<table>
<thead>
<tr>
<th>Module Code</th>
<th>Module Title</th>
<th>Level</th>
<th>Semester</th>
<th>UK Credit Value</th>
<th>Credit Equivalency</th>
</tr>
</thead>
<tbody>
<tr>
<td>4ELIT010X</td>
<td>Art and Society</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>ECTS Credits 10 *</td>
</tr>
<tr>
<td>4ELIT011X</td>
<td>London Theatre Studies</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>ECTS Credits 10 *</td>
</tr>
<tr>
<td>4CREW003X</td>
<td>Writing London: Creative Writing about London</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>ECTS Credits 10 *</td>
</tr>
<tr>
<td>4HIST007X</td>
<td>Monarchy - a Royal History of London</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<tr>
<td>4COMM001X</td>
<td>Communication Skills for the Workplace</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<tr>
<td>4CLST001X</td>
<td>Working Across Cultures in a Global World</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>4ELIT013X</td>
<td>Making Drama from Script to Stage</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>ECTS Credits 10 *</td>
</tr>
<tr>
<td>4ELIT009X</td>
<td>Photography in London</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>ECTS Credits 10 *</td>
</tr>
<tr>
<td>4HURM005W</td>
<td>People and Organisations</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>4MARK005W</td>
<td>Buyer Behaviour</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>4HURM007W</td>
<td>The Role of the Manager</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<tr>
<td>4ACCN001W</td>
<td>Accounting and Finance Fundamentals</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>4BDIN001W</td>
<td>Analysing and Managing Information</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>4BUSS001W</td>
<td>Global Business Environment</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<tr>
<td>4MARK001W</td>
<td>Marketing Principles</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<tr>
<td>2MMA412</td>
<td>Modern Art in London**</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
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<td>Print Journalism: The London Experience**</td>
<td>4</td>
<td>1</td>
<td>20</td>
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<td>Module Code</td>
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<td>Contact Hours</td>
<td>Level</td>
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<td>ECTS Credits</td>
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<td>2MSS403</td>
<td>Television in London**</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>2MSS501</td>
<td>Multimedia Journalism: The London Experience**</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>2MSS404</td>
<td>Photographing the City: London**</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
<tr>
<td>FCMO417</td>
<td>Yoga and Meditation</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>US Credits 4 / ECTS Credits 10 *</td>
</tr>
</tbody>
</table>

*All transcripts are issued in UK credits. **Please note** the recommendation of a 4 US credit value equivalency is provided as guidance where there are 48 contact hours for the module. Where no equivalency is specified the contact hours differ from the standard 48. Please remember that final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

**Note that this module requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules) and does not require a portfolio to be submitted.
Art and Society
Module Code 4ELIT010X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: ECTS Credits 10 *
This module is an introduction to the visual culture of London, including painting, architecture, photography and contemporary media. Students will visit the major art galleries to examine how art works exhibitions and cultural organisations can be understood within wider social contexts. The sessions also include museums and historical sites, such as the British Museum and St Paul’s Cathedral, as well as art galleries. The classes will explore how these institutions reveal the complex cultural identity and history of London. The module develops students’ skills in visual analysis and critical thinking about culture
Assessment: Essay (100%). *All transcripts are issued in UK credits.

London Theatre Studies
Module Code 4ELIT011X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: ECTS Credits 10 *
This module provides an introduction to the institutions and trends of London’s contemporary theatre. Diverse performance types and genres in different kinds of venues/institutions are examined, with a focus on reviewing theatre productions from an informed perspective. Visits to the theatre, tours of relevant sites, review sessions, workshops and talks with theatre practitioners outline the processes of producing and staging theatre, with particular reference to current productions in London.
Assessment: Presentation (50%) ; Essay (50%).

Writing London: Creative Writing about London
Module Code 4CREW003X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: ECTS Credits 10 *
*Please note that students for whom English is not their native language should be aware that the written work in 4CREW003X Writing London will be at the level of 6.5 for IELTS Writing.
This module will allow the student to respond to their experience of being in London through their writing. Seminars on essential aspects of creative writing (setting, point of view, character, structure, etc.) are led by a professional writer and organised by workshops. The module will also include site visits to relevant areas in London.
Assessment: Portfolio (50%) ; Reflective Log 25%) ; Continuous Assessment (25%).

Monarchy - a Royal History of London
Module Code 4HIST007X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *
This course examines London as the historical setting for monarchy and national ceremonies. As such the course considers Royalty's central place in British life and how its purpose and function have changed over the centuries. It also investigates Royalty's influence on British history and society and its impact on government, culture and science. Finally the course will consider how the monarchy has adapted – and continues to adapt – to changing times and how critics react to it.
Assessment: Presentation (40%) ; Case Study (60%).

