



UNIVERSITY OF
LINCOLN

LINCOLN INTERNATIONAL
BUSINESS SCHOOL

International Exchange Module Catalogue 2024/25

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Introduction and Welcome	3
General Notes	4
The Application Process	4
Deadlines	4
Term Dates – 2024/25	5
Autumn Term 1 Only Modules.....	6
ACC1109 Introduction to Accountancy	7
ACC1110 Introduction to Finance	7
BUS1028 The International Business Professional	7
BUS1030 The Business Professional	7
BUS2141-A Operations Management	7
BUS2177 Innovation Management	8
ECO1029 Foundation of Microeconomics	8
ECO1031-A Data Analytics for Business	8
ECO2006 International Economics (prerequisite)	8
ECO3102 Multinational Enterprises and the Global Economy (prerequisite)	8
FIN2142 Budgeting for Business.....	9
MGT1022-A Organisational Behaviour	9
MGT2035 Innovation, creativity and change	9
MKT1001M-A Principles of Marketing.....	9
MKT1006 The Marketing Professional	9
MKT3093 Digital Business and E-commerce	9
TOU1230 Global Case Studies in Tourism, Events and Sports Business Management.....	10
TOU2037 Managing Events, Tourism and Sport Projects.....	10
TOU3009 Events and Sustainability	10
TOU3031 Destination Management	10
BUS3023 Entrepreneurship	11
MOD1407 English Business Culture and Society 1	11
MOD2370 Business English and Communication A.....	11
MOD3357 Essential English Leadership Skills A	11
Spring/Summer Term 2 Only Modules	12
ADV1004 Introduction to Advertising and Digital	13
BUS1025 Creativity and Entrepreneurial Thought	13
ECO1027 Trade and International Business	13
ECO1031-B Data Analytics for Business	13
ECO2103 Competition and regulation.....	13
BUS2040 Principles of Project Management	14

BUS2141-B	Operations Management	14
BUS3020	Venture Creation.....	14
FIN1012	Finance for non-specialists	14
HRM2105	Human Resource Management	14
MGT1022-B	Organisational Behaviour	15
MGT2034	Cross Cultural Management.....	15
MGT3028	Leadership and High-Performance Teams	15
MKT2017	Buyer Behaviour.....	15
MKT2021	Strategic Marketing Planning.....	15
SBM2020	Sport, Culture and Society	15
SBM2012	Commercial Sports Club Management.....	16
TOU2234	Event Operations	16
TOU2236	Designing Immersive Visitor Experience.....	16
TOU3012	Planning and Evaluating Events Legacy	16
TOU3013	Digital Economy and Digital Cultures.....	16
TOU3098	Social and Politica Perspectives on Tourism.....	17
MOD1408	English Business Culture and Society 1	17
MOD2371	Business English and Communication B.....	17
MOD3357	Essential English Leadership Skills B.....	17
YEAR-Long Modules	18
ADV3014	Developing Brands Through Advertising	19
ECO1003	Principles of Economics	19
ECO1028	Statistics for Finance and Economics.....	19
ECO2004	Intermediate Macroeconomics (prerequisite)	19
ECO2005	Intermediate Microeconomics (prerequisite).....	20
HRM3108	Human Resource Management.....	20
MGT3020	Contemporary Issues in Management.....	20
MKT3022	Global Marketing Strategy	20
MKT3087	Marketing Communications	20
TOU3032	Enterprise & Strategic Analysis in Tourism, Events and Sports	21

Introduction and Welcome



A life-changing experience at the Lincoln International Business School!

We are delighted about your interest in joining our community of staff and students at the renowned Lincoln International Business School (short LIBS).

An international experience can be life-changing in many ways and the fact that you are reading this means that you are already someone who sees the value of a university experience in the UK.

During your time at Lincoln, we hope that you are challenged academically, embrace the British culture and meet people from across the globe and all walks of life. This experience should broaden horizons, provide inspiration and support your personal growth to make a positive difference to society and achieve the future you want.

Our LIBS International Support Team will help with any queries even if they seem small. We embrace a supportive culture amongst all staff and students, so that you can make the most of your exchange. So, please go ahead and take a look at our module selection and be assured that you will join classes with home students and exchange students from around the world.

We are looking forward to welcoming you at LIBS in one of the world's great small cities.

General Notes

All information in this catalogue is correct at time of print in April 2024 but may be subject to change.

Before students can enrol as a University of Lincoln student, and apply for student accommodation they need to:

1. Be nominated by a sending University with whom we have an ERASMUS+/Turing or other bilateral exchange agreement (MOU)
2. Complete a formal application process

The Application Process

1. Sending Universities to nominate potential exchange students via [Online Nomination Form 2024-25](#)
2. Where accepted, Global Opportunities Team to send relevant University of Lincoln application information. Lincoln International Business School Exchange Administrator to send module catalogue.
3. Student to complete online application for processing by deadline below. This will enter the student into the University management systems for enrolment, induction, timetabling and accommodation. **Please note: The 'Learning Agreement' required as part of the application process is not the "Erasmus+ Learning Agreement". As part of the online application, the "Learning Agreement" just means that you need to provide the contact details for your coordinator at your home institution.**
4. International Admissions Team to send out offer confirmation letter to students.

