



**MA in International Management
2007/2008**

**ELECTIVE MODULES
Stage Two**

NOTES ABOUT CHOOSING ELECTIVES

Please read the following notes carefully:

1. All electives have been scheduled to run as weekly courses Monday to Friday. The appropriate module descriptors are enclosed in this booklet in alphabetical order. If you wish to discuss the content of any particular module you may do this by contacting the Modular Leader concerned.
2. MA students may apply, exceptionally, to be allowed to 'sit in' on ONE additional elective. You will not be assessed in this module and this will not count towards your final award. If you would like to apply to be allowed to 'sit in' on an additional module please complete the relevant section on your elective choice form and return this with a 1,000 word statement giving in detail your reasons (both academic and in terms of personal development) for wishing to do this. Requests received without this additional statement will not be accepted. Please be aware that by undertaking to sit in you are agreeing to attend all lectures and tutorials and take on the additional workload at your own risk.
4. The enclosed form, indicating your choice of electives for Stage 2, should be e-mailed to Anne Sutcliffe (a.e.sutcliffe@bradford.ac.uk) no later than *2 pm on Monday, 26 November 2007*. You will then be formally registered for assessment and examination. You will be allowed to make changes to your module choices up until the end of the first week of teaching which is Friday 25 January 2008 after this time you are formally registered for the assessment in a module and regulations with regard to assessment apply. These can be viewed at:

http://www.brad.ac.uk/admin/acsec/QA_Hbk/Postgrad-Taught_Regs.html
5. Please be aware that a small number of electives are offered to combined groups of both MA and MSc students.
6. A minimum class size of 12 is required for an elective to run. Modules that have attracted insufficient interest will be withdrawn and students who have registered for these modules will need to make alternative choices.
7. The School of Management aims for continuous improvement in its programmes; consequently, it may modify and improve courses, introduce new electives and discontinue others. Participants will be notified of any significant changes in advance.

Good Luck with your Stage 2 studies.



Jo Hardcastle
Graduate Programme Manager

MA Stage 2 Modules

Module	Group	Code	Co-ordinator	E-Mail Address
Business Ethics	Marketing	MAN4212M	Kyoko Fukukawa	k.fukukawa@bradford.ac.uk
Consumer Behaviour	Marketing	MAN4251M	Gretchen Larsen	g.l.larsen@bradford.ac.uk
Contemporary Issues in Accounting	Finance	MAN4266M	Ros Haniffa	r.haniffa@bradford.ac.uk
Corporate Marketing	Marketing	MAN4218M	Jay Muir	j.muir@bradford.ac.uk
Cross Cultural Management	SEIB	MAN4135M	Alex Mohr	a.t.mohr@bradford.ac.uk
Diversity in Work and Organisations	HRM	MAN4219M	Elisabeth Wilson	e.wilson@bradford.ac.uk
Employee relations	HRM	MAN4220M	Arjan Keizer	a.b.keizer@bradford.ac.uk
European Business Management	SEIB	MAN4138M	Jean Marc Trouille	j.m.l.trouille@bradford.ac.uk
Human Resource Development	HRM	MAN4221M	Irena Grugulis	i.grugulis@bradford.ac.uk
Internationalising Intellectual Property	SEIB	MAN4188M	Deli Yang	d.yang@bradford.ac.uk
International Business and Emerging Economies	SEIB	MAN4276M	Martin Owens	m.d.owens@bradford.ac.uk
International Business Strategy	SEIB	MAN4140M	Anna Zueva	a.v.zueva@bradford.ac.uk
Management of Change	HRM	MAN4144M	Sara Nadin	s.j.nadin@bradford.ac.uk
Marketing Communications	Marketing	MAN4147M	Keith Hanning	j.k.hanning@bradford.ac.uk
Research Methods	Marketing	MAN4148M	Shona Bettany	s.m.m.bettany@bradford.ac.uk
Services Marketing	Marketing	MAN4150M	Mei Na Laio	m.liao@bradford.ac.uk
Strategic Accounting	Finance	MAN4151M	Musa Mangena	m.mangena@bradford.ac.uk
Strategic Financial Management	Finance	MAN4152M	Khelifa Mazouz	k.mazouz@bradford.ac.uk
Strategic Management	SEIB	MAN4169M	Adrian Kuah	a.kuah@bradford.ac.uk
Strategic Marketing	Marketing	MAN4153M	Martin Haley	m.haley1@bradford.ac.uk

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr. K. Fukukawa

Additional Tutors:

Module Title: Business Ethics (MA)

Module Type: Standard module

Module Code: MAN4212M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To provide a critical evaluation of business ethics, consumer ethics, and corporate social responsibility, and illustrate a range of ethical issues and concerns faced by business practices and consumers. To enable students to assess various social issues and ethical dilemmas as they relate to corporate and marketing decision-making. [NB An individual assignment will replace the group assignment at supplementary assessment]

Learning Teaching and Assessment Strategy:

Formal lectures, case studies, critiques of academic articles, seminar presentations and debates.