Communication Skills for the Workplace
Module Code 4COMM001X Level 4 Semester 2
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *
English is the key language for communication in international business. Acquisition of communicative competence and the range of skills necessary to perform in business will provide students with a competitive edge when entering the job market. This course will focus on language as a tool for communication in business rather than general language knowledge. It will enable students from a range of backgrounds to develop both spoken and written skills in a general business environment through task-based activities using authentic materials and company case studies.
Assessment: Presentation (40%) ; Written Report (60%).

Working Across Cultures in a Global World
Module Code 4CLST001X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *
This course springs from the importance of intercultural competencies for the 21st century personal and professional worlds. It starts by supporting students in analysing their intercultural engagement during their time in London, focusing specifically on the identification of the challenges inherent in living and working in multicultural environments. It continues by developing, through interactive activities, skills such as recognising, acknowledging, mediating and reacting to a variety of cultural expectations and norms of behaviour. The course contains throughout a reflective strand which involves students in reflecting on their intercultural reactions and how they could be developed.
Assessment: Coursework 1 - Intercultural Analysis (50%) ; Coursework 2 - Case Study (50%). *All transcripts are issued in UK credits.

Making Drama from Script to Stage

Module Code 4ELIT013X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: ECTS Credits 10 *

Study Abroad students only: This module introduces students to the skills of writing, directing and performing drama. Students will study the essentials of scriptwriting and develop a short script. They will then learn how to work with a team to perform it. Students are assessed on their script and on a self reflective journal. The module is taught by a professional theatre director.

Assessment: Script (50%) ; Journal (50%). *All transcripts are issued in UK credits.

Photography in London

Module Code 4ELIT009X Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: ECTS Credits 10 *

This class is designed for students who are interested in making a visual record of their time in London and in learning how to 'read' and to create photographs. We will examine some of the ways in which photographers have used their art to show different aspects of life in London, from urban street-life photography to portraiture, from fine art photography to photo-journalism. The class will include visits to contemporary and historical exhibitions. Students will be asked to make photographic responses to exhibitions they have seen or texts they have read. Working on group exercises as well as individual projects, students will create their own photo blogs and learn the skills of image critique. They will be offered the tools to gain a critical and practical understanding of the language of photography. The course is not designed to teach students practical or technical skills.

Assessment: Text analysis - 1500 words (30%) ; Photo/Text Blog/Journal with Analytical Commentary (70%). *All transcripts are issued in UK credits.

People and Organisations

Module Code 4HURM005W Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *

The course is designed as an introduction to the subject of Organisational Behaviour, which helps people in organisations to have a better understanding of factors that influence behaviour. It aims to improve self-understanding and also understanding of the behaviour of other people. The module draws on insights and research from Organisational Behaviour (specifically from the Psychological and Sociological parts of Organisational Behaviour) and more widely from the social sciences to explore a number of topics, enabling us to be more reliable and rigorous than using only "common sense" understandings of behaviour. The module highlights some areas of difference and diversity that we are likely to encounter in many contemporary organisations.

Assessment: Reflective Writing (25%) ; Essay (75%). *All transcripts are issued in UK credits.

Buyer Behaviour

Module Code 4MARK005W Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *

This module is rich in theory from consumer studies, psychology and sociology explaining why consumers behave the way they do and how marketers can use this information. Both customer and organisational decision-making processes are explored.

Assessment: Group Presentation (50%) ; Exam - Closed Book (50%). *All transcripts are issued in UK credits.

The Role of the Manager

Module Code 4HURM007W Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *

This module is intended to prepare students for supervisory and managerial roles and, as such, deals with the core skills involved in management. These include delegation, managerial & leadership styles, motivation; chairing meetings, workplace counselling, staff development, identifying and managing conflict and negotiating skills. The module aims to help students identify how people become managers, what the role of the manager is and how to maximise their effectiveness in that role. Real-life examples are offered throughout, with the variations in styles of management and leadership required by different organisations and different cultures taken into consideration.

Assessment: Report - 2000 words (50%) ; In-class Test (Case Study) (50%). *All transcripts are issued in UK credits.

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Accounting and Finance Fundamentals

Module Code 4ACCN001W Level 4 Semester 1
UK Credit Value: 20 Credit Equivalency: US Credits 4 / ECTS Credits 10 *
The module provides fundamental accounting and financial knowledge and essential skills for any business manager. It focuses on the purpose and relevance of accounting in business management and the use of accounting and finance techniques, to enable an analysis of business performance in small and large companies. It introduces students to: financial resources management and the role of capital markets.

**Assessment:** In-class Test (25%) ; Exam (75%). *All transcripts are issued in UK credits.

*All transcripts are issued in UK credits.

### Analysing and Managing Information

**Module Code:** 4BDIN001W  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

This module introduces the nature and importance of information acquisition, presentation and preservation. Business computing/software and its practical applications in finding and selecting data and information will be explored. Understanding of information flows within organisations and management and operations functions and the systems needed to support these will be developed as will effective, secure and ethical business communications.