Deadlines

For term 1 autumn or year-long exchanges:

- Nominations from partner universities to be received by Global Opportunities Team by **31/05/2024**. Please kindly complete the Global Opportunities Team [Online Nomination Form 2024-25](#) to nominate your students. If you have any issues accessing the form or you have any questions please contact incoming@lincoln.ac.uk.
- Application forms and supporting documents to be submitted by **30/06/2024**
- Learning Agreements with module selections (before study) to be received by Lincoln International Business School (LIBS-exchanges@lincoln.ac.uk) by **30/06/2024**
(please contact us if you can't make this deadline)

For term 2 spring/summer exchanges:

- Nominations from partner universities to be received by Global Opportunities Team by **01/10/2024**. Please kindly complete the Global Opportunities Team [Online Nomination Form 2024-25](#) to nominate your students. If you have any issues accessing the form or you have any questions please contact incoming@lincoln.ac.uk.
- Application forms and supporting documents to be submitted by **01/11/2024**
- Learning Agreements with module selections (before study) to be received by Lincoln International Business School (LIBS-exchanges@lincoln.ac.uk) by **01/11/2024**

Term Dates – 2024/25

Welcome Week (Induction) for Term 1 and All Year Exchange:
week beginning 16/09/2024

Term 1 Teaching and Examinations

Term 1 Formal Teaching: 23/09/2024 – 10/01/2025

Formal Christmas Vacation: 16/12/2024 – 03/01/2025

Term 1 Examinations: 13/01/2025– 24/01/2025

If selecting modules that include an examination (or in-class test in some cases), exchange students **must ensure that they are in Lincoln for the January examination period.** If the module you select includes an exam, this will be clear from the information in the module description below.

Term 2 Teaching and Examinations

Welcome Week (Induction) for Term 2 Exchange: week beginning 20/01/2025

Term 2 Formal Teaching: 27/01/2025 – 9/05/2025

Easter Vacation: 14/04/2025 – 25/04/2025

Term 2 and 30 Credit All Year Examinations: 12/05/2025 – 30/05/2025

If selecting modules that include an examination (or in-class test in some cases), exchange students **must ensure that they are in Lincoln for the May/June examination period.** If the module you select includes an exam, this will be clear from the information in the module description below.

Re-sit Examinations – 07/07/2025 – 4/08/2025

If you have any questions, please do get in touch:

For module enquiries please email: LIBS-Exchanges@lincoln.ac.uk

For admission enquiries please email: intadmissions@lincoln.ac.uk

Autumn Term 1 Only Modules

Each Module is worth 15 CATS (15 CATS equal 7.5 ECTS for ERASMUS students and 4 CATS are equivalent to 1 US Credit)¹

Unless agreed differently with your home institution, exchange students are expected to study a total of 60 CATS (4x 15 CATS modules) per term.

PLEASE NOTE:

Module codes indicate subject and level, with the first three letters indicating the subject and the first number indicating the level: **1 is first year** or foundation level, **2 is second year** or intermediate level, **3 is third year** or final level. The following subjects are specified:

ADV – Advertising Major
BUS – Business Major
ECO – Economics Major
FIN – Finance Major
MGT – Management Major
MKT – Marketing Major
SBM – Sports Business Management Major
TOU – Tourism/Events Major

Please note, where there are stated pre-requisites or where you elect level 2 or 3 modules, you will be expected to demonstrate equivalence from previous studies at your home institution.

Module choices cannot be guaranteed due to timetabling constraints.

All modules are taught to University of Lincoln students as well as those on exchange programmes.

¹ Students should check with their home institution about the type and quantity of credits they need to acquire.

Modules (all 15 Credits):

ACC1109 Introduction to Accountancy

This module aims to introduce students to the nature and mechanics of financial information. This is done in a manner which encourages a critical reflection upon the construction and uses of such information. Fundamental accounting concepts are considered and their application in the maintenance of the ledgers and preparation of financial statements. In particular, students can be introduced to the detail of double entry book keeping and the associated financial reports of sole traders, partnerships, limited companies (including those in a manufacturing environment) and simple not for profit organisations.

Assessment: Exam (100%)

ACC1110 Introduction to Finance

This module introduces students to the skills which will be required in the financial industry and those which will be developed as students progress to advanced levels of their studies. This is done in a manner which encourages a critical reflection upon the construction and uses of such information. Both management and financial accounting are considered.