Study Hours:

Lectures:	12.00	Directed Study:	76.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate knowledge and understanding of key issues relating to the principles and practices of business ethics, consumer ethics, and corporate social responsibility.
2. Demonstrate a comprehensive understanding of the interdisciplinary nature and demands of the topic, including a knowledge of fields such as economics, social psychology, philosophy, criminology etc.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

- Demonstrate:
1. Research and analytical skills in business ethics
 2. Critical understanding of social issues in corporate and marketing decision-making.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

Demonstrate communication, team-work and presentation skills developed through group work, seminar presentation and individual coursework.

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Group assignment (2,500 words)	
2.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Individual assignment (1,750 words)	

Supplementary Assessment:

As Original

Outline Syllabus:

Approaches to business ethics;

Ethical theories;

Ethical practice in organisation and marketing;

The ethical decision-making process and influencing factors;

Green consumption, social groups and ethical consumers;

Aberrant consumer behaviour;

Corporate social responsibility, corporate citizenship and strategic decisions;

International standards, regulation, sustainability and globalisation.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr Gretchen Larsen

Additional Tutors:

Module Title: Consumer Behaviour (MA)

Module Type: Standard module

Module Code: MAN4251M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): MAN4146M

Corequisite(s): None

Aims:

To develop a critical understanding of the nature of, and influences on, consumer behaviour. To enable students to be able to critically discuss consumer behaviour concepts within the context of marketing management and in a wider, societal context, through experience in the use of models, frameworks and techniques.

Learning Teaching and Assessment Strategy:

Knowledge will be disseminated in lectures, and supported by seminars. In the seminar the emphasis will be on student participation in the critical discussion and application of key concepts and skills. Formative feedback to support the development of knowledge, discipline and personal skills will be provided by the seminar leader through these activities and through the VLE. Support for the coursework will be provided through an open session.

Study Hours:

Lectures:	12.00	Directed Study:	76.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Identify and critically discuss the key concepts and theories of consumer behaviour.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Apply consumer behaviour concepts and theories to marketing related problems.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Critically review literature and work effectively in groups.

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Individual coursework (1,750 words)	
2.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Group assignment (2,500 words)	

Supplementary Assessment:

As Original

Outline Syllabus:

The nature of consumer behaviour; consumer research; the context of consumption; consumer culture and meaning; consumers as interpreters (e.g. motivation, involvement, learning, attitudes, self-concept, personality); consumers in a social context (e.g. social class, lifestyle, groups); consumer action (e.g. innovation, satisfaction, deviance, disposition).

Version No: 1

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator:

Additional Tutors:

Module Title: Contemporary Issues in Accounting and Finance

Module Type: Standard module

Module Code: MAN4266M

Module Credit: 10

Teaching Period: Year
Academic Year: 2007/8
Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

Learning Teaching and Assessment Strategy:

Study Hours:

Lectures:	0.00	Directed Study:	0.00	
Seminars/Tutorials:	0.00	Other:	0.00	
Laboratory/Practical:	0.00	Formal Exams:	0.00	Total: 0.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

2. Subject-Specific Skills

On successful completion of this module you will be able to...

3. Personal Transferable Skills

On successful completion of this module you will be able to...

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage Coursework	100%
	Description Individual coursework (3,500 words)	

Outline Syllabus:

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Jonathan Muir

Additional Tutors:

Module Title: Corporate Identity and Corporate Brand Management (MA)

Module Type: Standard module

Module Code: MAN4218M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To provide a comprehensive understanding of corporate identity and corporate brand management and illustrate their importance to public and private sector organisations. To familiarise postgraduates with the related concepts of organisational identification, corporate image and corporate reputation

Learning Teaching and Assessment Strategy:

Formal lectures; case studies; critiques of academic articles; seminar presentations and debates. [An individual assignment will replace the group assignment at supplementary assessment].

Study Hours:

Lectures:	12.00	Directed Study:	76.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate critical awareness of the relevance of corporate identity and corporate brand management; of different approaches and types of corporate identity/corporate brand structures; theoretical and practical issues relating to corporate identity and corporate brand management.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Demonstrate discipline skills to nurture corporate identities and corporate brands

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Demonstrate improved skills in rhetoric and analysis

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Individually prepared unseen essay written in class	1750 words
2.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Group project based on case study analysis	2500 words

Supplementary Assessment:

As Original

Outline Syllabus:

The placing of corporate identity and corporate brands in an historical context
An examination of the theoretical underpinning of the above
An examination of the organisational identity mix and various corporate identity/corporate management mixes
An examination of various models in relation to corporate identity and corporate brand management
An examination of various corporate identity and corporate branding structures
A comparison between product brands and corporate brands
An examination of the management issues associated with corporate identity and corporate brand management
An examination of the acid test of corporate identity management

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Alex Mohr

Additional Tutors:

Module Title: Cross-Cultural Management (MA)

Module Type: Standard module

Module Code: MAN4135M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To develop an awareness and comprehensive understanding of the influence of culture on management practices and people's behaviour in organisations. To equip students with strategies to successfully identify and deal with cultural differences.

