strategy, Human Resource Management or Management MLitt or MSc Postgraduate Programmes.			
<b>Anti-requisite(s):</b>	MN5497, MN5499			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 4 x 1-hour lectures and 4 x 2-hour workshops. Students will then be given 6 hours of supervision.			
<b>Assessment pattern:</b>	15,000 word group dissertation report = 70%, 3,000 word individual report = 30%			
<b>Module Co-ordinator:</b>	Ms J F Brooks			
<b>Lecturer(s)/Tutor(s):</b>	Ms J F Brooks, Supervisory team			

## Management - MLitt International Business - 2015/6 - August 2015

MN5499 Individual Dissertation				
<b>SCOTCAT Credits:</b>	60	SCQF Level 11	<b>Semester:</b>	Whole Year
<b>Availability restrictions:</b>	Not available as an optional module for any programme.			
<b>Planned timetable:</b>	Workshops to be arranged.			
This module provides students with the opportunity to undertake an in-depth investigation into issues within the field of business and finance. Training in methodology will be provided to students in semesters 1 and 2 as preparation for the dissertation. Supervision of the dissertation is also provided.				
<b>Programme module type:</b>	Compulsory for Banking and Finance MSc Programme. Either MN5497, MN5498 or MN5499 is compulsory for Finance and Management, International Business, International Business and Strategy, Human Resource Management or Management MLitt or MSc Postgraduate Programmes.			
<b>Anti-requisite(s):</b>	MN5497, MN5498			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Up to 6 hours supervision per student.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Ms J F Brooks			
<b>Lecturer(s)/Tutor(s):</b>	Ms J F Brooks, Supervisory team			

### Optional modules:

MN5311 Responsible Investment				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Planned timetable:</b>	To be arranged.			
This module provides students with an in- depth knowledge of Responsible Investment, which integrates Environmental, Social and Governance (ESG) issues into investment-decision making. The module explores a wide-range of topics including: the definition and identification of relevant Environmental, Social and Governance (ESG) data; portfolio screening and shareholder advocacy and performance evaluation; and responsible risk management.  The module also explores advanced topics such as: carbon markets: responsible investment in real estate, hedge funds and private equity; philanthropy & impact investing.				
<b>Programme module type:</b>	Optional for Banking and Finance Postgraduate Programme. Optional for all Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 1 x 2-hour lecture and 1 x 1-hour seminar			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr K Bouslah			
<b>Lecturer(s)/Tutor(s):</b>	Dr K Bouslah			

MN5401 International Marketing				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
This module essentially involves the critical study of International Marketing. Key theories are examined carefully against the backdrop of questions such as: What is an International Marketing Strategy? How is it developed? What role does it fulfil in the organisation? The module will examine the macro and micro factors that influence and affect International Marketing. It is designed to equip students with the necessary skills to make Marketing decisions in a global context.				
<b>Programme module type:</b>	Optional for all Postgraduate Programmes in the School of Management, not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr J Fernie			
<b>Lecturer(s)/Tutor(s):</b>	Dr J Fernie			

MN5421 Managing People in Global Markets				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
The module focuses on the management of human resources in global markets and will help participants understand the problems of managing people in an international/multinational context. One of the most important trends in the development of modern economies is the increased globalisation of business. Notwithstanding its economic and social impact, however, globalisation is having a significant impact on how we manage people, not only in multinational enterprises but in our indigenous companies as, increasingly, we borrow ideas on "best practice" from overseas. Such efforts at globalisation, whilst generally successful in bringing economic success, have been fraught with problems, which are often the consequence of ethnocentric management teams and their attempts to export US-style "best practice" human resource management to other countries. Thus, it is critically important for globalising firms to make sensible and contextually-sensitive decisions in key areas of human resource management, which take into account institutional, cultural and psychological differences between parent company institutions, values and practices, those of host countries and those of third country nationals employed to work in global organisations. These decisions usually concern such areas as how people are organised, recruited, selected, deployed, developed, motivated, compensated and how their performance is managed. They also focus on whether or not global organisations employ uniform human resource practices in their various locations throughout the world. Ultimately, effective international human resource management (IHRM) rests on a thorough understanding of the problems of managing people from different backgrounds and this module attempts to explore such problems in-depth and help students apply their understanding to practical managerial situations.				
<b>Programme module type:</b>	Optional for all Postgraduate Programmes in the School of Management, not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr A Timming			
<b>Lecturer(s)/Tutor(s):</b>	Dr A Timming, Mr M J Dowling			