The module aims to develop students' ability to produce and understand financial statements and the role of financial information for a variety of possible users and explore the different, often conflicting, needs of these groups.

Assessment: Portfolio (100%)

BUS1028 The International Business Professional

This module is designed to enhance the knowledge, understanding and skills students need to foster an international career. The module enhances awareness of cultural diversity and the experience of living in different countries and cultural contexts. It provides the students with a foundation to work in teams and communicate effectively in informal and more formal situations. The students will also start planning for their careers and developing their employability skills for international settings.

Assessment: Essay (30%), Presentation (30%) and Reflective Log (40%)

BUS1030 The Business Professional

The Business Professional module provides an opportunity for students to learn about the Higher Education Environment and its connection to business. The module will challenge students to consider the choices they have made with regard to the Higher Education journey and enable students to engage with Business Cases from a variety of business organisations to gain further information about the workplace. The module also seeks to engage students in critical debate about the implications of sustainability in the global business community and management practice and relates to the UN Sustainable Goals as part of the commitment to the Principles of Responsible Management Education (PRME).

Assessment: Portfolio (100%)

BUS2141-A Operations Management

This module is designed to introduce students to a wide range of Operations Management topics that contribute to an understanding of organisations as systems seeking to remain viable and competitive within their environment.

Assessment: In class-test (20%) Report (80%)

BUS2177 Innovation Management

The module provides an introduction to the underlying theories and concepts relating to the innovation process in the firm. It clarifies the nature and definition of innovation in the form of varied types of new Activity including product and process innovation, service innovation and organisational and business model innovation. Innovation is explained within a strategic context drawing on the resource based theory of the firm, and specific strategic options such as disruptive innovation are examined in detail. Process models of innovation are explored, examining the role of external partners in the form of users, suppliers and other knowledge providers through forms of supply chain and open innovation. Strategies for the protection of innovations through intellectual property rights are examined as means to guarantee the appropriation of benefits, and students will examine alternative strategies through case studies.

Assessment: Assignment (80%) Presentation (20%)

ECO1029 Foundation of Microeconomics

This module aims to provide a student with a grounding in microeconomic theory. Using current business examples, it is expected that the programme will provide a firm theoretical underpinning to pressing business issues in a way which both interesting and contemporary. This module introduces students to a range of microeconomic concepts and basic analytical techniques needed in the later years of their award programmes. Moreover, it provides ideas about labour markets and job opportunities in the commercial world.

Assessment: Assignment (50%) Time Constrain Assessment (50%)

ECO1031-A Data Analytics for Business

This module develops some quantitative techniques that underpin research and business analysis. It promotes a critical awareness and understanding of some of the processes, techniques and technology by which numerical information can be collected and analysed. Student are engaged in the data acquisition, preparation, and presentation of results in a group project.

Assessment: Assignment (50%) Project (50%)

ECO2006 International Economics (prerequisite)

This module aims to provide students with the opportunity to develop knowledge of the gains to be made from trading internationally. It focuses also on the gains to be made from economic integration and the globalisation process. The module also seeks to examine the main patterns of trade and exchange and aims to demonstrate how free trade can be influenced by government and the future risks of protectionism.

There are specific requirements needed to undertake this module, please contact for more information

Assessment: Assignment (60%) In class-test (40%)

ECO3102 Multinational Enterprises and the Global Economy (prerequisite)

On this module students have the opportunity to explore the historical development of foreign direct investment activity. This aims to give them the chance to develop an understanding of the main advantages to be gained from firms engaging further in international business activities as well as understand the workings of a global enterprise in a dynamic world economy. **There are specific requirements needed to undertake this module, please contact for more information**

Assessment: Exam (50%) Assignment (50%)

FIN2142 Budgeting for Business

The module is designed to equip students with the understanding and skills to help them deal with the financial issues they will face in whatever business discipline they eventually practise. Issues include the use of budgeting as a motivational tool and the potential benefits of participation in the planning process. Using variance analysis, we will consider how deviations from plan may be identified and explained, and how this may in turn be used to enhance future planning and performance.

Assessment: In-class Test (40%) Coursework (60%)

MGT1022-A Organisational Behaviour

This module is intended for students who are interested in understanding the way people work, as individuals and as group members in firms. The module explores essential topics in a clear, concise and informative manner, aiming to introduce students to the interpersonal perceptual processes in a work environment; the key behavioural factors determining effective and ineffective groups; the usefulness of theories on leadership/management styles; and the difficulties in implementing change in organisations.

Assessment: Case study (100%)

MGT2035 Innovation, creativity and change

The Sociology of Innovation focuses on developing new insights and understanding of business practice based on inquiries surrounding a student led project. Designed to enhance employability skills desired by contemporary organisations, the module introduces a variety of innovative techniques for collecting, analysing and interpreting data.