Learning Teaching and Assessment Strategy:

Lectures, tutorials, case analysis, role play and simulation games. Supplementary assessment is as original (the group report will be replaced with an individual report at supplementary assessment).

Study Hours:

Lectures:	12.00	Directed Study:	76.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a comprehensive understanding of the role of culture in international business; knowledge of the major policies and practices associated with effective cross-cultural management; a critical understanding of how to engage in cross-cultural management.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2) Demonstrate the ability to deal with cultural differences; to work in multi-cultural teams; and to assess the effectiveness of cross-cultural management policies

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3) Demonstrate the ability to work co-operatively in groups on cross-cultural issues; share knowledge and experience about cross-cultural issues; write effective and concise management reports on matters connected to cross-cultural issues.

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	30%
	Description	
	Case study report (group assignment - 1,500 words).	
2.	Assessment Type	Duration
	Percentage	
	Coursework	70%
	Description	
	Individual assignment (2,450 words).	

Outline Syllabus:

- o Understanding cultural differences;
- o Communication & negotiation across cultures;
- o Multi-cultural teams and managing diversity;
- o Leadership & motivation across cultures;
- o National cultures and organisational cultures;
- o Organisational structure and organisational change across countries;
- o International HRM and expatriate management.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Prof. I. Grugulis

Additional Tutors:

Module Title: Diversity in Work and Organisations (MA)

Module Type: Standard module

Module Code: MAN4219M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

The aim of this module is to develop in students a (i) critical understanding of equal opportunity and diversity issues within HRM; and (ii) the ability to evaluate current debate on the changing nature of equality issues at work and their regulation.

Learning Teaching and Assessment Strategy:

Lectures, student led seminars and tutorials. Case studies will be drawn from current academic debate and will be representative of the research being done in leading academic centres of study.

Study Hours:

Lectures:	16.00	Directed Study:	75.00
Seminars/Tutorials:	8.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a critical understanding of equal opportunity and diversity issues within HRM
2. A comprehensive understanding of strategic changes and developments in diversity regarding gender, age, race and disability.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Critically evaluate key developments within the area of diversity in institutional and social terms and assess relevant methodologies.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

1. Further develop communication, analysis, presentation and negotiation skills.
2. Deal with complex issues in a systematic manner.

Mode of Assessment:

1.	<p>Assessment Type</p> <p>Percentage</p> <p>Coursework</p> <p>Description</p> <p>Individual assignment (2,000 words)</p>	50%	Duration
2.	<p>Assessment Type</p> <p>Percentage</p> <p>Examination - closed book</p> <p>Description</p> <p>Closed book examination (1 hour)</p>	1.00 hours	50%

Supplementary Assessment:

As Original

Outline Syllabus:

Understanding the Issues -
 Theories of Exclusion and Segregation (a) Social explanations-
 Theories of Exclusion and Segregation (b) Institutional and labour market explanations-

Responding to the Issues -
 Regulation and Diversity - Legal developments in equality: international comparisons;
 Employee Relations, Unions and Employers
 The Development of Equal Opportunities
 The Issue of Managing Diversity
 Skill Formation and Segregation
 Flexibility at work -
 Evaluating Work-Life Balance

Version No: 1

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr. Jo McBride

Additional Tutors:

Module Title: Employee Relations (MA)

Module Type: Standard module

Module Code: MAN4220M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

The aim of this course is to stimulate a conceptual and critical understanding of employment relations based on institutional and sociological sources. It will provide the student with an comprehensive understanding of employment relations and enable them to critically evaluate current debate on the changing nature of employment and its regulations.

Learning Teaching and Assessment Strategy:

Lectures supported by student-led seminars and case studies. The cases used will be drawn from current academic debates and will be representative of the research being done in the relevant and leading academic centres of study.

Study Hours:

Lectures:	16.00	Directed Study:	75.00
Seminars/Tutorials:	8.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Deal with complex issues within employee relations in an innovative and systematic manner;
2. Have a comprehensive understanding of strategic changes in employee relations in relation to industrial relations and sociological approaches

2. Subject-Specific Skills

On successful completion of this module you will be able to...