MN5501 Scenario Thinking and Strategy				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
The aim of the module is to use the scenario process to understand how individuals can engage with uncertainty in operating environments in order to develop creative and robust strategies. In addition, the module will make use of the scenario process to integrate a number of important organisational development concepts that help to provide organisations with future vision and adaptability: imagination; action learning; narratives and 'storying'; competencies and dynamic capabilities; reflective strategic consulting; reflexive practices.				
<b>Programme module type:</b>	Compulsory for International Business and Strategy Postgraduate Programme. Optional for Management Studies MRes Programme and all other Postgraduate Programmes in the School of Management, but not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 1 lecture, 1 seminar.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Prof B Mackay			
<b>Lecturer(s)/Tutor(s):</b>	Prof B Mackay			

MN5510 Entrepreneurship, Innovation and Creativity				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
Entrepreneurship is often taught within the context of new venture creation. This module takes an alternative approach and will consider the entrepreneur opportunity locus, the role of creativity, exploitation of change and source & application of innovation. It will provide insight into the nature and identity of entrepreneurship by critically analysing the way entrepreneurial activity creates economic wealth/social value; and will impart an understanding of individual entrepreneurship, corporate entrepreneurship and social entrepreneurship. This module will draw on case studies from the creative industries such as Syco Entertainment, Delfont Macintosh and Les Miserables; and firms such as Apple, Nokia and Google. It will consider the corporate culture and the organisation of entrepreneurial firms and enable students to consider career paths, and engagement with entrepreneurs.				
<b>Programme module type:</b>	Optional for Management Studies MRes Programme, and other Postgraduate Programmes in the School of Management, but not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 1 lecture, 2 seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Mr C Lovatt			
<b>Lecturer(s)/Tutor(s):</b>	Mr C Lovatt			

MN5511 Leadership in Organisations				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module will examine how views of leadership have changed since the Industrial Revolution, from mechanistic, behavioural models of behaviour to modern leadership frameworks which facilitate change in ever dynamic national, international and cultural climates. Emphasis will be on how theoretical models relate to real life scenarios, how leaders are selected and how leadership is assessed. Content combines conceptual knowledge, behavioural guidelines and other information demonstrated by examples and case studies, experiential exercises and feedback on skill utilisation and performance. Lectures and seminars will combine a variety of educational approaches, from interactive discussions to action learning, with a focus on students' own individual leadership development.</p>				
<b>Programme module type:</b>	Optional for Management Studies MRes Programme, and other Postgraduate Programmes in the School of Management, but not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 1 lecture, 1 seminar, 1 practical class.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr S Romenska			
<b>Lecturer(s)/Tutor(s):</b>	Dr S Romenska			

MN5513 Ethics, Organisations and Management				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme.			
<b>Planned timetable:</b>	To be arranged.			
<p>This module develops students' understanding of the ethical issues surrounding management and organisations. The module is arranged around five core themes, representing the practical problems that face managers and organisations: How should we understand capitalism? What is the purpose of a corporation? Can managers be moral beings? Can markets be ethical? How should wealth be distributed? We approach these themes from philosophical, sociological, and organisational perspectives, developing students' understanding of the issues through theoretical analysis, case studies and extensive discussion. As these and similar questions are addressed, students will be encouraged to reflect and draw upon their own experiences of organisational life as issues are analysed, challenged, researched, evaluated and assessed.</p>				
<b>Programme module type:</b>	Optional for all Postgraduate Programmes in the School of Management, but not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr S Mansell			
<b>Lecturer(s)/Tutor(s):</b>	Dr S Mansell, Dr P Roscoe			