Assessment: Coursework (50%) Coursework (50%)

MKT1001M-A Principles of Marketing

This module is designed to provide an introduction to the theory and practice of marketing. Students will have the chance to examine the key concepts and issues of marketing. This module of the programme is designed for students who have little or no marketing knowledge. We aim to familiarise students with the key concepts and issues of marketing, giving them a thorough grasp of the sort of marketing decisions there are to be made and what factors affect them.

Assessment: Portfolio (100%)

MKT1006 The Marketing Professional

This module is designed to enhance the knowledge, understanding, and skills students need to foster a career in marketing. The module aims to increase awareness of the role of marketing within the organisation and the key concepts that underpinned the activities of the marketer. Students will have the opportunity to start planning for their careers and developing their employability skills for a marketing environment.

Assessment: Report (75%) and Presentation (25%)

MKT3093 Digital Business and E-commerce

This module provides students with the opportunity to develop an overview of e-business by reviewing how firms run their businesses, organise operational infrastructures, share information with business partners and communicate with customers. It explores the role of e-commerce (that is, the trading of goods and services through online systems such as e-sales and e-purchases) on market position,

competition and sustainability, and encourages student to reflect on the changing nature of the relationship between the supplier and user/the human and the digital interface.

Assessment: Project (30%) Portfolio (70%)

TOU1230 Global Case Studies in Tourism, Events and Sports Business Management

The module will discuss a range of highly popular global case-studies with the areas of tourism, events, and sports business management such as the Olympics, Eurovision, or the MICE industry (meetings, incentive travel, conferences, exhibitions). Upon completion of this module, students should be able to evaluate the significance and use of published data and original research within tourism, events and sports business management; develop and implement research strategies appropriate to the study of these interconnected industries and their stakeholders; and collect, analyse, interpret, and present data that supports local and global tourism, events and sports businesses in their decision-making process.

Assessment: Report (100%)

TOU2037 Managing Events, Tourism and Sport Projects

The module is designed to encourage students to think more deeply about the concept of project management and understand how it relates to individual areas of study. Concepts such as stakeholders, supply chain management, project management tools and techniques and financial and legal issues will be discussed in addition to exploring the areas of digitalisation and regeneration that will be invaluable when managing projects in tourism, sports or running live events.

The visitor economy continues to be confronted with challenges such as seasonality, climate change, economic and political downturns which impact on visitors, residents, and tourists alike. The particularities of the visitor economy will be discussed whilst acquiring project management terminology, tools, and techniques..

Assessment: Coursework (100%)

TOU3009 Events and Sustainability

Sustainability and responsible management are key concepts for businesses and events organisers. Events managers have usually focused on the experiential aspects of events, and whilst they should be engaging and 'fun', increasingly we need to consider the wider impacts events have on the environment.

This module provides students with an opportunity to explore the nature of sustainable and responsible management, with the aim of helping to develop a critical understanding of the key issues and ideas underpinning this important shift in event management practice.

Assessment: Coursework (100%)

TOU3031 Destination Management

The focus of this module is on concepts, approaches and structures relating to tourism destination management. It begins by examining those concepts required to appreciate the nature of contemporary tourism development, both public and private. Strong and explicit links are made between these 'big' concepts and the practice of policy-making and planning generally in the first instance and then specifically in tourism destinations, especially at the resort and regional levels. The module adopts an international perspective, using examples of tourism destinations from a range of countries in the developed and developing worlds. Previous knowledge of tourism concepts is required.

Assessment: Report (75%) and Project (25%)

BUS3023 Entrepreneurship

The module aims to equip students with a depth of entrepreneurial theory which forms a foundation of knowledge. Students study the various theoretical aspects of both foundation and contemporary aspects of entrepreneurship and enterprise in order to self-appraise their own personal environment. The module examines modern day success stories of contemporary businesses and traces their origins and reasons for successful accomplishments. It aims to reflect the entrepreneurial learning process which informs how entrepreneurs learn from previous mistakes.

Assessment: Essay (100%)

MOD1407 English Business Culture and Society 1

The aim of this module is to enable students to be culturally agile and be able to move between different linguistic and cultural contexts and to establish strong foundations in the English language. Students' current knowledge will be consolidated by providing a thorough grounding in the fundamental aspects of grammar, together with a communicative approach for understanding and using the language. An emphasis on a growing degree of independent study will be fostered.

Assessment: In class test (100%)

MOD2370 Business English and Communication A

The module is designed for non-native speakers of English and aims to extend and strengthen the students' understanding and use of English. The focus is on a range of business and themes skills that can be applied to working in a global context. An emphasis on a growing degree of independent study will be fostered.