1. Critically evaluate key developments in the area of employee relations.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

1. Improved skills in communication, demonstrate self-direction and originality in tackling and solving problems.

Mode of Assessment:

1.	Assessment Type		Duration
	Percentage		
	Coursework	50%	
	Description		
	Individual coursework (2,000 words)		
2.	Assessment Type		Duration
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Closed book examination (1 hour)		

Supplementary Assessment:

As Original

Outline Syllabus:

Theories of Employment Relations

Control and Co-operation at Work

The Regulation of Work (a) The State

The Regulation of Work (b) Bargaining

Trade Unions: History and Change

Work and communities: spatial factors

Conflict at Work

Flexibility and New Regimes of Work: Contracts and Surveillance

Labour Markets and Change: Risk and Fragmentation

Comparing Regimes of Employee Relations (a)

Comparing Regimes of Employee Relations (b)

Internationalisation and Changing Work Practices

Version No: 1

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Jean-Marc Trouille

Additional Tutors:

Module Title: European Business Management (MA)

Module Type: Standard module

Module Code: MAN4138M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To establish a comprehensive understanding of the opportunities and challenges facing firms operating within the European Union

Learning Teaching and Assessment Strategy:

Lectures, tutorials, case analysis debate and role play

Study Hours:

Lectures:	12.00	Directed Study:	75.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a comprehensive understanding of the new political/economic/social frameworks for Europe and their implications for business organisation and strategy.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Demonstrate an enhanced ability to evaluate opportunities and threats posed by changes within the EU and make effective strategic decisions.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Evaluate complex information, write reports and make effective presentations

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Individual project (2,000 words).	
2.	Assessment Type	Duration
	Percentage	
	Examination - open book or seen paper	1.00 hours
50%	Description	
	Open book examination (1 hour).	

Supplementary Assessment:

As Original

Outline Syllabus:

The underlying principles of EU integration and the main players.

The story so far - achievements and stumbling blocks.

Monetary Union.

The Social Chapter.

Competition Policy and Industrial Development.

Business Trends and Future Challenges.

Deepening and widening - long-term implications.

Europe in the world economy.

Version No: 3

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Prof. Irena Grugulis

Additional Tutors:

Module Title: Human Resource Development (MA)

Module Type: Standard module

Module Code: MAN4221M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To stimulate a critical understanding of the systemic nature of skill and expertise as well as the way that power relations can impact on these ; provide the student with a critical evaluation of the way skill is conceptualised and understood (individual, job, social setting); provide participants with an understanding of international practice; cover current debates on the changing nature of skills at work (emphasis on personal qualities and attributes).

Learning Teaching and Assessment Strategy:

Knowledge disseminated in large lectures supported by both staff and student-led seminars and student presentations. Formative verbal feedback will be given in discussion and on group presentations. Written feedback will be provided on summative assessment.

Study Hours:

Lectures:	16.00	Directed Study:	75.00
Seminars/Tutorials:	8.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Have a comprehensive understanding of (i) different forms of vocational education and training and the assumptions behind training policy; (ii) power relations in the workplace and their impact on development and skill; (iii) what company culture is and whether it can be manipulated and (iv) the principles and practices of emotional labour.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

1. Critically evaluate the impact of different types of training; be able to assess key developments within the area of workplace skills.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

1. Demonstrate improved presentation, group work and communication skills.

Mode of Assessment:

1.	Assessment Type		Duration
	Percentage		
	Coursework	50%	
	Description		
	Individual assignment (2,000 words)		
2.	Assessment Type		Duration
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Closed book examination (1 hour)		

Supplementary Assessment:

As Original

Outline Syllabus:

This is a topical course and subjects may change to reflect this.

Nature of employment;
HRM and HRD;
Nature of skill;
Systemic aspects of skill development;
International approaches (voluntarism and regulation);
'Soft' skills and Learning Organisations,
Qualifications and audit mechanisms,
Organisational culture,
Emotional and aesthetic labour,
Managerial work and management development,
Training for the young.

Where appropriate sessions will explore comparative material and set practice against international examples. The course will be structured around lectures and seminar-based class discussion. Participation will be encouraged through student presentations, group discussion and (where possible) interactive lectures.

Version No: 1

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr. D. Yang

Additional Tutors:

Module Title: Internationalising Intellectual Property

Module Type: Standard module

Module Code: MAN4188M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To develop a critical understanding of the significance and implications of intellectual property issues in international business with an emphasis on strategic and managerial issues.

Learning Teaching and Assessment Strategy:

Formal lectures and tutorials, group work and case study analysis, negotiations, student presentations and video. Assessment is by group and individual assignment [An individual assignment will replace the group assignment at supplementary assessment].