MN5515 Entrepreneurship and Business Development				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Planned timetable:</b>	To be arranged.			
Successful creation of a new venture requires the conception of a robust, sustaining and growth oriented business model. This module involves the practical conception of such a business model and development of an actionable business plan that, taken together, constitutes a coherent and fully integrated plan for a viable, for-profit, enterprise. Students will collaborate to design a business model and then plan for a start-up business based on that model.				
<b>Programme module type:</b>	Optional for all Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 3-hour lectures (x 11 weeks), 3-hour practical classes (x 7 weeks)			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Dr C Lovatt			
<b>Lecturer(s)/Tutor(s):</b>	Dr C Lovatt			

MN5554 Marketing and Society				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme			
<b>Planned timetable:</b>	To be arranged.			
This module examines the effects of marketing on societies. The powerful social and cultural influence of marketing has been widely recognised. Through branding and communication marketing shapes consumption, identity and relationships. Our appearance, ideas and behaviour are influenced by marketing in ways more subtle and pervasive than we might think. What we eat, drink and wear; where we live and how we travel; our work and leisure; even the most intimate details of our lives respond to the powers of marketing. The future of marketing is challenged by the negative connotations of globalisation. Actions by certain firms have caused strong reactions to negative effects on workers, consumers and environments, such that a plethora of anti-corporate protest movements has been mobilised in recent decades.				
<b>Programme module type:</b>	Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management but not available to the Banking and Finance Postgraduate programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Ms J F Brooks			
<b>Lecturer(s)/Tutor(s):</b>	Ms J F Brooks			



<b>MN5560 Creative Marketing Communications</b>				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme			
<b>Planned timetable:</b>	To be arranged.			
Advertising is a permeating creative presence in developed economies, and an important, evolving part of organisations' marketing activities and integrated marketing communications programmes. The module aims to develop your understanding of advertising as an element in the integrated marketing communications mix, of how the advertising creative and planning process is practiced and managed, and the range of contemporary issues affecting decision-making in this dynamic environment.				
<b>Programme module type:</b>	Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management, but not available to the Banking and Finance Postgraduate Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Mr W Barlow			
<b>Lecturer(s)/Tutor(s):</b>	Mr W Barlow, Dr K Myrseth			

<b>MN5603 Responsibility, Sustainability and Accountability in Organisations</b>				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Availability restrictions:</b>	not available to the Banking and Finance Postgraduate Programme			
<b>Planned timetable:</b>	To be arranged.			
The module provides an introduction to and analysis of sustainability and corporate social responsibility, the meaning, tensions and conflicts that these concepts entail and the role that accountability can play in their achievement. The module will examine the theory and practice of social, environmental and sustainability accountability and explore and assess current experience. The module will critically but practically examine the claims made by international business in this field and explore the practical and political constraints on the organization as it seeks to address responsibility, sustainability and accountability.				
<b>Programme module type:</b>	Optional for MRes in Management Studies, and all other Postgraduate Programmes in the School of Management except Banking and Finance.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Prof J Bebbington			
<b>Lecturer(s)/Tutor(s):</b>	Prof J Bebbington			

MN5604 Financial Systems				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Planned timetable:</b>	To be arranged.			
<p>Financial systems around the world are currently undergoing many changes. These changes arise from competition, consolidation, information technology, product and geographic expansion of manufacturing, service and financial services firms, de-regulation and re-regulation. These changes are taking place within a volatile and uncertain economic environment, and have direct implications for the development, growth and stability of financial systems. This module aims to outline the fundamentals of financial systems. A central theme running through the module is the influence of technology and innovation along with the challenges that this poses to regulators.</p>				
<b>Programme module type:</b>	Optional for Banking and Finance Postgraduate Programme. Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr D Chronopoulos			
<b>Lecturer(s)/Tutor(s):</b>	Dr D Chronopoulos			