Assessment: In class test (100%)

MOD3357 Essential English Leadership Skills A

This module is only for students whose first language is not English. The module is designed to enhance the communication skills required for advanced business contexts. The main aims of the module are to strengthen and consolidate existing communicative competence and introduce new skills as appropriate, to apply communication skills to selected professional contexts, and to provide increasing opportunities for initiative, autonomy and group work. Students should be able to communicate information effectively within international businesses to a diverse range of audiences, presenting an organisation and its services or products in the clearest possible way to consumers, clients and colleagues.

Assessment: In class test (100%)

Spring/Summer Term 2 Only Modules

Each Module is worth 15 CATS (15 CATS equal 7.5 ECTS for ERASMUS students and 4 CATS are equivalent to 1 US Credit)¹

Unless agreed differently with your home institution, exchange students are expected to study a total of 60 CATS (4x 15 CATS modules) per term.

Module codes indicate subject and level, with the first three letters indicating the subject and the first number indicating the level: 1 is first year or foundation level, 2 is second year or intermediate level, 3 is third year or final level. The following subjects are specified:

ACC – Accountancy Major
ADV – Advertising Major
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ECO – Economics Major
FIN – Finance Major
HRM – Human Resource Management Major
MGT – Management Major
MKT – Marketing Major
TOU – Tourism/Events Major

Please note, where there are stated pre-requisites or where you elect level 2 or 3 modules, you will be expected to demonstrate equivalence from previous studies at your home institution.

Module choices cannot be guaranteed due to timetabling constraints.

All modules are taught to University of Lincoln students as well as those on exchange programmes.

¹ Students should check with their home institution about the type and quantity of credit they need to acquire.

Modules (all 15 Credits):

ADV1004 Introduction to Advertising and Digital

This module introduces the theories and practice of advertising, to help provide an understanding of advertising and communications that will underpin the more specialist modules in the second and third years. Students can examine theories of advertising and conceptual frameworks which attempt to explain how advertising works. The module reflects on different media, across traditional and digital platforms, and introduces a range of core communication models, in order to analyse the likely impact of media messages. It will also reflect on advertising within the broader marketing environment, such as how advertising aids marketing management, ethical considerations, and the impact of new technologies. ***There are specific requirements needed to undertake this module, please contact for more information***

Assessment: Presentation (30%) Assignment (70%)

BUS1025 Creativity and Entrepreneurial Thought

The module aims to provide the student with the experience of developing an understanding of creativity and how it drives innovative thought and fits within the context of entrepreneurial behaviour. Students will be able to demonstrate their understanding and application within a variety of settings, both within the developmental stage and application of both products and services. Students will also be able to identify key areas and examples of successful planning and implementation of creative strategies.

Assessment: Report (80%) Group Presentation (20%)

ECO1027 Trade and International Business

The purpose of this module is to develop students' awareness and understanding of the dynamics of globalisation, the role of international business as both cause and consequence of that process and the variety of entry strategies adopted by international businesses. Students will have the chance to develop their knowledge of key concepts, terminologies and theories on international business.

Assessment: Coursework (30%) Coursework (70%)

ECO1031-B Data Analytics for Business

This module develops some quantitative techniques that underpin research and business analysis. It promotes a critical awareness and understanding of some of the processes, techniques and technology by which numerical information can be collected and analysed. Student are engaged in the data acquisition, preparation, and presentation of results in a group project.

Assessment: Assignment (50%) Project (50%)

ECO2103 Competition and regulation

This module explores some key areas of microeconomic policy for business. At its heart is a consideration of competition theory and industrial structure. This informs and analysis of competition policy in sectors, such as telecoms and airlines. This is extended to a consideration of injecting competition into the state sector. Other areas of state intervention are explored where activities are taxes; prices are regulated; or industry is incentivised to relocate. Throughout, concepts and applications are made relevant to real world examples..

Assessment: Report (100%)

BUS2040 Principles of Project Management

This module aims to provide a solid foundation in the theory and best practice of project management, with the aim of developing the practical skills of how to plan, implement and control projects. The module provides students with the chance to develop an understanding of the system perspective on management and a practically oriented introduction to the nature and purpose of project management and its key functions (scope, time, cost, quality, risk).

Assessment: Report (100%)

BUS2141-B Operations Management

This module is designed to introduce students to a wide range of Operations Management topics that contribute to an understanding of organisations as systems seeking to remain viable and competitive within their environment.

Assessment: In class-test (20%) Individual Report (80%)

BUS3020 Venture Creation

The module examines modern day success stories of contemporary businesses and traces their origins and reasons for successful accomplishments. It will reflect the entrepreneurial learning process which informs how entrepreneurs learn from previous mistakes.

This module does not confine the participants to issues around starting a business. Instead it aims to examine how and why businesses operate, why certain people start businesses and others do not and finally, why some are successful and others not. The module explores venture creation within different contexts such as the rise in popularity of third sector organisations and the role of the social entrepreneur. This module can work well together with BUS3023M.