Study Hours:

Lectures:	16.00	Directed Study:	70.00
Seminars/Tutorials:	14.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

Demonstrate:

1. A critical understanding of intellectual property theory and practice from the perspective of international managers.
2. An appreciation of the strategic and managerial importance of intellectual property to corporate success.
3. A thorough understanding of how intellectual property is managed and commercialised.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

1. Analyse and conduct the transfer of intellectual property across borders.
2. Understand international intellectual property activities and evolve appropriate corporate responses and solutions from industrial and international perspectives.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

1. Analyse data and information, and evaluate their relevance and validity for corporate decision making
2. Demonstrate negotiation and teamwork skills related to contractual arrangements

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	30%
	Description	
	Group assignment (1,500 words)	
2.	Assessment Type	Duration
	Percentage	
	Coursework	70%
	Description	
	Individual assignment (2,500 words)	

Supplementary Assessment:

As Original

Outline Syllabus:

Overview of intellectual property in international business;
Fundamentals of IP;
Political economy and cultural impact on IP;
Valuation methods of IP;
International management of IP assets;
International IP strategies;
Global piracy and strategic response;
International negotiation on contracting IP and simulation;
Debrief of negotiation outcomes
Module review

Version No: 3

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Prof. Frank McDonald

Additional Tutors:

Module Title: International Business in Emerging Economies

Module Type: Standard module

Module Code: MAN4276M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

The module seeks to develop an understanding of the business environments in emerging economies in Asian, Latin America and Central and East European countries. It investigates the drivers of foreign direct investment from developed to emerging economies, from emerging to developed economies, and from emerging to emerging economies and examines the rationale for outsourcing to emerging economies, developing exporting from emerging economies, and issues connected to technology transfer by multinational corporations. The module also considers the problems associated with CSR in emerging economies

Learning Teaching and Assessment Strategy:

Lectures, self-managed group learning, tutorials and project workshops. Assessment is closed book examination and group assignment [an individual assignment will be undertaken as supplementary assessment].

Study Hours:

Lectures:	12.00	Directed Study:	75.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

Demonstrate a critical understanding of the complex nature of the international business environment in emerging economies; have developed an understanding of the rationale for and evolution of foreign direct investment from developed to emerging economies, emerging to developed economies, and emerging to emerging economies; enhanced knowledge of the problems of transferring innovation, learning and technology.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

Assess the benefits and costs of the various ways of undertaking international business activities in and with emerging economies.

Evaluate the appropriateness of different management approaches to doing business in a wide variety of international business environments in emerging economies.

Assess importance of the major factors that impact on international competitiveness in emerging economies

3. Personal Transferable Skills

On successful completion of this module you will be able to...

Work co-operatively in groups on international business issues.

Share knowledge and experience about international business issues.

Write effective and concise management reports on matters connected to the internationalisation process

Mode of Assessment:

1.	Assessment Type	Duration	
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Examination Closed book		
2.	Assessment Type	Duration	
	Percentage		
	Coursework	50%	
	Description		
	Group assignment 3000 words		

Supplementary Assessment:

As Original

Outline Syllabus:

The evolution of national business environments in major emerging economies. The importance of differences in institutional/cultural systems in major emerging economies for international business activities. International competitiveness in emerging economies. FDI and emerging economies.

Technology transfer and emerging economies. Corporate social responsibility in emerging economies.

Managing international business activities with and within emerging economies.

Version No: 1

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr Yingqi Wei

Additional Tutors:

Module Title: International Business Strategy (MA)

Module Type: Standard module

Module Code: MAN4140M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

This module aims to develop a comprehensive understanding of the strategic issues that businesses are confronted with when operating on an international scale. It introduces key theories of international business strategy, the rationales for international expansion, the choice of foreign market entry mode and the evaluation of key strategic issues facing the multinational enterprises (MNEs).

Learning Teaching and Assessment Strategy:

Lectures, self-managed group learning, tutorials and project workshops.

Study Hours:

Lectures:	12.00	Directed Study:	75.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a critical understanding of the major theories of multinational enterprise; identify and understand the reasons for alternative ways of entering and servicing foreign markets; demonstrate awareness of the constituents of the international business environment and the way these affect strategy and expectations; demonstrate critical understanding of the different ways in which international strategies may be identified and managed and cross-border organisations are managed; awareness of the impacts on economies and industries.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Apply learned concepts and theories in evaluation of the appropriateness of different strategic solutions in the context of the changing global economy.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Formulate international strategy; work co-operatively in groups, sharing knowledge and experience, and write effective and concise management reports.

Mode of Assessment:

1.	Assessment Type		Duration
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Closed book examination (1 hour).		
2.	Assessment Type		Duration
	Percentage		
	Coursework	50%	
	Description		
	Group project - (3,000 words).		

Outline Syllabus:

Overview of the international business environment.

Country evaluation and selection.

Theories of internationalisation of firms, including OLI paradigm, resource dependence theory, stages theory and network theory.

Modes of foreign market servicing - exporting, FDI and strategic alliances.

Strategy, structure and control mechanisms in MNE.

Global production, outsourcing and technology transfer.

Corporate Social Responsibility in MNEs.