**Assessment:** Group Presentation (25%) ; In-class Test (25%) ; Exam (50%). *All transcripts are issued in UK credits.

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### Global Business Environment

**Module Code:** 4BUSS001W  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

The module offers students the opportunity to learn about business organisations, their purposes, structures and governance in a global context. At the same time students will study the cultural differences within and between business organisations and the ethical constraints facing these organisations. As part of the process of learning about business organisations students will learn effective group and leadership skills and develop the skills necessary to structure a coherent report with conclusions linked to evidence.

**Assessment:** Coursework (4 x 25%).

*All transcripts are issued in UK credits.

### Marketing Principles

**Module Code:** 4MARK001W  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

This module provides students with an introduction to marketing and its role in business and society. It gives students an overview of the principles underpinning marketing activities, and is both an introduction to the subject area. The module aims to introduce the key concepts of marketing, an understanding of consumer behaviour, and an evaluation and application of marketing tools in the context of contemporary major social and environmental issues.

**Assessment:** Group Presentation (25%) ; Report (75%). *All transcripts are issued in UK credits.

*All transcripts are issued in UK credits.

### Modern Art in London

**Module Code:** 2MMA412  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

*Note that Modern Art in London is taught in Central London (not at Harrow Campus) requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules) and does not require a portfolio to be submitted.*

The module will introduce students to modern art in London, and explore work from the Impressionists to the present day. Topics will include study of the major developments in twentieth century art including Cubism, Surrealism, Pop Art, Conceptual arts etc. through to the Young Brit. Artists (Damien Hirst, Tracey Emin etc) the Turner Prize, and the contemporary art scene in London. Teaching will be through gallery visits and lectures to discuss the work.

**Assessment:** Workbook (100%).

*All transcripts are issued in UK credits.

### Print Journalism: The London Experience

**Module Code:** 2MSS402  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

*Note that this module requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules).*

An opportunity to learn the basics of news reporting and feature writing plus the skills required for specialist journalism. Students will learn basic website content management and demonstrate their skills by producing an online magazine

**Assessment:** Portfolio (60%) ; Group Magazine Project (30%) ; Reflective Log (10%).

*All transcripts are issued in UK credits.

### Television in London

**Module Code:** 2MSS403  
**Level:** 4  
**Semester:** 1  
**UK Credit Value:** 20  
**Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

*Note that this module requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules) and does not require a portfolio to be submitted.*
The course is designed to give students an understanding of the production process in making a short magazine programme. Making full use of the course being based in London, students will be encouraged to visualise what is around them and use the medium to capture an image of their time in the capital. Students will use video cameras, sound recording and editing; studio operations including cameras and vision mixing; and the editorial aspects of production including writing.

**Assessment:** Coursework Product (20%) ; Group work (25%) ; Final Product (25%) ; Written Report (30%).

*All transcripts are issued in UK credits.

**Multimedia Journalism: The London Experience**

- **Module Code:** 2MSS501
- **Level:** 4
- **Semester:** 1
- **UK Credit Value:** 20
- **Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

*Note that this module requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules) and does not require a portfolio to be submitted.

An opportunity to learn the basics of news reporting and feature writing plus the skills required for specialist journalism. Students will learn basic website content management and demonstrate their skills by producing an online magazine.

**Assessment:** Portfolio (60%) ; Group Magazine Project (30%) ; Reflective Log (10%).

*All transcripts are issued in UK credits.

**Photographing The City: London**

- **Module Code:** 2MSS404
- **Level:** 4
- **Semester:** 1
- **UK Credit Value:** 20
- **Credit Equivalency:** US Credits 4 / ECTS Credits 10 *

*Note that this module requires a GPA of 2.8 (not 3.0 as with all other Media, Arts and Design modules) and does not require a portfolio to be submitted.

The module is concerned with an investigation of the city as represented through historical and contemporary photography. Through a series of lectures and workshops, students gain a critical perspective on the city as a social, cultural, architectural and artistic phenomenon. Through image and text based research they focus on an aspect of the city to represent through their own photographic project.

**Assessment:** Pilot Project (30%) and Personal Project (70%)

**Yoga and Meditation**

- **Module Code:** 4FCM417
- **Level:** 4
- **Semester:** 1
- **UK Credit Value:** 20

This experiential module aims to provide an introduction to the theoretical and conceptual framework for exploring the physical, mental, spiritual and social dimensions of yoga and meditation. Students are given the opportunity to personally experience the effects of yoga postures, breathing, relaxation and meditation techniques. The principles underlying the safe practice of yoga and meditation are considered. For the duration of the module students will be expected to develop a yoga and meditation practice, as well as maintain a learning journal. The journal will enable the student to reflect on the experience of practising yoga and meditation.

**Assessment:** Practical (50%) ; Reflective Summary (50%).

*All transcripts are issued in UK credits.