Assessment: Assignment (100%)

FIN1012 Finance for non-specialists

This module will provide non-specialist students with an introduction to basic business finance. Students will be introduced to elements of finance and the reason for finance on degrees run in a business school. It cannot be stressed enough that 'Finance' is a key component of any business and or management career in which every function in an organisation has a responsibility to the overall financial well-being of that business. It is important, therefore that all managers in an organisation have some knowledge and appreciation of the financial information which is being produced and reported and their role and interface within it. Students should find this module of interest as it can help lay the foundations for their future role in the business world. It is not intended to make accountants of all students but is more of an introduction to finance, how the numbers are put together and what they mean.

Assessment: Group Presentation (50%) Individual Assignment (50%)

HRM2105 Human Resource Management

This module endeavours to appreciate the importance of the Human Resource (HR) function in an organisational context. The module explores and examines strategic and operational aspects of the HR function in light of the broader business, social and ethical context.

The practices associated with the management of human resources e.g. recruitment and selection, appraisal, training, reward systems etc are examined within what constitutes 'good practice', and more significantly with the relevant issues attached.

Assessment: Coursework (100%)

MGT1022-B Organisational Behaviour

This module is intended for students who are interested in understanding the way people work, as individuals and as group members in firms. The module explores essential topics in a clear, concise and informative manner, aiming to introduce students to the interpersonal perceptual processes in a work environment; the key behavioural factors determining effective and ineffective groups; the usefulness of theories on leadership/management styles; and the difficulties in implementing change in organisations.

Assessment: Case Study (100%)

MGT2034 Cross Cultural Management

This module is designed for students who are thinking of a career in the international arena. It will be of use to anyone interested in working in multinationals or those interested in understanding how business is conducted across different cultures

The module aims to enable the students to appreciate the diverse environments in which businesses operates; develop an understanding of the different cultures and how it impacts on the way business is conducted in different parts of the world.

Assessment: Report (100%)

MGT3028 Leadership and High-Performance Teams

This module aims to offer students two significant moments of practical reflection. Firstly, the module provides students with the opportunity to reflect on some of the powerful images of leadership that influence their own views on leading, following and leadership. Secondly, the module asks for students to consider their own skills, qualities and capabilities in order to consider their near future and the question 'what sort of leader am I and what sort of leader might I become?'

Assessment: Coursework (50%) and Assignment (50%)

MKT2017 Buyer Behaviour

This module is designed to equip students with the knowledge and skills to understand what buyer behaviour is, why it is important for marketers and organisations; and how to initiate customer research activities to explore the increasing complexity of customer behaviour. The focus will be primary on consumer behaviour, but in addition important attention will be paid to business and organisational buyer behaviour.

Assessment: Written Assignment (80%) Group Presentation (20%)

MKT2021 Strategic Marketing Planning

This module considers how changing macro and micro environmental influences impact and are incorporated into the marketing planning process. The module blends a theoretical and applied approach, requiring students to use relevant models and frameworks both in the analysis of case material and when developing a sustainable product concept.

Assessment: Coursework (70%) and Coursework (30%)

SBM2020 Sport, Culture and Society

This module will examine the complex and intersecting social and cultural world in which sport belongs. The physical, emotional and social space that sport is rooted within provides the basis for this module which explores the intricate way that athletes and sporting stakeholders engage with sports culture. A

contemporary take on global sports business will be analysed in relation to cultural placement, commodification and projection of self.

Assessment: Presentation (100%)

SBM2012 Commercial Sports Club Management

The module examines significant areas of club activity including participation, fan engagement, community interaction, and event/ tournament management. The module also examines legal and financial considerations in the management of members and memberships, players, staff and visitors. Analysing sports business challenges incorporates contemporary considerations such as environmental impact, sustainability, responsible management, safeguarding, equality, diversity, inclusion, social injustice and community issues.

Assessment: Report (100%)

TOU2234 Event Operations

This module introduces students to the structure and legal frameworks within which the providers of events services are permitted to operate. Management from the events sector perspective involves live interaction with a range of 'stakeholders': consumers, suppliers, performers, employees and regulatory agencies. It is therefore important that managers and organisers have awareness and have both an understanding of the relevant substantive law as well as an awareness of procedure and practice in order that they can make an informed choice and can be held accountable for their 'real' world decisions.

Assessment: Report (100%)

TOU2236 Designing Immersive Visitor Experience

The purpose of this module is to critically examine the meaning of visitor experiences within the context of tourism, events, and sports business management to allow graduates of the undergraduate suite of degrees to be able to design and deliver positive and impactful experiences. The module focuses on how meaning is anticipated, created, and remembered in a variety of contexts and how experiences, and meaning, can be enhanced through the development and delivery of inclusive and immersive practices in a range of contexts. To that end the module engages students with multi-faceted, interdisciplinary, debates around several key themes.