International human resource management.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr. David Spicer

Additional Tutors:

Module Title: Management of Change (MA)

Module Type: Standard module

Module Code: MAN4144M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To provide a framework for a critical of understanding the issues associated with managing change in organisations and to provide opportunities for reflecting on real change in organisations.

Learning Teaching and Assessment Strategy:

Seminars, tutorials and workshops. To incorporate practical exercises, case studies, presentations and group work.

Study Hours:

Lectures:	0.00	Directed Study:	74.50
Seminars/Tutorials:	24.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.50
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Understand the change process, their own and others response/reaction to it and how these might be modified.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Identify the environmental influences on change.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Assess the implementation of change within organisations.

Mode of Assessment:

1.	Assessment Type		Duration	
	Percentage			
	Examination - closed book	1.50 hours		70%
	Description			
	Closed book exam			
2.	Assessment Type		Duration	
	Percentage			
	Coursework	30%		
	Description			
	Individual course work 1500 words			

Supplementary Assessment:

As Original

Outline Syllabus:

The nature of change.
Cultures for change.
Drivers of change.
Reactions to change.
People and change.
Leadership of change.
Models of change.

Version No: 3

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Keith Hanning

Additional Tutors:

Module Title: Marketing Communications (MA)

Module Type: Standard module

Module Code: MAN4147M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To understand the role and range of communication methods open to companies, and the means of selecting them to achieve marketing objectives

Learning Teaching and Assessment Strategy:

Lectures, group work and presentations and tutorials. [NB an individual assignment will replace the group assignment at supplementary assessment.]

Study Hours:

Lectures:	8.00	Directed Study:	75.00
Seminars/Tutorials:	16.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Understand the theory and practice of integrated marketing communications in contemporary commercial and consumer markets;

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Develop an integrated marketing communications strategy, recognising strengths and limitations of the various methods;

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Presentation, analytical, creative, IT and interpersonal skills

Mode of Assessment:

1.	Assessment Type		Duration
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Closed book examination (1 hours).		
2.	Assessment Type		Duration
	Percentage		
	Coursework	50%	
	Description		
	Group project (3,000 words).		

Supplementary Assessment:

As Original

Outline Syllabus:

Overview of integrated marketing communications. Advertising theory and management. Personal selling and negotiation. Below the line promotion. Public relations. Branding and design.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Shona Bettany/Nina Reynolds

Additional Tutors:

Module Title: Research Methods (MA)

Module Type: Standard module

Module Code: MAN4148M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To provide students with (i) a conceptual understanding which enables them to analyse and evaluate published research; (ii) a conceptual understanding of appropriate research designs; (iii) a systematic understanding of data collection and analysis methods and enable students to begin to apply research methods concepts and skills to their own research projects.

Learning Teaching and Assessment Strategy:

Lectures, seminars, practical workshops

Study Hours:

Lectures:	8.00	Directed Study:	75.00
Seminars/Tutorials:	16.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

Define a focused research topic and specify research objectives and questions; undertake a literature review incorporating academic and other management publications.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

Develop a research framework and model; understand the significance and appropriate use of different research methodologies.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

Acquire skills in both qualitative and quantitative data collection and analysis techniques; understand the

requirements for writing up a research dissertation.

Mode of Assessment:

1.	Assessment Type		Duration
	Percentage		
	Coursework	50%	
	Description		
	Coursework - Individual assignment (2,000 words)		
2.	Assessment Type		Duration
	Percentage		
	Examination - closed book	1.00 hours	50%
	Description		
	Closed book examination (1 hour)		

Supplementary Assessment:

As Original

Outline Syllabus:

Introduction and managing the research process.
Research design and methodologies.
Research skills.
The literature review.
Questionnaire design.
Quantitative research I (theoretical aspects)
Quantitative research II (practical aspects)
Qualitative research I (theoretical aspects)
Qualitative research II (practical aspects)
Preparing a research proposal and course review.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Mei-Na Liao

Additional Tutors:

Module Title: Services Marketing (MA)

Module Type: Standard module

Module Code: MAN4150M

Module Credit: 10

Teaching Period: Year

Academic Year: 2006/7

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): MAN4146M

Corequisite(s): None

Aims:

To provide students with a comprehensive understanding of the key issues in marketing of services; to demonstrate practical applications of the services principles across a broad range of industries and the growing importance of relationship marketing within services

Learning Teaching and Assessment Strategy:

Formal lectures, case study presentations involving group work, video presentation and exercises, guest speakers, workshops exercises, role playing

Study Hours:

Lectures:	16.00	Directed Study:	75.00
Seminars/Tutorials:	8.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	1.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Evaluate the key marketing and customer relationship issues relating to service industries

2. Discipline Skills

On successful completion of this module you will be able to...