MN5607 International Financial Management				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Planned timetable:</b>	To be arranged.			
<p>From daily financial management to long term strategic decision making, a full understanding of international finance is essential for all business managers. This module begins with the international monetary frameworks and the conduct of monetary policies in major developed economies. An essential feature of international finance is the crucial role of foreign exchange rate when cross-border transactions and capital flows occur. The determination and forecast of exchange rates and their interdependence with interest rates is discussed, together with the international money and capital markets and capital flows. Recent decades saw an explosion of new derivative products to hedge risks and an understanding of basic derivatives such as options and future/forward is required of the modern business manager.</p>				
<b>Programme module type:</b>	Optional for Banking and Finance Postgraduate Programme. Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and seminars.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr X Chen			
<b>Lecturer(s)/Tutor(s):</b>	Dr X Chen			

MN5608 Risk Management				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Planned timetable:</b>	To be arranged.			
<p>The last two decades have witnessed a spectacular change and growth in financial markets (equity markets, foreign exchange markets, euromarkets and international bond markets). This has brought a new breed of investors that see the role of managers as enhancing their shareholder value and protecting their wealth from potential risk. One of the challenging tasks of managers in recent years has been to manage the exposure to risks that arises from corporate decisions. The 1980s witnessed a resurgence of mergers, acquisitions and take-overs. This brought about new ways of financing such activities with project evaluation, funding and hedging have to be considered together. The principal aim of this module is to provide an introduction to managing the exposure to risk and to apply relevant theories to realistic financial decision problems. This module will also deal with assessing and measuring non-financial risks and their importance in the decision making processes within the firm.</p>				
<b>Programme module type:</b>	Optional for Banking and Finance Postgraduate Programme. Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures and tutorials.			
<b>Assessment pattern:</b>	2-hour Written Examination = 50%, Coursework = 50%			
<b>Module Co-ordinator:</b>	Dr D Peralias			
<b>Lecturer(s)/Tutor(s):</b>	Dr D Peralias			

MN5611 Alternative Investment				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	1
<b>Planned timetable:</b>	To be arranged.			
<p>This module provides students with an overview on investment opportunities alternative to the main equity and bond markets. It will critically engage students with the key characteristics and issues concerning the main alternative investment opportunities, these being Commodities, Private Equity, Real Estate and especially Hedge Funds. Furthermore, this module will introduce students to the newer alternative investments which include Investibles (e.g. wine and collectibles), Islamic Investment and Responsible Investment. This module will consider the key challenges of evaluating alternative investment portfolios' performance.</p>				
<b>Programme module type:</b>	Optional for Banking and Finance Postgraduate Programme. Optional for Management Studies MRes Programme, and all other Postgraduate Programmes in the School of Management.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> Lectures, tutorials and practicals.			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Dr K Bouslah			
<b>Lecturer(s)/Tutor(s):</b>	Dr K Bouslah			

MN5821 Managing Non-Governmental Organisations				
<b>SCOTCAT Credits:</b>	20	SCQF Level 11	<b>Semester:</b>	2
<b>Planned timetable:</b>	To be arranged.			
Non-Governmental Organisations (NGOs) occupy distinctive roles within society, economy, and polity. Situating these organisations within their different historical and international settings, this module goes on to examine the strategic challenges face by NGOs today.				
<b>Programme module type:</b>	Optional for Management Studies MRes Programme and all other Postgraduate Programmes in the School of Management, as well as the Sustainable Development MSc Programme.			
<b>Learning and teaching methods and delivery:</b>	<b>Weekly contact:</b> 2-hour lectures			
<b>Assessment pattern:</b>	Coursework = 100%			
<b>Module Co-ordinator:</b>	Dr M Woolvin			
<b>Lecturer(s)/Tutor(s):</b>	Dr M Woolvin			