Assessment: Assignment (30%) Report (70%)

TOU3012 Planning and Evaluating Events Legacy

Events are multidimensional in nature, involving a range of stakeholders. This complicates evaluation as the 'success' of the event is viewed differently by different groups of stakeholders. Events can be evaluated from the perspective of the 'business' and/or the customer, but increasingly events organisers have to be able to justify events in a wider economic, environmental, socio-cultural and political contexts.

This module is designed to provide students with an opportunity to develop the tools required to undertake and present critical event evaluation.

Assessment: Report (100%)

TOU3013 Digital Economy and Digital Cultures

This module examines the dynamic relationship between technological change and the production and consumption of travel and event experiences. Specifically it focuses on trends and debates about digital technologies and what Ritzer (2010) labels 'prosumption';

drawing on a practitioner and academic discourse. The starting point is a discussion of conceptual and theoretical debates associated with key authors, followed by a critical examination of the application of digital technologies in the fields of tourism and events.

Assessment: Coursework (100%)

TOU3098 Social and Political Perspectives on Tourism

The focus of study requires an examination of the key sociological and political features of contemporary tourism. Some consideration of the key concepts of social class, race and ethnicity, gender, age and disability, is fundamental to an appreciation of how such variables shape access to tourism.

As well as analyzing the ways in which such factors affect consumption patterns within tourism, this section of the module also questions the apparent increase in mobility and diversification of tourism products.

While enhanced choice might be the experience of some, it is arguable that there are simultaneously very many for whom such choice never arises. This area of analysis leads on to a consideration of tourism mobility in the context of other forms of contemporary global mobility, such as labour migration.

Assessment: Assignment (70%) Assignment (20%) Assignment (10%)

MOD1408 English Business Culture and Society 1

The aim of this module is to enable students to be culturally agile and be able to move between different linguistic and cultural contexts.

This module will boost the students' creative thinking skills and improve their ability to make decisions through enhanced concentration, multitasking capabilities, and greater listening skills which will enhance their future employment opportunities.

This module builds on the work undertaken in English Business and Culture 1. An emphasis on a growing degree of independent study will be fostered.

Assessment: In class test (100%)

MOD2371 Business English and Communication B

The module is designed for non-native speakers of English and aims to extend and strengthen the students' understanding and use of English. The focus is on a range of business and themes skills that can be applied to working in a global context. An emphasis on a growing degree of independent study will be fostered.

Assessment: In class test (100%)

MOD3357 Essential English Leadership Skills B

This module is only for students whose first language is not English. The module is designed to enhance the communication skills required for advanced business contexts. The main aims of the module are to strengthen and consolidate existing communicative competence and introduce new skills as appropriate, to apply communication skills to selected professional contexts, and to provide increasing opportunities for initiative, autonomy and group work. Students should be able to communicate information effectively within international businesses to a diverse range of audiences, presenting an organisation and its services or products in the clearest possible way to consumers, clients and colleagues.

Assessment: In class test (100%)

YEAR-Long Modules

Each Module is worth 30 CATS (30 CATS equal 15 ECTS for ERASMUS students and 4 CATS are equivalent to 1 US Credit).¹

These modules are ONLY available to students who have chosen to study at the University of Lincoln for one academic year. In addition to this list students can also choose from the 15 CATS modules listed previously. We expect students to study 120 CATS in a year.

Module codes indicate subject and level, with the first three letters indicating the subject and the first number indicating the level: 1 is first year or foundation level, 2 is second year or intermediate level, 3 is third year or final level. The following subjects are specified:

ACC – Accountancy Major
ADV – Advertising Major
BUS – Business Major
ECO – Economics Major
FIN – Finance Major
MGT – Management Major
MKT – Marketing Major
SBM – Sports Business Management Major
TOU – Tourism/Events Major

Please note where there are stated pre-requisites or where you elect for level 2 or 3 modules, you will be expected to demonstrate equivalence from previous studies at your home institution.

Module choices cannot be guaranteed due to timetabling constraints.

All modules are taught to University of Lincoln students as well as those on exchange programmes.

¹ Students should check with their home institution about the type and quantity of credit they need to acquire.

Modules (all 30 Credits):

ADV3014 Developing Brands Through Advertising

This is a two term module designed to look at branding, brand management and digital marketing and advertising. In the first term the module aims to equip students with the knowledge, skills and tools to successfully analyse, audit and manage a brand in today's competitive marketplace environment. The second part of this module explores digital marketing and how it can be used to communicate and engage effectively with customers in the brand management process and is intended to develop students' critical understanding of the challenges and opportunities that organisations face when 'advertising' their brands using digital marketing techniques.

Assessment: Presentation (50%) Report (50%)

ECO1003 Principles of Economics

This module aims to provide the non-Economist with an amalgam of economic theory and contemporary comment which prepares them for a further study in Economics. There is a grounding in basic tools and concepts. It provides ideas about labour markets and market structure, the market, inflation and deflation, growth and stagnation and balance of payment issues and exchange rates.