2. Develop a systematic understanding of the application of learned knowledge to organisations within the services sector

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Apply skills in presentation and case analysis, including strategic option determination and selection

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	50%
	Description	
	Individual Coursework involving case study analysis and report (2,000 words).	
2.	Assessment Type	Duration
	Percentage	
	Examination - open book or seen paper	1.00 hours
50%	Description	
	Open book case study exam (1 hour).	
3.	Assessment Type	Duration
	Percentage	
	Examination - closed book	2.00 hours
	Description	100%
	Supplementary Examination (2 hours)	

Outline Syllabus:

Introduction to services marketing and the important differences with product marketing. Key principles of relationship marketing and how to make relationship marketing work within services. The role of customers and building customer relationships in service businesses. Strategic issues in services marketing. How demand affects marketing of services. Marketing mix and relationship marketing implications - service product, distribution, people, communications, service quality.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr Musa Mangena

Additional Tutors:

Module Title: Strategic Accounting (MA)

Module Type: Standard module

Module Code: MAN4151M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): MAN4054M MAN4055M

Corequisite(s): None

Aims:

To examine the financial aspects of key strategic issues in management and the current issues in accounting.

Learning Teaching and Assessment Strategy:

Lectures, tutorials, case studies, group work

Study Hours:

Lectures:	12.00	Directed Study:	0.00	
Seminars/Tutorials:	12.00	Other:	76.00	
Laboratory/Practical:	0.00	Formal Exams:	0.00	Total: 100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a comprehensive understanding of the strategic issues in relation to Accounting, Management Accounting and Finance.

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Demonstrate a critical awareness of, and the ability to, assess and evaluate current practice and potential improvements in the above.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Demonstrate analysis, problem solving and groupwork skills.

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Coursework	30%
	Description	
	Group Assignment (1,500 words).	
2.	Assessment Type	Duration
	Percentage	
	Coursework	70%
	Description	
	Individual Assignment (2,450 words).	

Outline Syllabus:

Accounting information and its relevance to strategy.
Boundaries and emerging issues of strategic accounting for management.
Strategies for accounting information in different business environments.
Activity-based techniques and accounting.
Customer-focused accounting.
Accounting and a quality strategy.
Strategies and styles of divisional control.
The performance measurement scorecard

Version No: 3

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Dr. Khelifa Mazouz

Additional Tutors:

Module Title: Strategic Financial Management (MA)

Module Type: Standard module

Module Code: MAN4152M

Module Credit: 10

Teaching Period: Year
Academic Year: 2007/8
Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): MAN4054M MAN4055M

Corequisite(s): None

Aims:

To consolidate and develop students' knowledge of financial decision-making and to promote an understanding of how capital markets operate, how companies are valued and how markets shape the financial manager's operating context

Learning Teaching and Assessment Strategy:

Lectures plus Tutorial/Seminars plus computer-aided learning and a financial strategy game

Study Hours:

Lectures:	12.00	Directed Study:	76.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	0.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate a comprehensive understanding of the capital market's function, and the role of the financial manager of the modern corporation

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Demonstrate subject specific skills in Financial management.

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Demonstrate the ability to value companies and to advise on different methods of financing companies

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage Coursework	100%
	Description Individual Coursework (3,500 words).	

Supplementary Assessment:

As Original

Outline Syllabus:

Overview of financial management: investment and financing decisions, shareholder value analysis, strategic investment.

Valuation of companies: quoted companies and the EMH.

Unquoted companies: using P/E ratios and Net Asset Values and Discounted Cash Flow Approaches.

Financial strategy: short-term and long-term finance, working capital management

Dividend Policy. Do dividends matter? The information content of dividends.

Using debt finance; short and long-term debt instruments.

Measurement of gearing: impact on shareholder value and the required rate of return. The return required by shareholders.

Dividend valuation model, return on investment.

Version No: 2**Timetable:**

Lectures	P&N	B,M&M	A	E, F&S
Lecture 1: An overview of Financial Management	1	1	1	1
Lecture 2: Valuation of companies	4	5 and 6	20	5
Lecture 3: Investment appraisal techniques	5	7	2 and 4	6
Lecture 4: Portfolio theory	8 and 9	10	7	9
Lecture 5: Asset Pricing Models	9 and 10	10 and 11	7 and 8	9 and 10
Lecture 6: Cost of capital	11	12	19	11
Lecture 7: The Efficient Market Hypothesis	N/A	N/A	14	14
Lecture 8: Sources of Corporate Financing	16	13 and 14	9 and 10	18 and 19
Lecture 9: Capital Structure: Does debt policy matter?	18	15	21	15
Lecture 10: Capital Structure: How much should a firm borrow?	18	15	21	15
Lecture 11: Dividend Policy	17	16	22	17
Lecture 12: Revision				

Core texts

Corporate Finance and Investment: Decisions & Strategies (fifth edition, 2006) by R. Pike & B. Neale, FT prentice Hall.