Assessment: Exam (75%), In-class test (25%)

ECO1028 Statistics for Finance and Economics

The module aims to develop an appreciation and understanding of the theoretical and practical issues in the application of statistical methods in business decision making. The module builds on basic data analysis techniques introduced at level 1, extending these to inferential methods and models which help us to test hypotheses and answer specific questions about the population from which sample data were collected. In addition, this course supports students' preparation for using econometrics software/ packages (Excel and Stata) that are essential for students who wish to pursue further studies or a professional career in economics, finance or related fields.

The module will incorporate use of lectures to deliver key aspects of theory and statistical concepts. Computer based practical sessions will provide students the opportunity to apply the statistical tools introduced in the lectures to real world data or problems.

Assessment: In-class test (30%), Exam (40%) and Coursework (30%)

ECO2004 Intermediate Macroeconomics (prerequisite)

The purpose of this module is to provide students with the opportunity to develop an understanding of macroeconomic theory and macroeconomic policies which are crucial for efficient functioning of an economy. Students have the chance to examine thoroughly macroeconomic theories and policies of a market economy in both closed and open economy contexts.

In order to conceptualise at the level of the macro-economy, this course provides students with the opportunity to develop the tools of modern macroeconomic theory in the context of the global economy and aims to explain the determination of aggregate output; of employment and prices; the tools of monetary and fiscal policy used by governments to fight inflation and unemployment and to promote growth in the economy.

There are specific requirements needed to undertake this module, please contact for more information

Assessment: Exam (50%) In-class Test (25%) Assignment (25%)

ECO2005 Intermediate Microeconomics (prerequisite)

The aim of this module is to provide students with an opportunity to develop a theoretical underpinning for the final level economics modules. The module examines the theory of the consumer behaviour, the theory of the firm, and the action of firms in differing market structures. The module ends with an analysis of general equilibrium. The module emphasises the use of diagrams and reasoning in the analysis of microeconomic problems and solutions that affects consumers, producers and policy-makers.

There are specific requirements needed to undertake this module, please contact for more information

Assessment: Exam (60%) In-class Test (40%)

HRM3108 Human Resource Management

The main purpose of this module is to provide students with the opportunity to appreciate the importance of the Human Resource function in an organisational context. The module aims to explore and examine strategic as well as operational aspects of the function in the light of the contemporary business environment besides the social and ethical context.

Assessment: Report (50%) Assignment (50%)

MGT3020 Contemporary Issues in Management

This module provides an opportunity to draw on current research into critical management issues undertaken within the college and to introduce students to contemporary topics that are both practically and theoretically relevant. The topics/issues/research under consideration may vary year on year but at the heart of our concerns here is a desire to draw upon foundation and intermediate level study in order to consider the implications that contemporary social theories hold for management practitioners. In this context, the limitations of traditional approaches to management practice will be explored and critiqued. Students will be invited to critique what constitutes 'good' business practice as a way of developing their understanding of contemporary business. Students will also be exposed to 'alternative' modes of business practice. They will be asked to apply their learning on this module to practical business issues.

Assessment: Assignment (50%) and Assignment (50%)

MKT3022 Global Marketing Strategy

This module aims to consider the strategic and tactical marketing implications for companies operating in a rapidly changing and dynamic global business environment. The module gives students the opportunity to develop a range of skills which may enable them to think strategically and tactically in the context of this globalised business world.

This module aims to provide you with the opportunity to develop an adequate understanding of the issues characterising international markets, such as the impact that macro and micro-environments have in international operations.

Assessment: Portfolio (50%) and Assignment (50%)

MKT3087 Marketing Communications

The module places the development of marketing communications in the context of business and marketing strategies. Theories of information processing and buyer behaviour, both at individual and organisational level, are explored and applied in the development of communication plans. Particular emphasis is placed on the discussion of the elements of the communications mix, the media selection and the evaluation of the effectiveness and efficiency of communications.

Assessment: Report (50%) and In-class Test (50%)

TOU3032 Enterprise & Strategic Analysis in Tourism, Events and Sports

The module provides students with an understanding of the theory and practice of strategy and enterprise in a range of settings and contexts aligned with events, tourism and sport management. The module will encourage students to think conceptually and critically about the process of strategy formulation and implementation and to consider how the decision making process influences the direction of both start-up and established organisations.

Focused on the discrete market sectors of events, tourism and sport, strategic analysis and enterprise go hand in hand in seeking to attain competitive advantage. Providing a range of frameworks, tools and techniques to critically evaluate success and influence decision making within the distinctive contexts of events, tourism and sport management.

Assessment: Exam (40%), Coursework (30%) and Assignment (30%)