OR

Fundamentals of Corporate Finance (International Edition, 2004) by R.A. Brealey, S.C. Myers, and A.J. Marcus, McGraw-Hill

Additional Reading

Corporate Financial Management (third Edition, 2005) by G. Arnold, FT prentice Hall.

Corporate Financial Management (second edition, 2004) by D.R. Emery, J.D. Finnerty, and J.D. Stowe, Pearson, Prentice Hall.

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Adrian Kuah

Additional Tutors:

Module Title: Strategic Management (MA)

Module Type: Standard module

Module Code: MAN4169M

Module Credit: 10

Teaching Period: Year

Academic Year: 2007/8

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): None

Corequisite(s): None

Aims:

To enable a student to examine an organisation and to evaluate its long term prospects by an analysis of its strategy in relation to the environment in which it operates.

Learning Teaching and Assessment Strategy:

Lectures, interactive tutorials, case studies

Study Hours:

Lectures:	12.00	Directed Study:	74.00
Seminars/Tutorials:	12.00	Other:	0.00
Laboratory/Practical:	0.00	Formal Exams:	2.00
		Total:	100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Demonstrate the integration of knowledge and skills already acquired in the programme and ability to have a holistic view of organisations and their environments

2. Subject-Specific Skills

On successful completion of this module you will be able to...

2. Demonstrate skills in strategic analysis and planning

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Demonstrate improved analytical and predictive skills; abilities in formulating, presenting and defending argument and opinion.

Mode of Assessment:

1.	Assessment Type	Duration
	Percentage	
	Examination - closed book	2.00 hours
	Description	100%
	Closed book exam (2 hours)	

Supplementary Assessment:

As Original

Outline Syllabus:

Introduction to Strategic Management. Understanding the history and elements of the design, planning and positioning schools. The external environment, industries and competition. From resources and capabilities to competitive advantage. From competition advantage to competitive strategy. Developing competitive strategy. From strategic options to choice and implementation.

Version No: 2

Provider: School of Management
Related Department / Subject Area: School of Management

Principal Co-Ordinator: Julian Rawel

Additional Tutors:

Module Title: Strategic Marketing (MA)

Module Type: Standard module

Module Code: MAN4153M

Module Credit: 10

Teaching Period: Year

Academic Year: 2006/7

Module Occurrence: A

Level: M (Postgraduate Masters)

Prerequisite(s): MAN4042M MAN4045M

Corequisite(s): None

Aims:

A comprehensive understanding of the role of strategic marketing and marketing planning in corporate success.

Learning Teaching and Assessment Strategy:

Lectures, tutorials, group project, case studies.

Study Hours:

Lectures:		16.00	Directed Study:	74.50	
Seminars/Tutorials:	8.00		Other:	0.00	
Laboratory/Practical:	0.00		Formal Exams:	1.50	Total: 100.00

Learning Outcomes:

1. Knowledge & Understanding

On successful completion of this module you will be able to...

1. Evaluate strategic marketing issues that a business may face and be able to propose strategic resolutions based on customer focus

2. Discipline Skills

On successful completion of this module you will be able to...

2, Critically carry out a marketing audit and produce an effective marketing plan

3. Personal Transferable Skills

On successful completion of this module you will be able to...

3. Develop analytic and evaluative skills and produce a structured and actionable report

Mode of Assessment:

1.	Assessment Type	Duration	
	Percentage		
	Coursework	30%	
	Description		
	Group marketing plan (2,500 words).		
2.	Assessment Type	Duration	
	Percentage		
	Examination - open book or seen paper	1.50 hours	
	70%		
	Description		
	Open book case study examination (1.5 hours).		
3.	Assessment Type	Duration	
	Percentage		
	Examination - closed book	2.00 hours	100%
	Description		
	Supplementary Case study examination (2 hours)		

Outline Syllabus:

Importance of marketing strategy and centrality of customer satisfaction.

Assessing firm's strengths and weaknesses.

Environmental and competitor analysis.

Planning - relevance, key elements objectives and strategies for different markets requirements of a marketing audit implementation strategies

Version No: 3

**ELECTIVE CHOICE FORM FOR EXCHANGE STUDENTS
2007-08**

Surname/Family Name:

Forename(s): **UB Number:**

Elective Choices:

For your choice, please state the module title and the module code.

Module Title	Module Code	Subject Area	When Offered
1.			
2.			
3.			
4.			

Request to 'sit in':

Additionally, I would like to request to be able to 'sit in' on the following module. I understand that by making this request I undertake to attend all lectures and tutorials and take on the additional workload at my own risk. Attached is a 1,000 word statement giving in detail my reasons (both academic and in terms of personal development) for wishing to 'sit in' on the elective listed below.

Module Title	Module Code	When Offered
1		

**Please e-mail this form to
Anne Sutcliffe (a.e.sutcliffe@bradford.ac.uk) in the Graduate Programmes Office,
Room 15, Emm Lane
by 2 pm on Monday, 26 November 2007**